ROOFCON 2026 EDITION

The 2027 Roofing Growth Playbook

What the best roofing companies are doing with their marketing going into 2027



SEVEN SECTIONS · A SELF-AUDIT IN EACH · ONE SCORECARD

GODUO.CO

CONTENTS

Seven chapters. Same four pages in each.

Every chapter opens with what changed, gives you the benchmarks, lays out the plays, and ends with a self-audit you score yourself. Read it front to back, or go straight to the chapter you are weakest in.

01	**Website**	Every marketing dollar lands on your website.
02	**SEO & AEO**	Getting found now means getting recommended.
03	**Google Ads**	The top of Google is where roofing jobs are won.
04	**Meta Ads**	On Meta, the offer is everything.
05	**Organic Social**	Your feed is your reputation.
06	**Tracking & Revenue**	Optimize for revenue, not leads.
07	**Lead Nurture**	Most jobs are won in the follow-up.
—	**Scorecard**	Add up your seven audits and find your band.
—	**About DUO**	Who wrote this and how we measure our own work.

HOW TO USE IT

/01 Read the chapter. The first page tells you what changed and what good looks like.

/02 Run the plays. Each one ends with a quick check you can do in minutes.

/03 Score the self-audit. One point per line that is true today. Write the count on the scorecard.

/04 Start with your lowest score. That is where 2027 budget goes first.

01

Website

Every marketing dollar lands on your website.

Your site is now judged by homeowners on a phone and by the AI tools deciding who to recommend.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

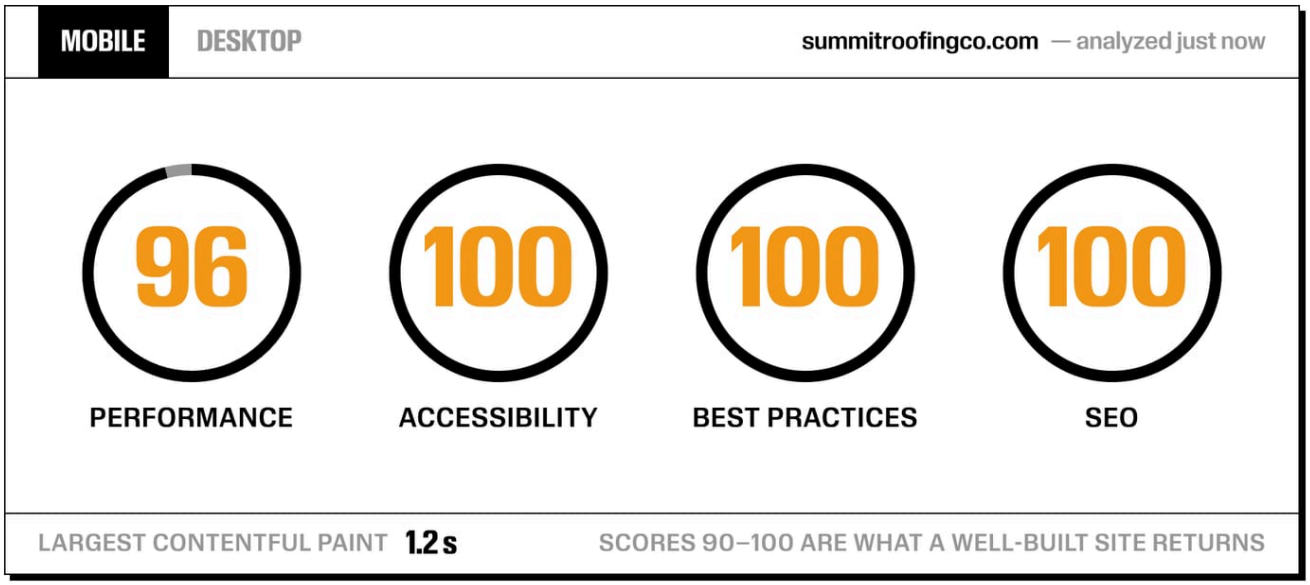
02 What good looks like · the benchmarks

03 The plays · each with a quick check

04 Self-audit · score yourself out of 5

01 What's changed

Your site is now judged by two audiences: homeowners comparing roofers on their phone, and AI tools like ChatGPT and Google's AI Overviews deciding who to recommend. Templates were the default because custom code was expensive. AI has removed that barrier, and the gap between generic sites and fast, well-built ones is widening.



What a well-built site returns on Google PageSpeed Insights ↗, mobile. Scores of 90–100 are the benchmark.

02 What good looks like

Mobile PageSpeed ↗ score	90+
Main content loads on mobile (LCP)	Under 2.5 seconds
Service pages	One per service
Phone number	Tap-to-call on every page
AI-native	AI-assisted edits and updates

03 The plays

PLAY 1

Give every service its own page.

