

Roofing SEO Company Offers Roofers Guide To Google My Business

September 16, 2019

September 16, 2019 - PRESSADVANTAGE -

Roofing Contractor Marketing, an roofing SEO company based in Centennial, Colorado, has announced that they are offering a Google My Business (GMB) Guide to roofing companies. The guide is available as a free download to help roofers use the free tool provided by Google more effectively. With GMB, Google aims to help business owners manage how they appear on Google Maps and how they appear in the Google search results.

Greg Hoffman, founder of Roofing Contractor Marketing, says, "Google My Business is vital for a company because your business can and likely will get listed on Google results, whether you like or not. If you register your business with Google, this will provide a Google My Business profile for your business and this will start appearing more prominently in the Google Map results. It will also cause your business to appear in the Knowledge Panel too. A Google business listing will allow the business owner to provide useful information about the company for searchers like location, business hours, driving directions, and more."

Aside from the Roofers Google My Business Guide, business owners can also benefit from the expertise of Roofing Contractor Marketing in roofing SEO. They are highly specialized in providing assistance for local market lead strategies for roofing contractors. Their service includes all things Google, such as Google My Business, Google Maps, local SEO, roofing directories, video marketing, pay per click ads, driving website visitors, and analysis of website traffic for continuous online marketing improvement and success.

Roofing Contractor Marketing will develop a custom comprehensive marketing strategy for lead generation for each particular client. They will then execute that strategy for the client each year.

Greg Hoffman says, "Since 2008, we have been a roofing industry leader and innovator in roofing SEO, roofing websites, Pay Per Click campaigns and now, Local Service Ads in Google."

Roofing contractors SEO is a difficult and competitive business and thus needs careful planning, patience, and careful execution for the roofing contractor to show up in organic searches. To get found in Google searches, roofing companies need to have excellent SEO strategies, including off page SEO, on page optimization, title tags, targeted meta descriptions, good quality links to the website from roofing directories, and engaging content.

Before a custom comprehensive SEO strategy can be developed for a particular client, the SEO company will perform an assessment of the roofing company's current strength, including whether the company has a Google tag manager, on site SEO, roofing keywords, proper meta descriptions, and the proper link building. They will also conduct a competitor analysis to determine the strength of the client's competition. And finally, they will use the Google Keyword Planner to develop a winning strategy for the client.

This is because keyword research is the foundation of the content for websites. The company will also help identify the good quality content that other local roofing companies might be using. Greg Hoffman points out that by using their roofing SEO white hat best practices, the clients of Roofing Contractor Marketing have been able to rank on page one of Google search results, from small to big cities, from Denver to Dallas, and more.

A key component of the services provided is roofing web design. For this, Roofing Contractor Marketing offers a free website analysis. This analysis will be the first step in which the company can help clients have a responsive web design. According to Greg Hoffman, there are certain critical components of responsive websites. These include clean and simple design; easy information gathering; easy contact information; easy form submission; strong search engine friendly platform; and the presence of offers and incentives for consumer action.

Social media marketing is also needed to help local roofing businesses. This will help build the brand, create new relationships, and build the business in new ways that were previously not possible.

Those interested in a roofing SEO expert can check out the website of Roofing Contractor Marketing at <https://www.roofingcontractormarketing.com>, or contact them on the telephone or through email.

###

For more information about Roofing Contractor Marketing, contact the company here: Roofing Contractor Marketing
Greg Hoffman 888-474-7276 greg@roofingcontractormarketing.com 6456 S Quebec #25, Centennial, CO 80111

Roofing Contractor Marketing

RCM was founded in 2008 after founder Greg Hoffman began working closely with a Denver area roofing contractor and recognized the need and opportunity to help other contractors nationwide.

Website: <https://www.roofingcontractormarketing.com>

Email: greg@roofingcontractormarketing.com

Phone: 888-474-7276