

Roofer Website Action Plan

A free sample: an excerpt from the orientation, the website map, and one complete page brief. The paid edition adds eleven more briefs, six editable worksheets, the drafting and review tools, the method note and the worked example.

This sample is safe to share. It contains no worksheets, no research data and no business facts. Every recommendation is editorial and based on a national research snapshot (United States, September 13, 2026); validate it against your own local results. No rankings, leads or AI citations are promised. Technical content has not received independent professional roofing review.

SAMPLE / ORIENTATION EXCERPT

How the complete edition is used

An excerpt from the orientation document in the complete Roofer Website Action Plan. It describes how the full edition is used. The worksheets, briefs and library it refers to are part of the paid edition and are not included in this free sample; the one complete brief that is included follows the website map below.

Reading this as a sample. Nothing here assumes you have purchased anything. Where the text says "fill in the fact sheet" or "open the brief", it is describing the complete edition's workflow so you can judge whether it fits your business.

Who the complete edition fits

- The owner of a residential or commercial roofing business who wants a website that produces the right inquiries, not just more of them.
- The office manager, family member, freelancer or web designer who has been asked to build or rewrite that website and needs a plan the owner will recognize.
- Anyone using an AI assistant to draft service pages who wants a process that does not publish invented licenses, prices, warranties, insurance promises or reviews.

It does not fit a marketing agency looking for a template to reuse across many clients. One purchase covers one business. See the license.

What you will need to supply

The plan is built around the fact that only you know your business. Before the pages can be written you will need, at minimum:

- Your real service area: where a crew drives on a normal day at normal rates.
- The hours a person actually answers the phone, and what happens after hours and after a storm.
- The roof systems you install and repair (asphalt shingle, metal, tile, slate, flat or low-slope membranes), and the ones you do not touch.
- The services you want more of, the ones you accept, and the ones you decline.
- Your license or registration type and number where your state requires one, the authority that issued it, and your insurance status, exactly as they appear on the documents.
- How you estimate: free estimates for what, inspection fees for what, whether scope and price are confirmed in writing before work begins, how changes such as decking replacement are approved.
- Your storm-response process, if you have one, exactly as it works: who answers, whether temporary protection is offered, what documentation you provide.
- Your workmanship warranty in its real terms, kept clearly separate from any manufacturer coverage on materials.
- Proof you have permission to use: real reviews, real project photos, real credentials and any manufacturer programme you are genuinely enrolled in.

The business fact sheet (worksheet 01) collects all of this in one place. If an answer is unknown, leave it blank. A blank becomes an **[OWNER INPUT REQUIRED]** marker in every draft, which is exactly what you want. Nothing invented ever reaches the website.