Homeowners search for the job they need, not "roofing company." One page listing everything won't rank for any of it. Give each service its own page with real job photos and reviews from customers who bought it. (City pages are a different story. See SEO & AEO.)

CHECK IT Search "[service] [your city]." Does your matching page show up?

PLAY 2

Have your storm page ready before the storm.

Hail brings a few days of urgent demand. Build a storm and hail damage page now, covering inspections and insurance claims, so it's live the moment weather hits. If you run ads, keep a paused storm campaign pointed at it.

CHECK IT Could you have a storm page live within 24 hours?

PLAY 3

Get fast on mobile.

Most homeowners find you on their phone. Compress images and cut unused plugins and scripts. If your template is the bottleneck, it's time to rebuild.

CHECK IT Run your homepage through Google PageSpeed Insights ↗ on mobile, free at pagespeed.web.dev.

PLAY 4

Fix the conversion basics.

Tap-to-call in the header and a short quote form on every page, not just "Contact." Show financing, real crew and job photos, and reviews next to every call to action. Skip the stock photos and "quality craftsmanship" copy.

CHECK IT On your phone, try to request a quote. Can you do it in 30 seconds?

04 Self-audit

- [ ] Mobile PageSpeed score is 90+
- [ ] Every service has its own page
- [ ] Built AI-native, so edits and updates take hours, not weeks
- [ ] Tap-to-call and a short form on every page
- [ ] Real job photos and reviews, no stock images

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 01 Website.

02

SEO & AEO

Getting found now means getting recommended.

Homeowners get a shortlist from Google and AI before they ever reach your site. The shortlist comes from places you control.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

02 What good looks like · the benchmarks

03 The plays · each with a quick check

04 Self-audit · score yourself out of 6

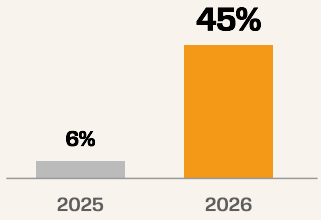
01 What's changed

45% of consumers used AI tools to find a local business in the past year, up from 6% the year before.[1] Meanwhile, 68% of Google searches now end without a click.[2] Homeowners are getting answers, and a shortlist, before they ever reach your site. The good news: AI tools build that shortlist from the same places you already control. Business websites made up 93% of the sites AI tools cited for local recommendations, and Google Business Profile was the single most-cited source.[3]

Homeowners are getting a shortlist before they reach your site

Three numbers that changed how homeowners find a roofer.

Used an AI tool to find a local business
Share of consumers, past year



Google searches that end without a click
All U.S. searches, Jan–Apr 2026



No click: answered on the results page
Clicked through

What AI tools cite for local picks
200,000 local AI searches



Business websites · Google Business Profile was the single most-cited source

BrightLocal, Local Consumer Review Survey 2026; SparkToro, U.S. Google searches Jan–Apr 2026; BrightLocal, analysis of 200,000 local AI searches, Sept 2026.

02 What good looks like

Google Business Profile	100% complete, updated weekly
Star rating	4.5+
New reviews	Every month, not just a big batch once
Review responses	Every review, written by a person
Name, address, phone	Identical everywhere you're listed

03 The plays

PLAY 1

Treat your Google Business Profile like a second homepage.

Set "Roofing contractor" as your primary category, list every service, and define your service area. Add real job photos every week. Google's AI tools lean on your profile more than any other source.

CHECK IT Compare your profile to the top three roofers in the Google Maps results.

Sources: 1. BrightLocal, Local Consumer Review Survey 2026 · 2. SparkToro, U.S. Google searches Jan–Apr 2026 · 3. BrightLocal, analysis of 200,000 local AI searches, Sept 2026

PLAY 2

Build a steady review engine.

74% of consumers look for reviews from the last three months.[1] Ask every customer by text within a day or two of finishing the job, and reply to every review personally. Templated replies put people off.

CHECK IT How many new reviews did you get in the last 90 days?

A review engine beats a review batch

74% of consumers look for reviews from the last three months. Two companies with the same total, seen the way a homeowner sees them.



Illustrative. Both companies total 60 reviews; only one looks active to a homeowner today. BrightLocal 2026 for the 74% figure.

PLAY 3

Answer the questions homeowners ask AI.

What does a roof replacement cost here? Repair or replace? How do insurance claims work? Answer each one directly on your site, in plain language. Then add schema (RoofingContractor, review and FAQ) so AI tools can read who you are and what you answer.

CHECK IT Ask ChatGPT one of those questions about your city. Whose site gets cited?

PLAY 4

Earn your city pages.

A city page should be something no other city could use: jobs completed there, reviews from local customers, photos of local homes, local codes and weather. If you can't fill it with that, fold the city into a single service-area page.

