

# EXCLUSIVE

WHAT EVERY ROOFING CONTRACTOR SHOULD KNOW

# ROOFING LEADS





## EXCLUSIVE

- restrictive
- valuable
- high conversion rate
- high quality
- limited availability

## SHARED

competitive  
inexpensive  
low conversion rate  
low quality  
widely available

## ROOFING PPL

The roofing business is driven primarily by one thing; leads. In the realm of roofing construction services, leads are a currency. Those who thrive in this business have diverse channels through which leads are generated and a consistent stream of prospective customers throughout every month of the year. How does a contractor or company reach that point? By establishing a long-term vision and taking the steps towards realizing it.

To generate exclusive roofing leads, a contractor must develop an infrastructure that is built to last. Compare your business plan to the construction of a roof. A faulty infrastructure will cause early roofing failure. The same is true of your lead generation process. Think about the negative ramifications of rushing through a construction or replacement. If you apply your knowledge of roofing to a long-term marketing plan, sustained success is a reasonable outcome. Roofing Webmasters helps contractors realize their vision. Check out some of the best ways to get roofing leads:

# How To Get Leads?

roofingWEBMASTERS

BEST WAY TO GET  
ROOFING LEADS

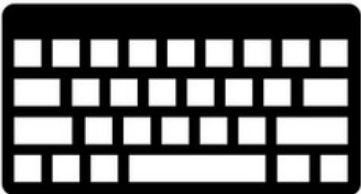


WEBSITE

A website serves as the central hub or portal for your roofing company's overall online presence, and should be designed by a professional in the field.



SEO



A website is only as effective as its reach and search engine optimization pairs it with relevant consumers. SEO can also refer to non-website practices.

PPC

Pay per click advertising is a fast way to generate leads online. Companies can pay to rank on the very top of Google SERPs and garner clicks from relevant customers.



ONLINE REVIEWS



Regardless of how good your website is, consumers today will further evaluate your company by reading online reviews. Make sure you have them, and that you respond!