What this plan does not promise

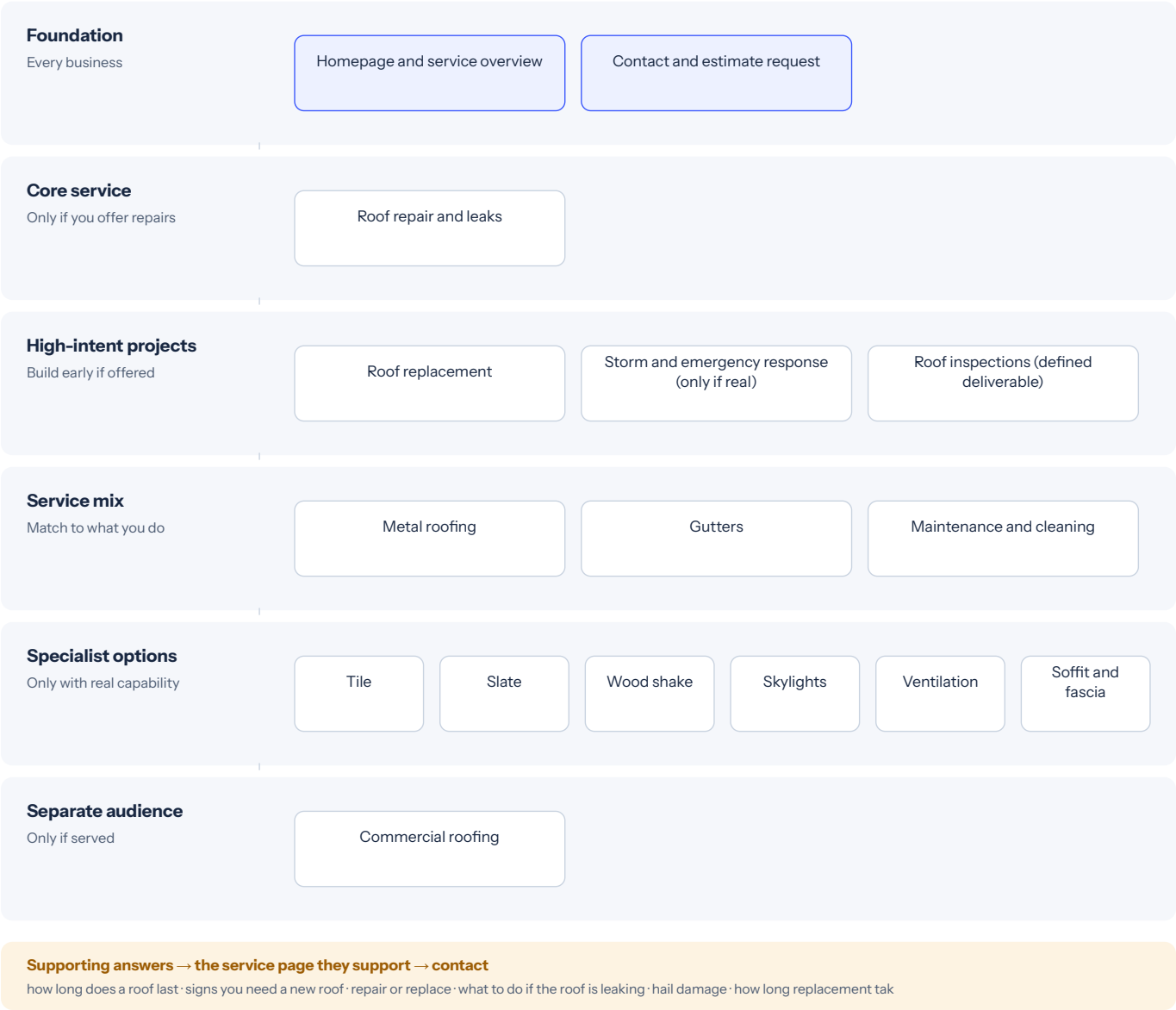
No rankings, no lead counts, no citations by AI systems, no revenue, no completion times, no insurance outcomes. Search engines and AI answer systems decide what they show. Insurers decide what they cover. The plan gives you a defensible order of work, pages built on verified facts, and a way to see what happens afterwards. The 90-day sequence is a work schedule, not a ranking timeline.

SAMPLE / WEBSITE MAP

01 / CHOOSE YOUR PAGES

A website shaped around the work you actually do.

Start with the foundation. Add only the services you offer, want more of, and can write a useful page about. Supporting answers come last and point to a service page.



Editorial starting map from a national research snapshot (United States, September 13, 2026). Not a requirement to build every page, and not a ranking promise. Validate locally with worksheet 03.

How to Use a Page Brief

Every brief in this folder follows the same structure. Read this page once so the pattern is familiar, then use the briefs as working documents: copy one, strike out what does not apply, fill in the facts, hand it to your writer or AI assistant, and review the result against the checklist at the end of the brief.

The sections and what they are for

Build this page if / Skip, fold or defer it if. The condition test, and the priority tier. If the skip condition applies, do not build the page. Fold the topic into the page the brief names instead, or defer it until the condition is met.

