FOR ROOFING CONTRACTORS

How to get qualified roof inspections from Google.

Homeowners searching “roof repair near me” are looking for someone to do the job. This is how to turn those searches into booked inspections with Google search ads, where you pay only when someone clicks: the keywords, the ad, the words to block, what to count, and how homeowners book straight onto your calendar.

LA COUNTY

30,000+

Searches a month

Repair, leaks, new roofs, inspections and finding a roofer

ORANGE COUNTY

6,400+

Searches a month

Same searches. Commercial, supplies, DIY and prices not counted

BEFORE THEY BOOK

6

Questions to screen them

Job, owner, address, roof type, age, timing

02
Where the money leaks

03
The system in five steps

04 to 07
The campaign, the ad and the negative list

08 to 14
Tracking, the form, booking, follow-up and the first 90 days

The searches are there. The money leaks between the click and the inspection.

THE LEAK	THE FIX
Homeowners who use a lead site can get passed to several roofers. You pay for a shared lead and race to call first.	Run **your own ad and booking page**. The homeowner books with you, not with a list.
Loose keyword matching can show your ad for “abc supply near me” and “gaf roofing shingles”.	**Close matches only**, plus a list of blocked words on day one (page 7).
Ads that say “free inspection” and “quality roofing” give a homeowner no reason to pick you.	**Lead with proof**: photos of every problem, a quote in writing, a warranty that says what it covers (pages 5 and 6).
A leak call goes to voicemail. The homeowner calls the next roofer before you call back.	Leaks see your number first. Everyone else **books the inspection right there**, at times that fit your route.
Google is told a page visit or a button tap is a lead, and spends your money getting more of those.	**Count only three things as a lead**: two kinds of calls and the booked inspection (page 8).
Reports lead with how many people saw the ad and how many clicked.	Lead every report with **booked inspections, cost per inspection, how many sign and job value**.

THE DEMAND IS ALREADY THERE

SEARCHES A MONTH	LA COUNTY	ORANGE CO.
Roofing contractor	20,160	4,140
Roof repair	4,740	1,050
Leaks and emergencies	1,860	460
New roofs	2,740	460
Inspections and upkeep	1,260	290
Total	30,760	6,400

WHAT A CLICK AT THE TOP HAS COST

KEYWORD	LA COUNTY
roofers near me	$23 to $71
roofing contractor	$14 to $64
roof repair near me	$19 to $83
roof leak repair	$17 to $62
roof replacement	$18 to $57

Google’s own data (Keyword Planner): average monthly searches and the price range for a top spot, pulled October 11, 2026. Commercial roofing (1,390 a month in LA) is left out: a different buyer, with top bids up to $300 a click.

THE SYSTEM

Five steps from a search to a signed job.

01 The search

Pay to show up on **searches that name the job**: “roof repair near me”, “roof leak repair”, “roof replacement”. Only people in your area, and at first only during hours you can answer.

02 The ad

Lead with **why a homeowner should pick you**: photos of every problem, a quote in writing fast, a warranty that says what it covers, your license number. Real facts, with no filler like “quality” or “best” (pages 5 and 6).

03 The page

Send the click to **a page built for that job**. Six quick questions: which job, owner or not, address, roof type, roof age, timing. Window shoppers drop off here, not on your phone.

04 The appointment

Homeowners who fit **book the inspection on the page**, at a time that fits your route. Leaks and anyone who would rather talk tap to call a number that shows the call came from Google.

05 The feedback

Each week, mark every lead **qualified or not** in your CRM. When a job signs, add its value to that same lead.

RULE ONE

Count only what you would pay for.

A lead is a real call or a booked inspection. Judge Google on booked inspections, cost per inspection, how many sign and what they are worth. Not clicks or views.

RULE TWO

Feed signed jobs back to Google.

Tell Google which clicks became signed jobs, and for how much, within 90 days. Then it can find more homeowners like the ones who sign.

WORDS USED IN THIS GUIDE

Keyword
A search you pay to show up for.

Blocked words
Searches you never pay for. Google calls them negatives.

Search terms
The list of what people actually typed before clicking.

Lead you count
An action Google counts as a win. Google calls it a primary conversion.