CHECK IT Put a different city's name on one of your city pages. If it still makes sense, it's too generic.

PLAY 5

Get mentioned beyond your own site.

AI tools trust businesses other sources vouch for. Keep Yelp, BBB, Angi, Nextdoor and Facebook complete and consistent. Get listed in your shingle manufacturer's contractor directory, and go after local news and sponsorships.

CHECK IT Google your company name. What shows up besides your own site?

04 Self-audit

- [ ] Google Business Profile is complete, with new photos every week
- [ ] 4.5+ stars and new reviews every month
- [ ] Every review gets a personal reply
- [ ] Your site answers top homeowner questions, with schema in place
- [ ] City pages only where you have local proof and unique content
- [ ] NAP (name, address, phone number) is identical on every listing

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 02 SEO & AEO.

03

Google Ads

The top of Google is where roofing jobs are won.

Everything above the first organic result is for sale, and that is where the thumb lands.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

02 What good looks like · the benchmarks

03 The plays · each with a quick check

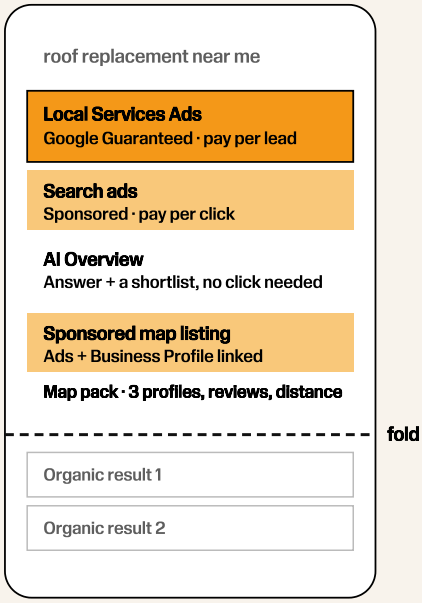
04 Self-audit · score yourself out of 7

01 What's changed

Search "roof replacement near me" on a phone and count what sits above the first organic result. The organic listings homeowners used to scroll are now below the fold. Winning Google in 2027 means owning the spots you can buy: Local Services Ads, search ads and the sponsored map listing.

What sits above the first organic result on a phone

"Roof replacement near me," mobile. The listings homeowners used to scroll are below the fold.



Spots you can buy
LSAs, search ads, sponsored map listing

Spots you earn
AI Overview shortlist, map pack
Both lean on reviews, response time, proximity

What to own in 2027

1. Local Services Ads, Google Verified, every call answered
2. Search ads on exact and phrase match
3. Business Profile linked to Ads for the sponsored map spot

Organic still matters: it feeds the AI Overview and the map pack. It just isn't where the homeowner's thumb lands first.

Schematic of the mobile results page. Exact order varies by query and market.

02 What good looks like

Where you show up	LSAs, search ads, sponsored map ads
Keyword match types	Exact and phrase, no broad match
Conversion tracking	Set up and tested
Job value	Sent back into Google
Where ad clicks land	A dedicated landing page

03 The plays

PLAY 1

Run Local Services Ads alongside Search.

LSAs sit at the very top and you pay per lead, not per click. Ranking leans on reviews, response time and proximity.[1] Link your Google Business Profile to Google Ads so your ads can show in the map pack.

CHECK IT Are you Google Verified, and did you answer every LSA call last month?

Source: 1. Google Local Services Help, ad ranking factors

PLAY 2

Control your traffic with exact and phrase match.

Broad match lets Google decide which searches you pay for, like "roofing jobs" and "DIY roof repair." Use exact and phrase match on the jobs you want, review search terms weekly, and block anything off-target.

CHECK IT Pull last month's search terms. How much went to searches you'd never want?

PLAY 3

Set up conversion tracking you can trust.

Conversion tracking tells Google which clicks became real leads: calls, form fills and booked inspections. Set it up, test it, and turn on enhanced conversions so Google can match more of those leads. Then send the value of closed jobs back into Google so it learns which leads are worth the most.

CHECK IT Make a test call and submit a test form. Did both show up in Google Ads?

