Centennial Roofing SEO Workbook

Mastering Local Search to Win More Jobs

Based on Centennial Roofing Seo by Casey's SEO

The Urgency of Search

According to the article, when someone's roof is leaking, what is the first thing they do, and why is it crucial for your business to appear in that search?

Why Businesses Disappear Online

List three common reasons a roofing company might not appear in local search results when potential customers are actively looking.

The Power of the Map Pack

Explain why the 'map pack' on Google search results is so important for local roofing businesses, and what percentage of users typically contact one of these businesses.

Website Relevance

What should a roofing company's website clearly communicate to Google to signal its relevance for local searches in a specific city like Centennial?

The Role of Reviews

Beyond looking good, what is the primary function of customer reviews for a roofing business in the eyes of Google?

Citation Consistency

Define what a 'citation' is in the context of local SEO and explain why consistency across different platforms is vital.

SEO vs. Paid Ads

Compare and contrast local SEO with paid advertising for roofing companies, highlighting the long-term benefits of SEO.

Realistic Timelines

What is a realistic timeframe to expect to see significant results from local SEO efforts, according to the article?

Resources & Further Reading

Related guides to use with this workbook:

- Centennial Roofing SEO: Get Found First, Win More Jobs (Infographic)

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Infographic/centennial-roofing-seo-infographic.pdf

- Centennial Roofing SEO: Get Found First, Win More Local Jobs (Comparison)

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Comparison/centennial-roofing-seo-comparison.pdf

- Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

- Lakewood Dentist SEO: Be the First Choice for Local Patients – Casey's SEO

https://caseysseo.com/lakewood-dentist-seo/

- Google Maps Optimization Colorado Springs

https://caseysseo.com/colorado-springs-google-maps-optimization/

- Colorado Springs Local SEO Company

https://caseysseo.com/colorado-springs-local-seo/

- Greeley Roofing SEO: Get More Calls, Close More Jobs, Own Your Local Market – Casey's SEO

https://caseysseo.com/greeley-roofing-seo/

- Find Your Local Results

https://caseysseo.com/

- Brighton Plumbers: Get Found First for Emergency & Local Plumbing Calls – Casey's SEO

https://caseysseo.com/brighton-plumbers-seo/

- Contact Casey's SEO

https://caseysseo.com/contact/

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com
Be visible when your customers need you most.