Bid
The most you agree to pay for one click.

Build it tight, so your budget goes to people ready to hire, in your area, when you can answer.

Search only Turn off ads on other websites and on Google's partner sites. Show only on Google Search.	**One group per job** Roof repair, leaks, new roofs, inspections. Each gets its own ad and its own page.
Close matches only No loose matching, which can show your ad for "abc supply near me" and "gaf roofing shingles". Blocked words catch the rest.	**Your area, your hours** Show ads to people in or often in your area, during the hours you can pick up.
Homes and businesses apart A warehouse or a strip mall roof is a different buyer and a bigger job. Give it its own campaign and budget.	**Automation off at launch** Turn off auto-applied recommendations, automatically created assets and the account's automated assets. Then Google cannot change your ads or settings on its own.
Ads on your own name Competitors can pay to show up when people search your name. Bid on it in its own campaign, so those cheap leads do not hide the true cost of new ones.	**Your account, your card** Google bills you directly. Whoever manages it, the account and its history stay yours.

KEYWORDS TO START WITH

AD GROUP	EXAMPLE KEYWORDS	LA / MO
Roofer	"roofing contractor" "roofers near me" [roofing company]	9,700
Repair	"roof repair" "roof leak repair" "flat roof repair"	3,070
New roofs	"roof replacement" "roof installation" [new roof]	1,900

"Quotes" = the search includes the meaning of these words. [Brackets] = the search means the same thing. Monthly searches for the keywords shown, LA County.

HOW MUCH TO PAY PER CLICK

1. Profit from one signed job × the share of inspections that sign = what one booked inspection is worth
2. That × the share of clicks that book = the most one click can be worth
3. Start well below that. Adjust once you have your own numbers.

Example only: $4,000 profit on a new roof × 1 in 4 inspections that sign = $1,000 per booked inspection. If 1 in 20 clicks books, one click is worth up to $50.

A free inspection is not an offer. Give them a reason to pick you.

Any roofer can offer a free inspection, so it gives a homeowner no reason to pick you. An offer is something they get from you and not from the next crew: a clear price, a fast fix, less risk. Keep the inspection if you like, but make it specific: what they see, how fast, what it costs.

OFFERS THAT GIVE THEM A REASON

Photos of every problem After the inspection, photos of what you found and a line-by-line quote in writing within 48 hours. Use it if you can turn quotes that fast.	**Leaks covered in 24 hours** An active leak gets a tarp or a temporary fix within 24 hours, priced before you start. Use it only if your crew can.	**A warranty that says what it covers** Your own warranty on the labor, in years, plus the maker's warranty on the materials, both in writing. Use it only if you stand behind it.
Repair before replace If a repair gets the roof more good years, you say so and quote it next to a new roof. Use it if you would rather earn the next job.	**Pay as each stage is done** Unless you carry a bond for the full job, California caps a home improvement deposit at $1,000 or 10%, whichever is less. Then pay after tear-off, after the new roof and at the final walkthrough. Use it if your contract already does.	**Cleanup in the price** Old roofing hauled off and nails swept from the yard with a magnet, listed in the quote. Use it if your crew already does.

SAME ROOFING COMPANY, TWO ADS

THE AD EVERY ROOFING COMPANY RUNS

Sponsored

Y Your Company
yourcompany.com

Roofing Contractor Near You | Free Roof Inspection | Quality Roofing Guaranteed

Roof repair and replacement. Quality work at affordable prices. Call for a free estimate.

- Free, quality, affordable: any roofer can say it
- No timeline, no warranty, no license a homeowner can check
- "Near you", not a city: nothing says you are local

THE AD BUILT ON PROOF

Sponsored

Y Your Company
yourcompany.com

Roof Repair in Downey | Photos and a Written Quote | Leaks Covered in 24 Hours

Every problem photographed. A line-by-line quote in writing within 48 hours.

Licensed C-39, CSLB #000000. Labor covered 10 years, in writing.

- Answers the first questions: how fast, what they will see
- A warranty and a license they can check

Ad copy to start from. Swap in your own facts.

WHY Google rates each ad on how likely people are to click it, how well it matches the search and the page it lands on. Google says better-rated ads generally pay less per click and show higher. A generic ad usually pays more per click.

