

# Roofing Company Website Checklist

Walk your live site top-to-bottom.  
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any roofing company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

## WHAT'S INSIDE

01

### HERO & TRUST

Can a homeowner trust you on their roof — and trust you wi...

02

### STORM DAMAGE & INSURANCE CLAIMS

Do you guide homeowners through the claim, or leave them l...

03

### MATERIALS & WARRANTY CLARITY

Does the homeowner understand exactly what's going on thei...

04

### INSPECTION & ESTIMATE FLOW

How fast can a homeowner get an inspector on the roof?

05

### REVIEWS & ANTI-STORM-CHASER TRUST

Does the site actively separate you from the trucks that s...

06

### SERVICE-AREA SEO & MOBILE

Does Google find you when everyone's Googling at once afte...

Can a homeowner trust you on their roof — and trust you with an insurance claim?

**Real local install photo in the hero (not stock)**

Your crew on a local roof, branded truck in the driveway — proves you're actually working in the area, not a traveling storm chaser.

**License, insurance, and workers' comp numbers shown**

State Farm and other insurers explicitly tell homeowners to verify these — putting them in the hero beats burying them in the footer.

**Manufacturer certifications visible near the fold**

GAF Master Elite, Owens Corning Platinum Preferred, CertainTeed SELECT ShingleMaster — these unlock transferable warranties low-tier competitors cannot offer.

**Years in business + roofs completed visible**

"1,800+ roofs replaced across Utah since 2012" beats "established local roofer" — storm chasers can't match a real project count.

**Google reviews count with recent dates**

4.9 from 400+ reviews — pulled live. After a storm, homeowners specifically watch for fresh reviews, not 2022 ones.

■ **Pro Tip: Displaying GAF Master Elite or Owens Corning Platinum status in the hero unlocks a transferable warranty argument no uncertified competitor can make — use it.**

Do you guide homeowners through the claim, or leave them lost in the paperwork?

**Dedicated page explaining the claim process step-by-step**

Call insurer → adjuster schedules → contractor inspects → claim filed → repair scheduled → supplemental if needed. Homeowners are genuinely afraid of this process.

**Explicit statement that you'll meet the adjuster on-site**

Reputable roofers attend the adjuster inspection to advocate for the homeowner — say so directly, it's a major differentiator.

**Anti-scam guidance for storm chasers**

Warn homeowners about door-knockers demanding contracts before the claim is approved — this positions you as the adult in the room.

**Free storm damage inspection offered, with timeline**

"Free roof inspection within 48 hours of any major storm" — the fastest inspector usually gets the job.

**Aerial measurement / report capability mentioned**

EagleView, GAF QuickMeasure, or drone inspection — adjusters and homeowners trust measured reports over chalk-on-a-shingle guesstimates.

■ **Pro Tip: Stating "we meet the adjuster on-site" is the single highest-converting line on a roofing site after a storm — most homeowners don't know they can ask for this.**

Does the homeowner understand exactly what's going on their roof?

 **Dedicated page per major material**

Asphalt architectural, impact-resistant (Class 4), metal standing seam, tile, slate, flat/TPO — each its own URL with unique copy.

 **Clear distinction between materials warranty and workmanship warranty**

"50-year manufacturer warranty on shingles + 10-year workmanship warranty on labor" — homeowners conflate these, and competitors never clarify.

 **Impact-resistant / insurance-discount shingles called out**

Class 4 shingles earn homeowners premium discounts in many states — mentioning it is a closing tool most roofers leave on the table.

 **Full roof system components explained**

Underlayment, ice-and-water shield, drip edge, ridge vent, flashing — a roof is more than shingles, and budget shops skip these layers.

 **Honest lifespan expectations per material**

"Architectural asphalt: 25–30 years in Utah's climate" — realistic numbers build more trust than marketing superlatives.

■ **Pro Tip:** Calling out Class 4 impact-resistant shingles and the insurance premium discounts they unlock closes deals that price-only competitors lose every time.

How fast can a homeowner get an inspector on the roof?

 **Online scheduling with real time slots**

Not a "we'll call you back" form — real calendar slots for inspections and estimates.

 **Clear distinction between repair, replacement, and claim inspection**

Three different conversations — make sure the homeowner picks the right one so the right crew arrives.

 **Option to upload photos of the damage**

Phone photos of interior leaks, shingle debris in the yard, or missing shingles — lets you triage before sending a truck.

 **Written estimate delivered within 24–48 hours**

Set the expectation on the form — verbal quotes handed over on the curb are how storm chasers operate.

 **Financing options shown with monthly-payment examples**

GreenSky, Service Finance, or Enerbank — replacement roofs are \$10K–\$30K jobs, and financing closes deals for homeowners without cash on hand.

■ **Pro Tip: Separating repair, replacement, and claim inspection into distinct booking paths cuts estimate no-shows significantly — the right crew shows up prepared.**

Does the site actively separate you from the trucks that showed up after the last storm?

 **Live Google reviews feed with recent dates**

Not a static testimonial carousel — homeowners want proof you're still busy and still earning 5 stars this month.

 **Local BBB rating and accreditation visible**

After big storms, BBB complaints spike against fly-by-night operators — an A+ rating is a hard signal of stability.

 **Physical local address with years at that address**

Storm chasers operate from PO boxes and rented short-term spaces — a real address with history is a trust anchor they can't fake.

 **Team photos and crew member names**

Faces and names on the site beat anonymous logos — homeowners want to know who's knocking and who's climbing the ladder.

 **Video testimonials from local homeowners**

30-second phone videos from actual customers in their driveway, with their roof visible, convert better than any written quote.

■ **Pro Tip: A physical local address with years at that address is the trust signal storm chasers structurally cannot fake — make it prominent, not buried in the contact page.**

Does Google find you when everyone's Googling at once after a storm?

 **One landing page per city / suburb served**

Unique copy, local install photos, and storm-history references per page — not a generic "service areas" bullet list.

 **Schema markup for LocalBusiness + RoofingContractor**

Unlocks rich results and map pack placement — most competitors skip it entirely.

 **NAP consistency (name / address / phone)**

Identical across site, GBP, Yelp, Angi, BBB — after a storm, inconsistency kills rankings exactly when you need them most.

 **Site loads under 2.5 seconds on 4G**

After major storms, local search traffic can spike 300%+ — a slow site misses the wave entirely.

 **Sticky "Free Inspection" CTA on mobile**

Panicked homeowners want one-tap access — not a scroll back to the top of the page.

■ **Pro Tip: After a major storm, local roofing searches can spike 300%+ in 24 hours — a pre-optimized, fast-loading site captures that wave while slow competitors miss it.**

## How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · [bleyl.dev](https://bleyl.dev) · You may use this checklist for your own business website audit. For a done-for-you implementation, visit [bleyl.dev/industry/roofing-company-website-checklist](https://bleyl.dev/industry/roofing-company-website-checklist)