PLAY 4

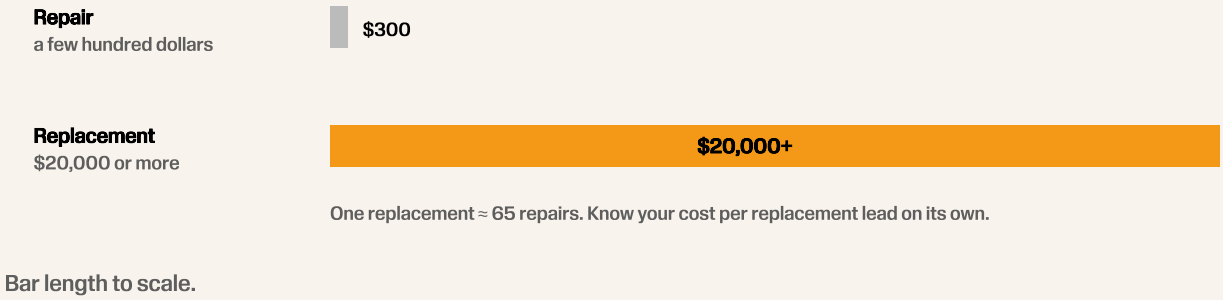
Split repairs from replacements.

A repair might be worth a few hundred dollars. A replacement is worth $20,000 or more. Separate campaigns keep cheap repair leads from eating the replacement budget.

CHECK IT Do you know your cost per replacement lead on its own?

Why repairs and replacements need separate campaigns

Same click cost, very different job. Mixed together, cheap repair leads eat the replacement budget.



Bar length to scale.

PLAY 5

Send clicks to a page built for the ad.

A landing page matches the search, makes one offer, and puts tap-to-call and a short form up front.

CHECK IT Does the page headline match what the person searched?

04 Self-audit

- [ ] Local Services Ads running, Google Verified, every call answered
- [ ] Google Business Profile linked to Google Ads for sponsored map listings
- [ ] Exact and phrase match only; search terms reviewed weekly
- [ ] Conversion tracking set up and tested for calls, forms and booked inspections
- [ ] Enhanced conversions on, and closed-job value sent back into Google
- [ ] Repair and replacement run as separate campaigns
- [ ] Every ad sends clicks to a matching landing page

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 03 Google Ads.

04

Meta Ads

On Meta, the offer is everything.

Meta picks the audience now. You pick the offer and the creative, and they decide who sees the ad.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

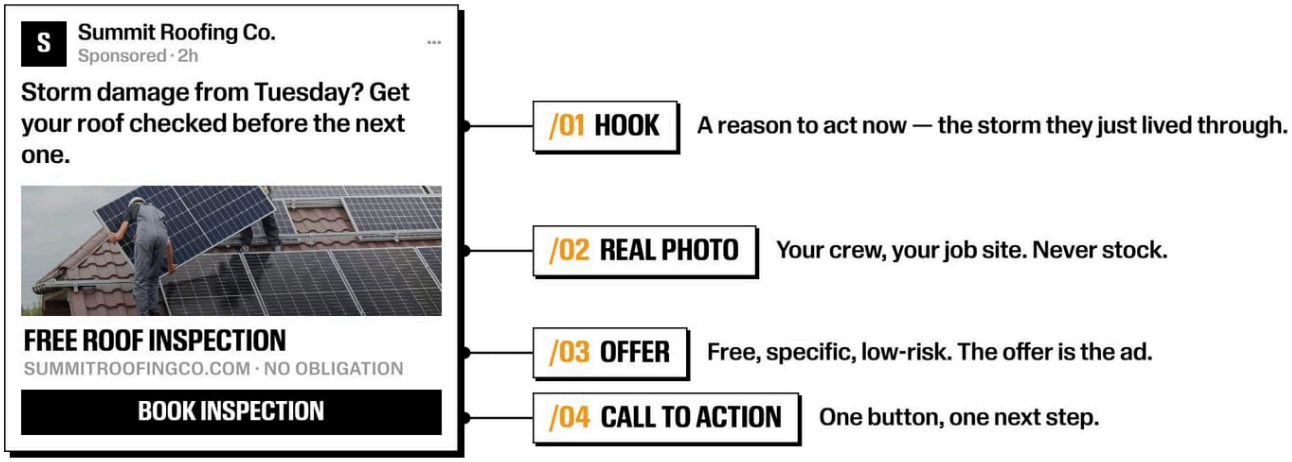
02 What good looks like · the benchmarks

03 The plays · each with a quick check

04 Self-audit · score yourself out of 6

01 What's changed

Meta used to reward advertisers who picked the right audience. Now its AI decides who sees your ad, based mostly on the ad itself. That leaves two levers you control: the offer and the creative. Nobody scrolling Facebook is shopping for a roof, so the ads that work give people a reason to act now.



The four parts of a Meta ad that works: a hook tied to something that just happened, a real photo, a specific low-risk offer, one call to action.

02 What good looks like

What you advertise	A reason to act now, not your services
Storm response	Ads live in hit zip codes within a day
Photos and video	Your crew and your jobs, no stock
Where clicks land	A landing page that matches the offer
Placements	Facebook and Instagram only, all else off

03 The plays

PLAY 1

Give them a reason to act now.