HEADLINES, BY JOB

MATCH THE SEARCH

Roof Repair in Downey	21 / 30
New Roofs in Downey	19 / 30
Roof Leak Repair in Downey	26 / 30

PROOF

500+ Roofs Since 2010	21 / 30
Licensed C-39, CSLB #000000	27 / 30

PRICE AND LESS RISK

Photos and a Written Quote	26 / 30
Leaks Covered in 24 Hours	25 / 30
Labor Covered 10 Years	22 / 30

NEXT STEP

Book a Roof Inspection	22 / 30
See a Roof Near You	19 / 30
Pick Your Inspection Time	25 / 30

DESCRIPTIONS

Book online. After the visit, a line-by-line quote in writing within 48 hours.	78 / 90
Active leak? A tarp or a temporary fix within 24 hours, priced before we start.	79 / 90
Labor covered 10 years in writing, on top of the maker's warranty on materials.	79 / 90
Licensed C-39, CSLB #000000. Book an inspection online, or call if you'd rather talk.	85 / 90

Callouts: Written Quotes · Photos of Every Problem · Licensed CSLB #000000 · Pay as Work Is Done

Sitelinks: Roofs We Replaced · Roof Repair · Leak Repair · Book an Inspection

Underlined words are examples. Google allows 30 characters per headline, 90 per description and 25 per callout or sitelink title, so count again after you fill them in. California requires your CSLB license number in all your advertising, your website included: put it in a description pinned to position 1, so it always shows. Say C-39 only if your license has it. If you say "lifetime", say whose: the FTC asks ads to name the life they mean.

A number beats an adjective.

"24 hours, photos, 10 years on labor" says more than "quality".

Say it only if you can prove it.

No "best", no "lifetime" without saying whose. Homeowners check, and so does Google.

Match the search.

Leak searches see a leak ad.

Add these before launch. They bring clicks from people buying supplies, not hiring a roofer.

Add them as blocked phrases for the whole campaign, exactly as listed. A blocked word does not block its plural: “supplier” does not block “suppliers”, so both are on the list. Then read your search terms every 2 to 3 days for the first month, and block anything new that is not a buyer.

ADD ON DAY ONE

Supplies and materials

`supply` `supplies` `supplier` `materials` `wholesale` `for sale` `home depot` `lowes`

DIY and how to

`diy` `how to` `yourself` `youtube` `reddit` `tutorial` `calculator` `kit`

Jobs and training

`jobs` `career` `careers` `salary` `now hiring` `apprentice` `union` `employment`

Other trades

`truss` `trusses` `insulation` `pressure washing` `roof cleaning` `pest control` `windows` `plumber`

Roofer business searches

`leads` `lead generation` `software` `crm` `marketing` `license` `acculynx` `estimating`

Research and pictures

`ideas` `pictures` `images` `what is` `vs` `types of` `lifespan` `colors`

CHECK AGAINST YOUR SERVICES FIRST

These can be real buyers, depending on what you offer. Blocking them blindly cuts good leads.

Cost, price, quote	Never block outright. “Roof replacement cost” can be a homeowner comparing quotes.
Commercial, warehouse, HOA	Bigger jobs and a different buyer. Block them if you only do homes, or give them their own campaign.
Gutters, siding, skylights, solar	Many roofers do these. Keep each one you offer. Block the rest.
Insurance, storm, claim	Real buyers if you work insurance jobs. Block them if you do not.
Coatings, restoration, metal	Different jobs or materials. Keep each one you offer. Block the rest.
Other roofers’ names	Find them in your search terms. Block their names unless you want to show up for them.
Cities you do not serve	Add each one. Someone inside your area can still search for a city you do not cover.

BEHIND EVERY STEP · TRACKING

Count only three things as a lead. Nothing else.

Whatever you tell Google counts as a lead (Google calls it a primary conversion) is what your reports call a win, and what Google spends your budget to get more of. Count only the three actions that put a homeowner in touch with you.

1

Calls from the ad

The call button on your ad uses its own tracked number that rings your phone. Calls under 45 seconds are mostly wrong numbers and spam.