The customer's decision. What the person landing on this page is trying to decide, and what the research showed about how they search. The brief separates the two: what was observed in the national research snapshot is labelled as evidence; what the editor concluded from it is labelled as judgment. Where the research was quiet or mixed, the brief says so.

Phrases customers use. Natural examples of how people word the need this page serves, grouped by what they mean. These are for the writer's ear, not for stuffing into headings. There are no search volumes or difficulty scores anywhere in this plan; see the method note for why.

Combine, split or defer. Which related phrasings belong on this page, which deserve their own, and which should wait. This section exists to stop two kinds of duplicate: the same service under three names, and the same page copied for every town.

Suggested URL, title, description and H1. Starting points with obvious placeholders such as [Business Name] and [Service Area]. Replace every placeholder. Keep titles honest and specific.

Primary action. The one thing the page asks the visitor to do. For most roofing pages it is to request an estimate or an assessment. The phone number is shown prominently only if a person answers it.

Facts to gather before drafting. The checklist of owner inputs. These come from the business fact sheet and the worksheets. Anything unknown becomes [OWNER INPUT REQUIRED] in the draft, never invented copy.

Section-by-section outline. The page structure in order. Each section states its purpose and the factual inputs it needs. Writers may merge or rename sections when the facts are thin. They must not add sections that make claims the fact sheet does not support.

Proof to collect. The evidence that belongs on this page: license or registration and insurance, real project photos, real reviews, real credentials and manufacturer programmes you are genuinely enrolled in. Only what you have and have permission to use.

Questions customers ask. The things people want to know before hiring for this service, phrased the way they ask. Use them as a questions block or fold the answers into the sections. Answer each in two to five sentences. "It depends on the assessment" is an honest answer when it is true.

Internal links. Where this page sends readers and which pages send readers here, with the kind of link text to use.

Do not. Mistakes to check for on roofing websites for this topic.

Drafting prompt. A page-specific instruction to paste under the master drafting instruction from `04-drafting-and-review/02-master-drafting-instruction.md`. It works as a brief for a human writer too.

Publication review checklist. What to check that is specific to this page, in addition to the general review checklist.

Measure. What to record for this page in the measurement log.

Research note. Where the research was clear, unclear or incomplete for this topic, so you know how much local checking to do.

The two markers

[OWNER INPUT REQUIRED] marks a business fact that has not been supplied. **[PROFESSIONAL REVIEW]** marks a technical or safety statement that a qualified roofing professional must check. Where a statement describes manufacturer coverage, it must also match the manufacturer's actual published terms. Nothing is published while either marker remains.

Length

A good roofing service page is usually 600 to 1,200 words of real content. Shorter is fine when the facts are few. Longer is fine when the questions are many. Padding to reach a word count is never fine, and neither is cutting a useful answer to stay under one.

Place names

Use your real service area naturally: once in the title, once near the top, once in the coverage section. Do not put it in every heading. Do not mass-produce copies of the page for each town; a separate location page is justified when you have a real, distinct presence there and enough original information to fill it. Copied town pages spun up after a storm are the duplicate this rule exists to prevent.

Safety boundary

No page recommended in this plan gives instructions for getting onto a roof, climbing, tarping, patching, sealing or inspecting a roof yourself. Pages may describe symptoms, a range of possible causes, what a service involves, and when to call. Any emergency or damage-limitation wording (what to do about an active leak or storm damage while waiting) must be supplied by the owner and checked by a qualified reviewer against the guidance of the local emergency-management, building or utility authority that applies; writers and assistants never improvise it, because a step that is safe in one house is hazardous in another where water has reached wiring or a ceiling is sagging. Customers are told to stay off the roof and when to call, not what to do around the damage.

Brief 03: Roof Replacement

Tier 2, high-intent project. Build early if you replace roofs.

Build this page if

You replace the roof systems you name and can describe how you assess a roof, what a written scope includes, which material options you actually offer, how the work day runs, how cleanup and disposal are handled, and what your workmanship warranty says. This was among the most prominent hiring topics in the seed set, and the customer typically arrives with an old or failing roof and a specific set of worries: cost, disruption, what happens if the decking is bad, and whether they can trust the company.

