

# PROSPECTING SHEET: ROOFING CONTRACTORS

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## **OVERVIEW:**

Roofing contractors are some of the best prospects to go after for a website. The roofing business can be a lucrative business to be in and one single job can pay thousands of dollars and easily pay for a premium website.

Bringing in potentially new customers from outside their normal geographical location and retaining them is very important to a roofing company. By doing the proper SEO on the clients website could greatly increase their chances of being noticed statewide.

## **THE OPPORTUNITY**

Companies providing roofing companies websites are national companies offering the same templates to all of their clients. This goes for content and pictures as well. This means that the websites for the most part look a lot alike and share the exact same duplicate content. If you can provide your client with a fresh, professional look and quality content, you can really help them separate from the pack.

## **THE COMPETITION**

- [rooferwebs.com](http://rooferwebs.com) – A company that produces cookie cutter style web themes at affordable prices. No original content and therefore a bad deal for SEO. With a stated 3-7 day turn around on the completed website site, can you afford to lose money on a website that has no unique SEO content at an “affordable” price?
- [RCM](#) – Noted as America’s #1 Roofing Marketing Company. Yet the SEO tactics are the same. Not all of the content is original and SEO friendly.

## **MARKETING STRATEGY**

One sound strategy in gaining new clients in the roofing niche is to target customers who currently use one of the national services listed above. Quite often you will find disgruntled customers looking for better service.

As both above services provide much of the exact same content on all of their client websites, it's time to go to work. It is relatively easy to search for a sentence or paragraph from one of their websites only to find thousands of websites using the same content throughout the site. That's when you start contacting those website owners and offering your services.