COUNTS · CALLS 45 SECONDS OR LONGER · ONCE PER AD CLICK

2

Calls from the page

Visitors from Google see a tracked number on your page, so every call is tied to the search that sent it.

COUNTS · CALLS 45 SECONDS OR LONGER · ONCE PER AD CLICK

3

The booked inspection

Counts when a homeowner who fits books an inspection. Anyone who cannot approve the job, is outside your area or is just researching never counts.

COUNTS · BOOKED INSPECTIONS ONLY · ONCE PER AD CLICK

EVERYTHING ELSE IS TRACKED BUT NOT COUNTED, OR TURNED OFF

Clicks on your phone number	A tap is not a call. Count the call itself.
Page views and button clicks	Activity, not leads. Counting them teaches Google to find browsers.
Leads copied from Google Analytics	Leave them out. They can count the same lead twice.
Qualified and signed jobs	Have the page save Google's click ID with each lead and set the window to 90 days. Then send them from your CRM. Track them, but don't count them as leads until there are enough to learn from.

PROVE IT BEFORE LAUNCH

Make a test booking and a test call to the page's tracking number. Each must reach you and show up once in your tracking and your CRM. Send a test form that does not book, and check it does not count. Calls from the ad cannot be tested early. The day after the first real ad call of 45 seconds or longer, Google Ads must show exactly one lead. If not, fix it that day.

STEP 03 · THE FORM

Six questions keep wasted drives off your calendar.

One question per screen, with tap answers except the address. Each answer decides if they fit, where they go next, or if they stop here. Contact details come after the questions, once they have already put in the effort.

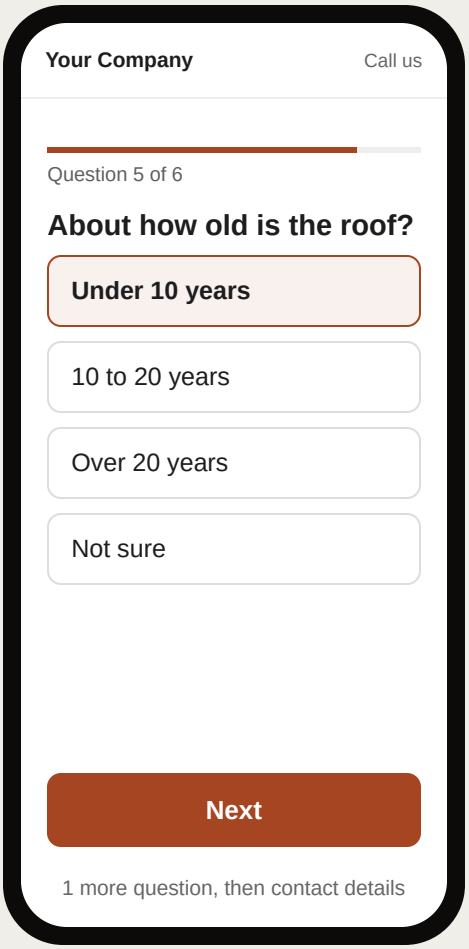
QUESTION	ANSWERS	WHAT IT DOES
01 What do you need?	A leak fixed · A repair · A new roof · An inspection · Something else	Each job goes to the right estimator and time slot. A leak puts your number on top. “Something else” leaves contact details and gets a call.
02 Do you own the property?	Yes · I manage it for the owner · I rent, and the work is approved · I rent, not approved yet	Only someone who can approve the job reaches your calendar. Renters without approval stop here.
03 Where is it?	Street address	Outside your service area, no times show. Inside, the address fits the inspection into your route.
04 What is on the roof now?	Shingle · Tile · Flat · Metal · Not sure	Sends the right estimator with the right ladder and materials. Roofs you do not work on end here.
05 About how old is it?	Under 10 years · 10 to 20 years · Over 20 years · Not sure	You know before you go if it is likely a repair or a new roof. “Not sure” is fine.
06 When do you want it done?	As soon as possible · Within a month · 1 to 3 months · Just researching	As soon as possible and within a month go to the calendar. 1 to 3 months can book or get the monthly emails (page 11). Just researching gets the emails.