"Roof replacement" and "roof repair" on their own won't stop someone who isn't shopping. Give them a reason to act now: a hailstorm that just hit their area, an offer to upgrade the look of their home, or a deal with a real deadline.

CHECK IT Would your ad make sense to someone who wasn't thinking about their roof today?

PLAY 2

Switch on when bad weather hits.

After hail, heavy rain or snow, target the hit zip codes: "Storm damage from Tuesday? Get a free roof inspection." Keep the ads paused and ready so you're live within a day.

CHECK IT If a storm hit tomorrow, could your ads run the next day?

PLAY 3

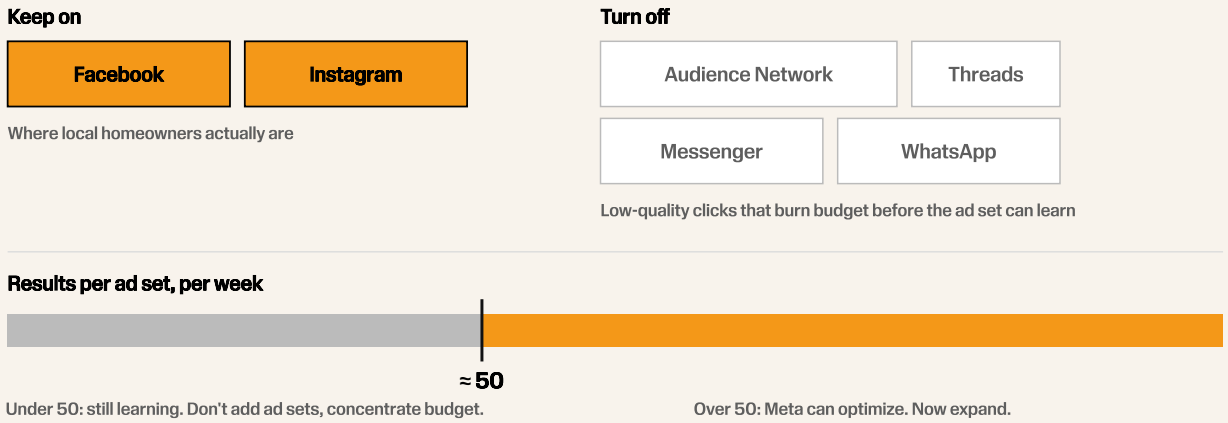
Don't spread your budget too thin.

Meta needs about 50 results a week per ad set to learn.[1] Focus budget on campaigns that can hit that before you expand. Keep placements to Facebook and Instagram. Audience Network, Threads, Messenger and WhatsApp burn budget on low-quality clicks.

CHECK IT Does each ad set reach about 50 results a week?

Two placements on, four off, and one number to clear

Keep the budget concentrated until each ad set reaches about 50 results a week. Then expand.



Meta Business Help Center, "About the learning phase."

PLAY 4

Send clicks to a landing page built to convert.

Meta leads are lower intent than Google's, so the page has to do more work. A good one:

- Leads with the same offer as the ad
- Shows social proof early and often: reviews, real job photos
- Is built for mobile and loads fast
- Has a short, smooth form that qualifies the lead

CHECK IT Does your landing page deliver what your ad promised?

PLAY 5

Tell Meta which leads were good.

Set up the Pixel and Conversions API, then send back which leads qualified and booked.

CHECK IT In Events Manager, is the Conversions API active?

04 Self-audit

- [ ] Every ad gives a reason to act now, not just your services
- [ ] Bad-weather ads built, paused and ready for hit zip codes
- [ ] Real photos and video of your crew and jobs
- [ ] Facebook and Instagram placements only
- [ ] Ads send clicks to a landing page that matches the offer
- [ ] Pixel and Conversions API set up; qualified leads sent back to Meta

Source: 1. Meta Business Help Center, "About the learning phase"

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 04 Meta Ads.

05

Organic Social

Your feed is your reputation.

Homeowners check your feed before they call. Real crews and real jobs are what convince them.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

02 What good looks like · the benchmarks

03 The plays · each with a quick check

04 Self-audit · score yourself out of 6

01 What's changed

Social feeds have shifted from showing what you follow to recommending short videos from anyone. A roofer with good job-site video can now reach homeowners who've never heard of them. And homeowners are looking: Facebook is the second most-used place consumers turn for local business recommendations, behind only Google.[1] Organic is still a brand play, not a lead machine, but a feed full of real crews builds trust that makes every other channel convert better.



One phone video, shot once on the job, posted four ways.

02 What good looks like

Content	Real crews and real jobs, no stock
Posting	A schedule you can actually keep
Comments and messages	Answered within a day
Owner and team	On camera regularly
Organic leads	Tracked by source in your CRM

03 The plays

PLAY 1

Film the work, not ads.