Skip, fold or defer it if

You do not replace roofs, or you only replace a system you are not equipped to warrant. Keep new-construction roofing off this page if it has a different audience (builders) and a different coordination process; give it a sentence on the commercial page or leave it out. Defer a separate page for a specific material until that material is a genuine specialty with real installations to show; until then it is a section here.

The customer's decision

The customer's roof is old, has failed in several places, has been damaged beyond repair, or has been flagged in a home sale. They are deciding whether replacement is really needed, which material and which company to trust, what the scope and price will include, how long they will be disrupted, and what happens if the crew finds rotten decking halfway through. Underneath is a fear of being sold a roof they do not need, and of a price that grows after the contract is signed.

Evidence from the research. The replacement phrasing ("roof replacement") showed a map-style local result block with contractors and a directory in the organic results. Whatever a keyword tool says about difficulty for this phrase (this plan does not reproduce scores), the results were competitive contractors, not empty space; a low score is a model output, not a promise that a new page will rank. "New roof installation" showed a local block and an answer-style summary. "Asphalt shingle roof replacement" and "reroofing" showed local blocks with contractors and an industry association. The scope phrasings ("roof tear off", "roof decking replacement", "garage roof replacement", "manufactured home roof replacement") returned a mix of forums and contractors. The material phrasings ("architectural shingles", "asphalt shingle roofing", "architectural shingles vs 3 tab") returned manufacturers, shopping results and forums rather than contractors. The question phrasings "roof replacement cost", "how long does roof replacement take" and "how long does a roof last" showed answer-style summaries with calculators, insurers and manufacturers, and no local block; "signs you need a new roof" showed people-also-ask boxes and organic results, with no answer-style summary and no local block. "Best time of year to replace a roof" had no result data in the snapshot.

Editorial judgment. One replacement page for the person who has decided, or nearly decided, to replace. It should explain the assessment, the written scope and the work better than a calculator or a manufacturer page can, because those sell a number or a product and you install a system on a specific house. Materials are sections listing only what you offer. Tear-off versus overlay is described as an assessed decision, never a promise. Decking replacement is described as a change-order process with a stated unit basis if you have one. Cost is a "what affects the price" section, not a price list. Repair keeps its own page with cross-links both ways, because "does it really need replacing?" is a different decision. Do not write for the shingle shopper; write for the person who needs the job done well.

Phrases customers use

- Replacing: "roof replacement", "new roof", "new roof installation", "reroofing", "replace my roof".
- Scope: "roof tear off", "roof decking replacement", "garage roof replacement", "manufactured home roof replacement".
- Materials: "asphalt shingle roof replacement", "architectural shingles", "architectural shingles vs 3 tab".
- Deciding: "signs you need a new roof", "how long does a roof last", "roof replacement cost", "how long does roof replacement take", "best time of year to replace a roof".

Write for the first two groups. Materials are a section. Answer the fourth group in the questions section and, later, in supporting answers.

Combine, split or defer

Combine: replacement, new roof, reroofing and tear-off are one page. Shingle grades and the other materials you offer are sections. Decking, underlayment, ventilation and flashing replacement during a reroof are described in the scope section, not separately. Garage and outbuilding roofs are a sentence in the scope section if you take them.

Split: roof repair has its own page (brief 02). Metal roofing has its own page (brief 06) only when metal is a substantial part of your work; otherwise it is a section here. Tile, slate and other specialties follow the selection module in brief 07. Storm-driven replacement is reached from the storm page (brief 04) and lands here.

Defer: a standalone cost article until you have approved, current figures and a qualified reviewer. A manufactured-home or new-construction page until you have enough distinct work to describe. A "best time of year" answer until you have checked locally; the research had no data for it.

Avoid: a copied page per shingle brand or grade, or copied pages per town (a separate location page needs a real presence there; see the action plan).