THEN

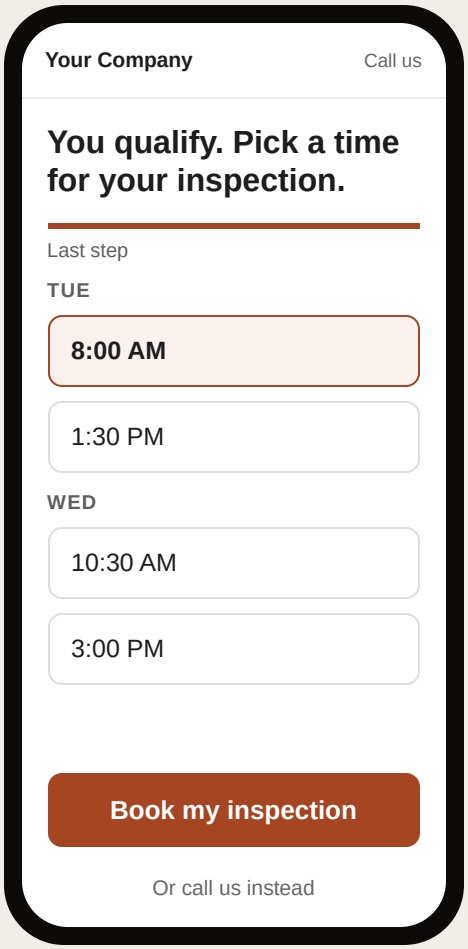
Homeowners who fit (they can approve the job, it is in your area, and it is a roof you work on) give name, phone and email. Leaks and as soon as possible: your number on top and the first open times. Within a month: they pick an inspection time. 1 to 3 months: a time or the monthly follow-up. Just researching: the follow-up. Something else: you call. Everyone else gets a polite thank you and never reaches your calendar.

Ask for photos after they book, not before: the roof from the street and any ceiling stains. Photos let you show up knowing what to bring. Every extra question loses some people, so drop any that does not change who you book or how you prepare.

Only qualified homeowners see your calendar, and only at times that fit your route.



01 QUALIFY, THEN CONTACT



02 BOOK

Book inside your territory
The booking step checks the address against your service area before it shows a single time.

Times that fit your route
It offers only open slots that add the least drive time to the inspections already on your calendar.

Leaks first
A homeowner with an active leak sees your number on top and the first open time.

Photos before you go
After booking, the homeowner can send photos of the roof and any ceiling stains, so you arrive knowing what to bring.

Keep a call option
A tracked number on every screen for anyone who would rather talk.

The booking connects to the calendar you already use for inspections. Give the page its own address on your website and mark it “noindex” so it stays out of Google’s unpaid results and never competes with your main site. Do not block it in robots.txt.

STEP 04 · FOLLOW-UP

Not every qualified homeowner books right away. Follow up until they do, or tell you to stop.

Homeowners who fit leave contact details before the calendar, so you can reach them whether they book or not. Call anyone. Text only those who said yes to texts. Each group gets its own follow-up.

WHO	WHAT THEY GET	WHEN
01 A leak, something else, or left before booking	A call, plus a text with the booking link if they said yes to texts.	Within 5 minutes. Two more tries that day.
02 Booked, then missed it	A call, or a text if they said yes to texts, to pick a new time.	The same day.
03 Got a quote, has not signed	A call to answer questions, then an email with photos of a roof you did near them.	Within 2 days. Again at 1 week.
04 Not ready yet	One useful email a month, with the booking link: signs a roof needs work, what the warranty covers, roofs you did.	Monthly, until they book or opt out.
05 Not a fit	A thank-you on screen. Renters without approval, outside your area, or a roof you do not work on.	No follow-up. No contact details taken.

GET CONSENT

Ask before you text.

Texting without permission can bring fines. Add an empty, optional box: “Yes, text me about my inspection. Msg frequency varies. Msg and data rates may apply. Reply STOP to stop, HELP for help. Not required to book.” Name your business and link your terms and privacy policy beside it. Register the number through your texting provider first. Every email gets an unsubscribe link and your business address.

KEEP THE SOURCE

Late bookings still count.

A homeowner who signs in month 3 still came from the original search. Keep the job value on the same lead. Google only takes results up to 90 days after the click, so send “qualified” as soon as you mark it.