Phone video of your crew on a job, drone shots, before-and-afters, the owner explaining what went wrong with a roof. Real beats polished, and it shows homeowners exactly who'll be on their roof.

CHECK IT Could a stranger tell from your feed who your crew is?

Source: 1. BrightLocal, Local Consumer Review Survey 2026

PLAY 2

Shoot once, post everywhere.

One good video can become a Facebook post, an Instagram Reel, a YouTube Short and a TikTok. Facebook reaches local homeowners, Instagram shows the work, and TikTok gets reach, especially with people who might want to work for you.

CHECK IT Is each video you shoot showing up on more than one platform?

PLAY 3

Answer homeowner questions on YouTube.

What does a new roof cost? Repair or replace? How do insurance claims work? A short video answering each one keeps working for years and can show up when homeowners search.

CHECK IT Do you have a video answering your three most common questions?

PLAY 4

Post consistently and reply to everyone.

Pick a pace you can sustain and stick to it. Reply to every comment and message within a day. A question left hanging on your page tells the next homeowner how you'll treat them.

CHECK IT Are any comments or messages from the past week still unanswered?

PLAY 5

Track what organic brings in.

Put tracked links in your bio and posts, and ask "How did you hear about us?" on every form and call. Organic may never be your biggest channel, but you should know what it's worth.

CHECK IT How many booked jobs came from social last quarter?

04 Self-audit

- [ ] Real video and photos of your crew and jobs every month
- [ ] Each video repurposed across platforms
- [ ] YouTube videos answering your top homeowner questions
- [ ] Posting on a consistent schedule
- [ ] Every comment and message answered within a day
- [ ] Organic leads tracked by source in your CRM

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 05 Organic Social.

06

Tracking & Revenue

Optimize for revenue, not leads.

Two campaigns can deliver the same leads at the same cost and very different revenue. Tracking is how you tell them apart.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

02 What good looks like · the benchmarks

03 The plays · each with a quick check

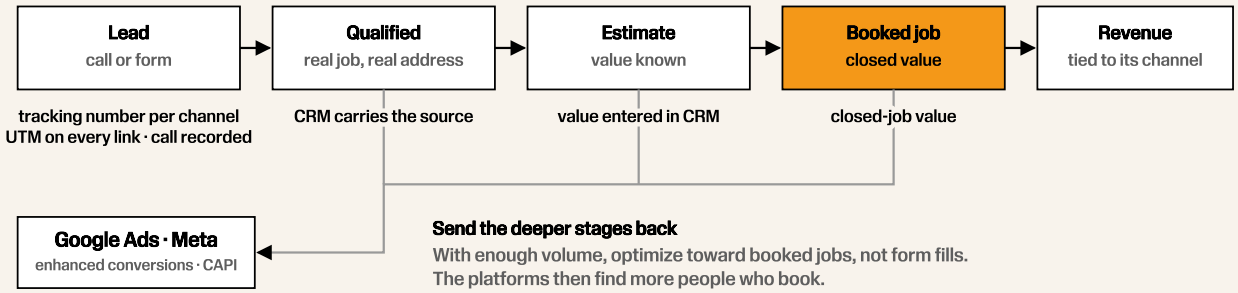
04 Self-audit · score yourself out of 5

01 What's changed

Connecting marketing data to revenue used to take custom engineering or enterprise software, so most companies judged marketing by lead count and cost per lead. AI has changed that. Linking ad platforms, call tracking and your CRM is now within reach for any established roofing company. Two campaigns can deliver the same leads at the same cost and produce very different revenue. Now you can see which is which, and send that data back so Google and Meta optimize for booked jobs.

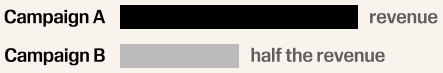
Track every stage after the form, then send it back

A form fill is the start. The stages after it are what Google and Meta should be optimizing toward.



What you can finally read: cost per booked job, by channel

Two campaigns, same leads, same cost per lead



Without the stages after the form, A and B look identical. With them, you know which one to fund.

Everything runs through Google Tag Manager: Google tag, Meta Pixel and Conversions API, call tracking, form tracking. Test every conversion before trusting it.

02 What good looks like

Phone calls	Tracked by source, with recordings
Tags and pixels	Managed in Google Tag Manager
What campaigns optimize for	Qualified leads and booked jobs
Revenue reporting	Automated, every lead tied to revenue
How you judge marketing	Pipeline and revenue, not cost per lead

03 The plays

PLAY 1

Track every call.

Most roofing leads still come in by phone. Give each channel its own tracking number (Google Ads, Meta, your website, your Google Business Profile, your organic social profiles) and record calls so you can tell real leads from tire kickers.