Suggested URL, title, description and H1

- URL: /services/roof-replacement/
- Title: Roof Replacement in [Service Area] | [Business Name]
- Description: [Business Name] replaces [roof systems] in [Service Area]. [Your assessment and scope policy in a phrase], [warranty statement in a phrase]. Request a replacement assessment.
- H1: Roof replacement

Replace every placeholder. Name only the systems you install.

Primary action

Request a replacement assessment. Phone if answered. If you offer financing, mention it only in the "what affects the price" or process section with its real terms; it is not the primary action.

Facts to gather before drafting

- The roof systems you replace: asphalt shingle (and which grades), metal, tile, slate, flat or low-slope, and any you do not. [OWNER INPUT REQUIRED]
- Property types you take: single-family, multi-family, garages and outbuildings, manufactured homes, new construction.
- Your assessment process: on-roof, attic, drone or photos; what is checked at a customer level (covering, flashing, decking condition where visible, ventilation, penetrations); and what the customer receives. [PROFESSIONAL REVIEW]
- Whether tear-off is standard, and under what assessed conditions, if any, you would consider an overlay. [PROFESSIONAL REVIEW]
- What a standard replacement scope includes: tear-off, disposal, underlayment, ice and water protection where applicable, drip edge, flashing, ventilation, ridge, the covering, and cleanup. What is quoted separately.

- How decking replacement is handled: whether an allowance is included, the unit basis (per sheet or per area), how the customer is told and approves. [OWNER INPUT REQUIRED]
- Material options you actually offer, and whether the customer chooses colour and grade from samples.
- Who pulls the permit and arranges any inspection, and whether that is included. [OWNER INPUT REQUIRED]
- Protection of the property during work: landscaping, driveway, siding, pool, attic contents; and cleanup including a magnetic sweep for nails, if that is your practice.
- Realistic scheduling and duration for a typical house, only if you are willing to state a range you meet routinely, and what can extend it (weather, decking, size).
- Workmanship warranty in its real terms, and how any manufacturer coverage on materials works, registered by whom, kept clearly separate. [PROFESSIONAL REVIEW] for the manufacturer wording.
- Any manufacturer programme you are genuinely enrolled in and what it entitles the customer to, in the manufacturer's own terms.
- Payment schedule and financing facts, if any.
- One or two real replacements with permission-cleared photos and a one-sentence description.

Section-by-section outline

1. **Opening.** Purpose: state that you replace roofs in your area, which systems, and how to start. Inputs: service area, roof systems, assessment-first policy, primary action. Three or four sentences.
2. **Does it need replacing?** Purpose: respect the customer who is not sure and defuse the fear of a hard sell. Inputs: your policy of assessing before recommending; that age, condition, the number and pattern of problems, and the cost of repair relative to replacement are all considered; that some roofs are repairable; a link to the repair page. No age rule. [PROFESSIONAL REVIEW]
3. **What we assess before quoting.** Purpose: show the customer that a scope depends on their house, not on a calculator. Inputs: your assessment items at a customer level: covering, flashing and penetrations, valleys, visible decking condition, ventilation, gutters and drip edge, and anything the attic shows. Say what the assessment produces, exactly as your fact sheet states (for example a written scope), or leave [OWNER INPUT REQUIRED: estimating policy]. [PROFESSIONAL REVIEW]
4. **The systems and materials we install.** Purpose: help the customer understand the options you actually offer. Inputs: one short subsection per system you install. For asphalt shingle: the grades you offer in plain terms and how the customer chooses. For metal, tile, slate or flat: a sentence and a link to the dedicated page if one exists. No universal "best material", no lifespan figures, no energy-savings claims, no wind-rating claims beyond the manufacturer's published wording. [PROFESSIONAL REVIEW]
5. **What the scope includes.** Purpose: remove the surprise. Inputs: your standard inclusions in a plain list: tear-off and disposal, underlayment and protection layers, drip edge, flashing, ventilation, ridge, the covering, cleanup. State what is quoted separately. State whether tear-off is standard and that any overlay is an assessed exception if you offer one at all. [PROFESSIONAL REVIEW]