WEEKS 1 TO 4 · GET LIVE. PROVE TRACKING.

Launch and learn.

Ads live, tracking proven, real searches coming in. This month is for learning and fixing, not best results.

GOAL

- Ads go live only after the page call, the booking and the form are tested
- First qualified inspections booked
- Every lead marked qualified or not
- A negative list built from real searches

NUMBERS TO WATCH

- Booked inspections
- Cost per inspection (too few yet to judge)
- What people typed: buyers or not
- Calls answered

THE WORK

- Search terms every 2 to 3 days
- Add negatives from real searches
- Fix tracking the day anything breaks
- Pause obvious waste. No big price changes on a few leads.

SETUP

Logins and facts in one sitting

Ads account, Google Business Profile (your Maps listing), photos of finished roofs, service area, license number, price ranges by job, profit per job.

BUILD

Ads built, turned off

Google reviews the ads before they can spend a dollar.

TEST

Tracking proven

A test booking and a test call each show up once. A test form that does not book never counts.

LAUNCH

Go live

On a weekday morning, checked every hour for the first 24 hours.

DAY 30

Check-in. Booked inspections and cost per inspection so far. If it is not working, fix the biggest leak first, one change at a time.

WEEKS 5 TO 8 · SHARPEN IT.

Cut what does not book.

A steadier flow of bookings. Money moves away from searches that do not book and toward the ones that do.

GOAL

- A steady number of inspections each week
- Cost per inspection trending down
- A clear picture of which searches and ads book
- First signed jobs

NUMBERS TO WATCH

- Booked inspections, week over week
- Cost per inspection, week over week
- How many inspections sign
- First job values

THE WORK

- Check what people typed every 2 weeks
- Add keywords that book. Pause the ones that do not.
- Move money to the jobs that sign
- Try new ad wording against the best ads
- Follow up every quote that has not signed

Every wasted search you cut leaves more money for real homeowners.

WEEKS 9 TO 12 · TUNE AND TEST.

Compound and scale.

With bookings steady, the work turns to your goal: more volume, or better margin on the volume you have.

GOAL

- Predictable weekly inspections
- Cost per inspection at or below what one is worth to you
- Signed jobs traced to the searches that found them
- A clear decision: scale or hold

NUMBERS TO WATCH

- Cost per signed job
- Job value against ad dollars
- Searches your budget missed
- Calls answered, and how many book

THE WORK

- Let Google set click prices once it has enough leads to learn from
- Update ads and try new wording
- See if spending more brings more signed jobs
- Send Google signed jobs within 90 days of the click

DAY 90

The full count. Booked inspections, signed jobs and what each one cost. That is the number to judge Google on.

When the numbers hold, the question changes from “is it working” to “should we spend more”.

YOUR NEXT STEP

Want us to run this for you?

That is the whole method. The hard part is running it every week: reading the searches, cutting waste and fixing what breaks. Here is how we would split the work.

WE DO

- Keywords, the negative list and the build
- Your ads, built on what sets you apart
- The page, the booking and the tracking
- Checking what people typed every 2 to 3 days at first, then every 2 weeks
- The weekly lead list and the monthly report

YOU DO

- Approve the ads, the page and the budget
- Answer calls during your hours
- Run the inspections
- Mark each lead qualified or not
- Add each signed job's value to the same lead

WHY YOUR OWN AD, NOT A LEAD SITE

A LEAD SITE	YOUR OWN AD	YOUR ACCOUNT
Shared	**Direct**	**Yours**
One request, several roofers	The homeowner books with you	Searches, leads and history
You race other crews to call first	Nobody else gets that lead	Whoever manages it, you keep it

OUR 90 DAY PROMISE

We'll make Google your #1 marketing channel in 90 days.

If Google isn't your #1 marketing channel in 90 days, we'll cover our next month's management fee and ad spend, up to your agreed monthly Google ad budget.

Book a 30 minute call. We look at your area and your numbers on screen and set a starting budget together. You decide after. If you go ahead, we target launch within seven calendar days of kickoff, once your details, access and approvals are ready. vantier.co/book

Book a call ↗