

YOUR DIGITAL PRESENCE MATTERS MORE THAN EVER



MARKETING TIPS By Brandon Rost, CEO, beMarketing

Homeowners are no longer calling the first roofer they find. They are searching online, reading reviews, watching videos, and asking AI tools for recommendations before they ever reach out. For roofing companies, that makes digital presence a pivotal part of growth.

AI Is Reshaping Search

AI-powered search is changing how people find contractors. Tools like Google's AI Overviews, ChatGPT, and Gemini are giving homeowners direct answers instead of a simple list of links. Roofing companies need clear, authoritative website content that answers common questions and reinforces local expertise.

Hyperlocal SEO Is a Must

Roofing remains a local business, and visibility in specific towns and neighborhoods matters. Companies that invest in location-based pages, strong Google Business Profiles, and consistent reviews

are better positioned to show up when homeowners search for nearby help.

Video Builds Credibility

Video continues to gain ground because roofing is such a visual service. Before-and-after project footage, customer testimonials, and short educational videos help homeowners see the quality of the work and get a feel for the company behind it. In most cases, authentic content outperforms over-produced content.

Reviews Drive Decisions

Online reviews are now a major factor in both search rankings and consumer trust. Homeowners often use reviews to evaluate reliability, responsiveness, and professionalism before making contact. A steady stream of positive feedback, paired with thoughtful responses, can strengthen both visibility and conversion.

Smarter Paid Advertising Wins

Paid advertising still plays an integral role, but success is not just about spending more. It is about targeting the right audience at the right time. Local Service Ads, retargeting, and seasonal campaigns can all

help generate stronger leads when backed by the right strategy.

Your Website Still Does the Heavy Lifting

A roofing website should do more than look good. It should load quickly, work well on mobile, and make it easy for homeowners to take the next step. Clear calls to action, service-specific pages, and trust signals all help turn traffic into leads.

The Bottom Line

In 2026, roofing marketing is about more than simply showing up online. It is about building a digital presence that helps homeowners find you, trust you, and contact you. Companies that invest strategically in that foundation will be better positioned for long-term growth.

At beMarketing, we help roofing companies stay up to date with the latest trends and help them build strategies that make a genuine difference. To schedule a meeting please use this link: https://go.bemarketing.com/scheduleacallwithbrandonrost?utm_source=QR&utm_medium=print_ad&utm_campaign=422_business_advisor

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AI Search is Here. *Are You Ready?*

Tools like Google's AI Overviews, ChatGPT, and Gemini are giving homeowners direct answers instead of a simple list of links.

Roofing companies need clear website content that answers common questions and reinforces local expertise. We build websites designed to stand out in AI-driven search.



Let's future-proof your visibility
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