6. **If the decking is bad.** Purpose: answer the change-order fear before it happens. Inputs: how decking or other hidden damage is handled: whether an allowance is in the scope, the unit basis, how you show the customer, and that nothing beyond the scope is done without approval. **[OWNER INPUT REQUIRED]**
7. **What affects the price.** Purpose: answer the cost question without a price list. Inputs: roof size and pitch, the number of layers to remove, the system and grade chosen, decking condition, flashing and ventilation work, access, permit fees, disposal. If you publish a starting price, publish its exact conditions. Otherwise state your actual estimating policy from the fact sheet (for example, a written proposal after assessment, with changes approved in writing); if it has not been supplied, leave **[OWNER INPUT REQUIRED: estimating policy]**. Do not default to a fixed-price promise the business has not made.
8. **How the work day goes.** Purpose: tell the customer what to expect. Inputs: your real steps: delivery of materials, protection of the property, tear-off, inspection of decking, installation, cleanup, magnetic sweep, walk-through. What your crew actually asks the customer to do beforehand, as supplied by the owner (for example moving cars or securing pets); do not invent preparation steps. State realistic duration only if supplied.
9. **Permits and inspection.** Purpose: state who does what. Inputs: who pulls the permit, whether an inspection applies, and whether that is included. Framed as varying by jurisdiction unless the fact sheet states the local rule.
10. **Warranty and follow-up.** Purpose: state what is covered and by whom. Inputs: workmanship warranty terms; how manufacturer coverage on materials works and who registers it; what to do if there is a problem afterwards. Two clearly separate paragraphs. Exactly as supplied. **[PROFESSIONAL REVIEW]** for manufacturer wording.
11. **Real replacements.** Purpose: evidence. Inputs: one or two real jobs with permission: the system, the situation, one sentence, a photo of your finished work.
12. **Questions.** See below.
13. **Request an assessment.** Purpose: the primary action, repeated. Inputs: short form fields: location, roof type and approximate age if known, why you are considering replacement, photos optional, preferred contact.

Proof to collect

- Real replacement photos with permission, showing your finished work rather than a manufacturer rendering.
- Reviews that mention a replacement, with platform and permission.
- License or registration and insurance, restated in the footer.
- Any manufacturer programme certificate, current, with the exact customer entitlement wording from the manufacturer.
- A sample written scope, so the writer describes it accurately.

Questions customers ask

- Does my roof really need replacing?
- What is included in the estimate?
- Do you tear off the old roof or go over it?
- What happens if you find rotten decking?
- Who handles cleanup and disposal, and will there be nails in my yard?
- How are changes to the scope agreed?
- How long does a replacement take?
- What does the warranty actually cover, and who backs it?
- Do you get the permit?

Answer from the fact sheet. Where the honest answer is "it depends on the assessment", say what the assessment looks at.

Internal links

Out: roof repair and leaks (from the "does it need replacing?" section, with text such as "if your roof may be repairable"), the contact page, the metal, tile or specialty page where one exists, the gutters page if gutters are part of a project, the storm page if replacement follows storm damage. In: the homepage services list, the repair page ("if the assessment shows repair is not the practical option"), the storm page ("replacement, if the assessment shows it is needed"), the inspections page, the metal and specialty pages ("the replacement process"), and any supporting answer about roof age, signs of failure or repair versus replacement.

Do not

- Do not state that roofs last a fixed number of years or must be replaced at a certain age.
- Do not promise that an overlay is suitable, or describe overlay as a standard option.
- Do not promise a fixed duration, a completion date, energy savings, a property-value increase or an insurance outcome.
- Do not blur your workmanship warranty with a manufacturer's material coverage, or quote manufacturer terms from memory.
- Do not publish a "starting at" price unless you honour it under stated conditions.
- Do not give any instructions for roof access, tear-off, decking, underlayment or installation.
- Do not create a page per material grade, per brand or copied pages per town.
- Do not display a manufacturer programme badge you are not currently enrolled in.

