




Presents

The (2023) Guide to Perfect Roofing Content

With the emergence of ChatGPT and Jasper, roofing companies may wonder what perfect content looks like in 2023. Similarly, old-school SEO practices, like mass-publishing blog posts, remain prevalent in the roofing marketing landscape. But should roofers still use these tactics?

Roofing Webmasters answers these questions in more in our 2023 guide to perfect content.

 [Google's Helpful Content Update Hates Your B.S. Roofing Content](#)

Homepage Content

Your roofing website's homepage should feature original images of your company, staff, and equipment. It should also list your business information, like address, phone number, and service area. Your homepage title tag should contain your target keyword, city, and brand name.

Some roofers prefer to use their homepage as a hub page rather than targeting a keyword. This is a mistake, as your homepage naturally acquires the most links, making it a valuable SEO asset. As a result, you should target your primary keywords like roofer or roofing company in (your city, your state). This way, you distribute your SEO equity to interior pages in the menu.



Service Page Content

Service page content is important because it specifically targets long-tail keywords. For example, if you offer standing seam metal roofing services, you can't merely include this on your metal roofing service page. Instead, you need a separate page for standing seam metal roofing services. Google and other search engines prefer to rank the more specific page.

Another service page content factor is topical relevance. It's wise to group topics into clusters with internal linking. For instance, your metal roofing page will link to your standing seam metal roofing page, your aluminum roofing page, etc. These topical clusters build authority in SEO.

READ MORE: [Metal Shingle Roofing](#) · [Standing Seam Metal Roofing](#)

Standing Seam Metal Roof Installation



Durable Roofing Solution


Homeowners look for roofing that's durable, and that's why more and more are opting for standing seam metal roofing. When you choose standing seam metal roof installation in Houston, TX, not only are you getting a durable roof, you also get plenty of options regarding colors and styles as well as thickness, length and width. And when you choose TRUEWORKS ROOFING for standing seam metal roof replacement or repair, you'll find yourself in the hands of trusted local professionals. We will install your roof using our simple stress-free process. Get started on the process today by calling [832-241-0417](tel:832-241-0417) to set up a free online or in-person consultation.



City Page Content

Most roofing companies offer services in cities outside of their main office location. For example, if your office address is in Dallas, TX, you likely offer roofing services in Frisco, Plano, and McKinney. As a result, publishing individual location pages is the best way to expand reach.

City pages remain a controversial element of SEO, mainly because most websites use them as doorway pages, which is a black-hat SEO practice. These pages are essentially duplicated versions that only replace the city name within the content. You want to avoid this strategy and instead utilize the DataPins method, which we will discuss in more detail later in the guide.

 [Do City Pages Work for Roofing Company SEO in 2022?](#)

Other Page Content

Your website should also feature an About Us and Contact Us page highlighting your company.

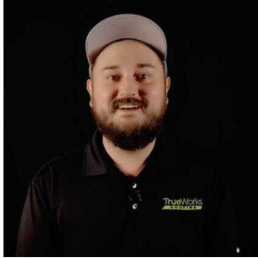



About Us Pages

About Us pages are not intended to rank well on Google. Your goal is to increase the comfort of visitors who enter your website through another page. As a result, About Us pages should feature more images of your company and outline your roofing history and expertise.

About Us

Meet The Team

When you need a residential roofing company in Houston, TX, trustworthiness is essential. You'll get that from TRUEWORKS ROOFING. No matter whether we're repairing a few cracked **clay tiles** or replacing your asphalt shingle roof, you'll discover we're always true to our word and work. That means you'll get honest pricing and exceptional service whenever you work with us. We are family-owned and operated, and we establish trust by treating our customers like they are a part of our family. You can learn more about how we can help you with pain-free roofing by calling **832-241-0417**.








Joel Patzke – Founder & CEO

Laura Cole – Founder & COO

Allen Cullens – Director of Sales

Nick Infantozzi – Operations Manager








Contact Us Pages

Contact Us pages should be short and to the point. Every roofing website's Contact page should feature a form that allows visitors to input their contact information, like name, phone number, and email address. Your Contact page should also emphasize your phone number and address.

