

Roofing Businesses to Benefit from Lead Generation Experts

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Roofing companies wanting to maximize benefits from digital marketing campaigns should engage the services of a roofing lead generation expert, according to Portland SEO's Augusto Beato.

Since roofing contractors aren't marketers by nature, Beato noticed a struggle within the industry to transition from traditional to digital marketing.

"There certainly is a necessity to drive more leads and traffic to their business, and that is exactly the biggest challenge roofing professionals are facing--finding qualified roofing leads," Beato, who is the CEO of the Portland SEO company, pointed out.

He added that he had been approached by local Portland roofing professionals who are having difficulties finding new customers in the area.

Some of them had recently placed ads in local print media and felt the urgency to change their mode of advertising.

Beato noted that organic search engine optimization is the best tactic used by roofing lead generation experts.

"Your customers will use Google to search for local roofing companies, so your website should be optimized for the search engines," he shared.

Beato had advised local roofing businesses about using the right keywords for their sites, such as roofing, repair, building, residential, commercial, etc. He also emphasized the importance of using local search terms and geo-targeting and in mentioning the roofing services offered.

He also took the time to share his knowledge of how roofing business could be promoted with Pay Per Click ads and through social media.

"However, since not all roofing professionals could be expected to be savvy in digital marketing, they should consider hiring a roofing lead generation specialist to ensure that their sites would among the top results in Google searches and appear prominently on social media," he pointed out.

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