CHECK IT Can you say which channel last week's calls came from?

PLAY 2

Run every tag through Google Tag Manager.

Install the Google tag, Meta Pixel and Conversions API, call tracking and form tracking in one place. Then test every conversion before you trust it.

CHECK IT Make a test call and submit a test form. Did both show up in Google Ads and Meta?

PLAY 3

Optimize for what happens after the form.

A form fill is the start, not the finish. Track each stage that follows: qualified lead, estimate, booked job. Send those stages back to Google and Meta, and once you have enough volume, optimize campaigns toward the deeper stage. The platforms will find more people who book, not just people who fill out forms.

CHECK IT Are your campaigns optimizing for form fills or booked jobs?

PLAY 4

Know the source of every lead.

Every lead in your CRM should carry its source, paid or organic. Put UTMs on every ad link, a tracking number on every channel, and Google Analytics on your site. When a job closes, the revenue ties back to the channel that produced it, and you can see your cost per booked job by channel.

CHECK IT Do you know your cost per booked job for each channel?

04 Self-audit

- [ ] Tracking numbers on every channel, with call recordings
- [ ] All tags in Google Tag Manager, every conversion tested
- [ ] Qualified leads, estimates and booked jobs sent back to Google and Meta
- [ ] Every lead's source recorded in your CRM, paid and organic
- [ ] Marketing judged on cost per booked job and revenue

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 06 Tracking & Revenue.

07

Lead Nurture

Most jobs are won in the follow-up.

Most homeowners do not sign in the first week. The company still in front of them when they decide usually wins.

IN THIS CHAPTER

01 What's changed · why it matters, and the graphic that shows it

02 What good looks like · the benchmarks

03 The plays · each with a quick check

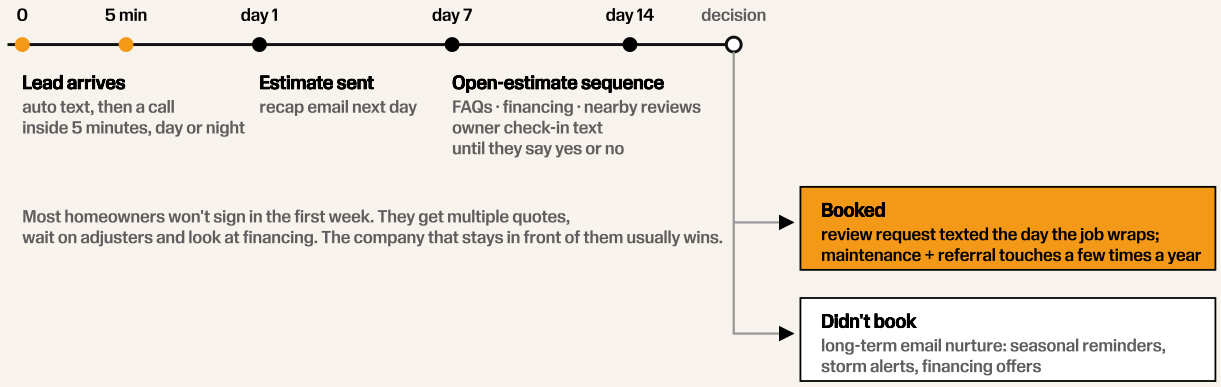
04 Self-audit · score yourself out of 5

01 What's changed

Follow-up used to depend on someone remembering to call back. Now automation and AI can respond to every lead in seconds, day or night, and send follow-ups that reference the job, the estimate and the homeowner's questions. That matters because a roof is still a big decision. Homeowners get multiple quotes, wait on insurance adjusters and look at financing. Most won't sign in the first week, and the company that stays in front of them usually wins.

What happens to a lead over 12 months

From the first five minutes to the review request and the referral ask.



The benchmarks: first response by text and call within 5 minutes; automated follow-up on every open estimate; review request after every job.

02 What good looks like

First response	Text and call within 5 minutes
Open estimates	Automated follow-up until they decide
Leads that went cold	Long-term email nurture
Finished jobs	Review request sent automatically

03 The plays

PLAY 1

Respond in minutes, not hours.

The moment a lead comes in, send an automatic text and then call. The first roofer to reach the homeowner usually sets the appointment.

CHECK IT Submit a form on your site after hours. How long until you hear back?

PLAY 2

Follow up on every open estimate.

Build a sequence that starts the day after the estimate: a recap by email, answers to common questions, financing options, reviews from nearby jobs and a check-in text from the owner. Keep going until they say yes or no.

CHECK IT What happens to an estimate that hasn't signed after a week?

PLAY 3

Keep cold leads warm.

Leads that didn't book aren't dead. Put them on a long-term email nurture with seasonal reminders, storm alerts and financing offers. Plenty of homeowners come back months later, ready to move.