Contact Us

SEND

TAP TO TEXT

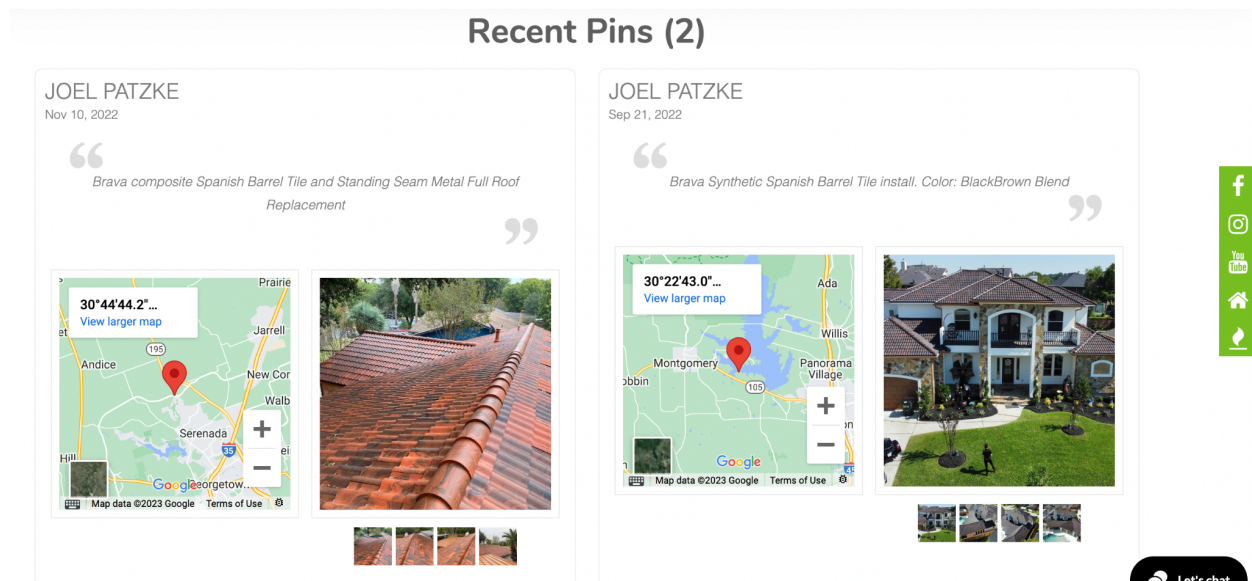


DataPins Content

DataPins content is the true game-changer in 2023, as it legitimizes your service and city pages. Google values an acronym known as EEAT, which stands for experience, expertise,

authority, and trustworthiness. DataPins helps you achieve this by empowering your techs to tag recent roofing jobs to the app, which then publishes them to the most relevant website page.

Furthermore, DataPins services as your reputation management platform by automating review requests via SMS and email and showcasing verified customer reviews directly on your website. Nothing builds social proof better than user-generated content from your employees and customers. Best of all, DataPins uses schema markup and tagging to maximize its SEO.



FAQs about Roofing Website Content in 2023

Can Roofers Rank Using AI-Generated Content?

Roofing companies should not copy and paste AI-generated content from ChatGPT or Jasper AI into their roofing website. While the content may rank initially, its chances of maintaining rankings are very low. Furthermore, unedited content of any kind is not effective for SEO purposes. Google plans to release a version of ChatGPT called Apprentice Bard in 2023.

Are Blog Posts Effective for Roofing Websites in 2023?

Blog posts are largely ineffective for roofing websites in 2023. Google's Helpful Content Update targets content that lacks value for the user. Most blog posts on roofing websites are never read by visitors and only degrade the value of your other content (like service pages). Of course, there are still some instances where blog posts can be useful, like providing original insights.

Where Can I Get DataPins?

You can visit datapins.com and sign up for DataPins, or you can call Roofing Webmasters at [\(800\) 353-5758](tel:8003535758) to discuss how to maximize your roofing content strategy with DataPins in 2023.