Drafting prompt

Paste under the master drafting instruction:

"Draft a roof replacement service page from the FACTS block and this section brief. Name only the roof systems, materials and property types in the FACTS block. Explain the assessment, the written scope, the decking change-order process, the work day and the warranty at a customer level without giving any roof-access or installation instructions. Say that whether replacement is needed, and whether tear-off or any other approach applies, depends on the assessment; do not generalise either way. Keep workmanship warranty and manufacturer coverage in separate paragraphs, using only the supplied wording. Write [OWNER INPUT REQUIRED] for permit handling, decking allowance, scheduling, duration, warranty terms, pricing and financing not supplied. Mark every technical statement [PROFESSIONAL REVIEW]. Do not claim lifespan, energy savings, property value, wind ratings or insurance outcomes. Include one primary action at the top and bottom."

Publication review checklist

- A qualified roofing professional has checked every [PROFESSIONAL REVIEW] statement, especially the assessment section, the materials section and the tear-off statement.
- The systems and materials listed match what you actually install.
- The decking change-order process matches what the office and the crew actually do.
- Any duration stated is a range you meet routinely, with the stated exceptions.
- Warranty wording matches your terms; manufacturer wording matches the manufacturer's published terms; the two are not blended.
- Permit and inspection statements match your local process.
- No lifespan, savings, property-value, wind-rating or insurance claims remain unless supplied, approved and sourced.
- The repair page is linked without prejudging the customer's decision.
- The form asks for what the assessment section says you need.

Measure

Impressions and clicks for replacement and new-roof phrasings in your area. Assessment requests from this page. Quoted and completed replacements where the customer said they found you through the website. The share of replacement assessments that became repair jobs instead, which tells you the page is honest. Record the publish date and any later edits.

Research note

Clear for the replacement, new-roof and reroofing phrasings: local block, contractors, and for one an industry association. Keyword-tool difficulty scores are not reproduced in this plan and are not ranking promises; the results for the main phrasing were competitive contractors. Mixed for the scope phrasings, where forums appeared alongside contractors. The material phrasings returned manufacturers and shopping results nationally, which is why materials are sections and not pages; check locally whether contractors appear before building a material-specific page. Three of the four question phrasings showed answer-style summaries and one (signs you need a new roof) showed only people-also-ask boxes; the plan answers them on this page first and in supporting answers later. "Best time of year to replace a roof" had no result data in the snapshot; verify locally and answer on this page if customers ask.

In the complete edition

The Roofer Website Action Plan, Edition 1.0, \$149 USD once, for one roofing contracting business:

- The full action plan: website map, priority tiers, combine/split/defer rules, internal-link plan, launch checklist and 90-day work sequence.
- All twelve page briefs: Homepage and service overview; Roof repair and leaks; Roof replacement; Storm and emergency response; Roof inspections; Metal roofing; Tile, slate and specialty roofs; Maintenance and cleaning; Roof components and skylights; Gutters; Commercial roofing; Contact and estimate request.
- Six editable offline worksheets: business fact sheet; service selection and page priorities; local adaptation and result review; Business Profile and local information review; website gap and launch checklist; measurement and next actions.
- The drafting and review tools: an eight-stage workflow, one master drafting instruction, thirteen task prompts and the pre-publication review checklist. Works with any assistant or with none.
- The method and limitations note.
- A fully worked fictional roof replacement example: fact sheet, brief, first draft, annotations, review pass, edited page and completed checklist.
- Readable HTML, paginated PDFs, editable Markdown source, and visual planning sheets.

One purchase covers one business, including its employees and a hired freelancer. Materials cannot be resold or reused for additional businesses. No custom research, calls, implementation, software subscription or future updates are included. See brandvane.ai/resources/roofer-website-action-plan/ and the digital-product terms at brandvane.ai/terms.