CHECK IT When did you last reach out to last year's unbooked leads?

PLAY 4

Turn finished jobs into reviews and referrals.

Text a review request the day the job wraps. Then stay in touch with past customers a few times a year with maintenance reminders and a referral offer. They're your cheapest next job.

CHECK IT What share of last month's jobs left a review?

04 Self-audit

- [ ] Every new lead gets a text and a call within 5 minutes
- [ ] Automated follow-up on every open estimate
- [ ] Cold leads on a long-term email nurture
- [ ] Review request sent after every job
- [ ] Past customers hear from you a few times a year

COUNT YOUR TICKS and write the number on the scorecard at the back, next to 07 Lead Nurture.

SCORECARD

Where do you stand?

Give yourself one point for every self-audit item that is true today. Be honest. A point you don't earn yet is a play you can run next.

01 How to score it

/01	Tick the boxes. In each section's self-audit, check every line that is true for your company right now.
/02	Count each section. Write the number of ticks in the box next to that section below.
/03	Add them up. Seven sections, 40 points possible.
/04	Find your band. Match your total to the scale.
/05	Circle your lowest section. That is the first place to put time and budget in 2027.

02 Your scores

01	Website		/ 5
02	SEO & AEO		/ 6
03	Google Ads		/ 7
04	Meta Ads		/ 6
05	Organic Social		/ 6
06	Tracking & Revenue		/ 5
07	Lead Nurture		/ 5
	Total		/ 40

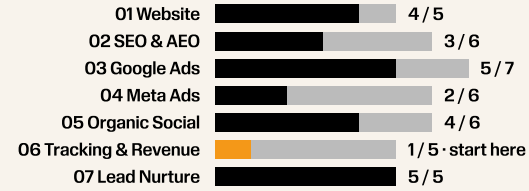
03 What your score means

Three bands, and a worked example

Where your total lands, and what a filled-in scorecard looks like.



Sample: one company's self-audit, 24 / 40



Sample scores are illustrative; the point is that the lowest bar is the first place to put time and budget.

NEXT STEP: circle your lowest-scoring section. That is the first place to put time and budget in 2027. If two sections tie, start with Tracking & Revenue: it makes every other section measurable.

ABOUT DUO

Marketing measured by booked jobs.

DUO is a growth marketing agency for trades businesses, based in Costa Mesa, CA. Grant and Taylor started DUO in 2019, spent six years in B2B software and venture-backed startups learning marketing tied to pipeline, and brought that approach to the trades in 2023. Every engagement is measured by booked revenue, not lead counts.



GRANT & TAYLOR, FOUNDERS

Google 5.0
27 five-star reviews

Trustpilot 5.0
Excellent · 10 reviews

Clutch Top
Inbound Marketing Company, Los Angeles 2026

What we do

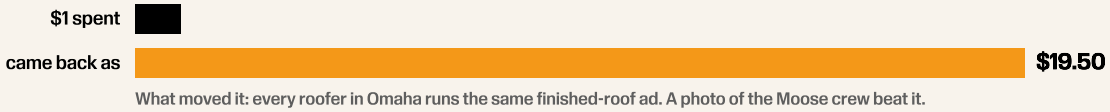
- Custom-coded websites
- Google Ads and Local Services Ads
- Meta Ads
- Local SEO and Google Business Profile
- Revenue tracking on every engagement
- Month-to-month, no long contracts

Two roofing accounts, measured by jobs sold

Return on ad spend, with every call and form tracked from the ad to the signed contract.

Moose Roofing Residential roofing · Omaha, NE · Feb–Apr 2026

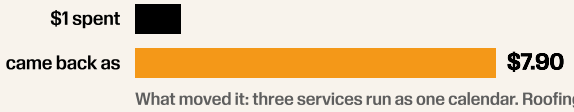
Local Service Ads, Search, Performance Max, YouTube · replacement work only



What moved it: every roofer in Omaha runs the same finished-roof ad. A photo of the Moose crew beat it.

GreenCal Roofing, solar and painting · Bellflower, CA · Oct 2025–Mar 2026

Google, Meta, Local Service Ads · one landing page per service, rotated by season



What moved it: three services run as one calendar. Roofing holds the floor, solar ramps in summer, painting fills the shoulders.

Revenue is sold jobs, tracked from the lead to the signed contract. Bars to scale. Dollar totals are in the full case studies, available on request.

CLOSING

Want a second set of eyes on your score?

Bring us your scorecard. In 30 minutes, we'll walk through your lowest-scoring section and show you exactly what we'd fix first.

DUO is a growth marketing agency for trades businesses. We build custom-coded websites, run Google and Meta ads, and connect every lead to the revenue it produces.

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GET IN TOUCH