CONTRACTOR SYSTEMS

AI + SEO + MISSING LEADS PLAN · NOV 18, 2026

Example Roofing Co.: a sample plan of attack

Where you show up in AI answers and on Google today, what it's likely costing you in leads, and a step-by-step list your team can work from. It's yours to keep whether or not you work with us.

Sample plan. Example data for a made-up business, Example Roofing Co. of Cedar Hollow, MT. Not a real company.

1 · SNAPSHOT

Where you stand today

BUSINESS

Example Roofing Co.

exampleroofingco.example

TRADE

Residential roofing, Emergency roof leak repair, Roof replacement

Google Business Profile categories

BASED IN

1408 Ridge Road, Cedar Hollow, MT 59999

Google Business Profile

SERVICE AREA

Cedar Hollow, Pine Ridge, Mill Creek, Oak Ridge, River Bend

From your site's city pages

GOOGLE RATING

4.6 stars from 20 reviews

Checked Nov 18, 2026

Mobile speed: your site vs the preview we built

57	98	6.3 s
Your site, mobile PageSpeed score	Our preview, same test	Your main content on screen (vs 1.7 s)

Google PageSpeed (Lighthouse), mobile, median of three runs, measured Nov 18, 2026. 'New' is a sample preview built for this made-up business. Example data only.. Page weight 3.14 MB vs 0.21 MB.

2 · AI SEARCH VISIBILITY

Do AI assistants recommend you?

1 of 10 AI answers named Example Roofing Co..

We asked ChatGPT (with web search), Perplexity, Google AI Mode and Google's AI Overviews the questions a homeowner asks, on Nov 18, 2026. AI answers change from day to day, so treat this as one snapshot.

ChatGPT
"What are the best roofing companies in Cedar Hollow, MT? Recommend a few companies."
Named you

Named you. Listed among: Valley Ridge Roofing – Cedar Hollow, Summit Pitch Roofing in Cedar Hollow, North Slope Roofing Inc..

Perplexity
"What are the best roofing companies in Cedar Hollow, MT? Recommend a few companies."
Not named

You were not named. It recommended: Summit Pitch Roofing, Juniper Slope Roofing of MT, Cedar Pitch Roofing of Cedar Hollow–Pine Ridge, Shale Ridge Roofing, Barrow Residential & Commercial Roofing.

ChatGPT
"Who should I hire for roofing in Cedar Hollow, MT? I want someone reliable with good reviews."
Not named

You were not named. It recommended: Valley Ridge Roofing - Cedar Hollow, North Slope Roofing, Red Cedar Roofing LLC, Silverpine Roofing.

Perplexity
"Who should I hire for roofing in Cedar Hollow, MT? I want someone reliable with good reviews."
Not named

You were not named. It recommended: Suncrest Roofing Services of MT, Pinecrest Roof Works LLC, Twin Forks Roofing Service, Olivine Roofing, Marksman Roofing Services.

ChatGPT
"Best roofing company near Pine Ridge, MT? Give me a short list."
Not named

You were not named. It recommended: PeakPro Pine Ridge, Peak & Gable Roofing of Pine Ridge, Yarrow Ridge Roofing Service.

Perplexity
"Best roofing company near Pine Ridge, MT? Give me a short list."
Not named

You were not named. It recommended: Pinecrest Roof Works, Twin Forks Roofing Service, Stunning Roofing, Maravilla Roofing, Peak & Gable Roofing of Pine Ridge.

Google AI Mode
"best residential roofing in cedar hollow mt"

Not named

You were not named. It recommended: Summit Pitch Roofing, Two Peaks of Cedar Hollow, Ridge Brigade of Prairie County, Wild Ridge Roofing LLC.

Google AI Overview
"best residential roofing in cedar hollow mt"

Not named

You were not named. It recommended: Red Cedar Roofing, LLC, Summit Pitch Roofing, Overlook Roof Services, North Slope Roofing Inc, Cedar Pitch Roofing of Cedar Hollow - Pine Ridge.

Google AI Mode
"top rated roofing cedar hollow mt"

Not named

You were not named. It recommended: Valley Ridge Roofing - Cedar Hollow, Your MT Roofing, Two Peaks of Cedar Hollow, North Slope Roofing Inc, Red Cedar Roofing, LLC.

Google AI Overview
"top rated roofing cedar hollow mt"

No AI answer

Google showed no AI Overview for this search on the day we checked.

Google AI Mode
"best roofing company pine ridge mt"

Not named

You were not named. It recommended: Beacon Peak Roofing LLC, Cedar Pitch Roofing of Cedar Hollow - Pine Ridge, PeakPro Pine Ridge, Clearcrest Roofing of Pine Ridge, Ember Line Roofing.

Google AI Overview
"best roofing company pine ridge mt"

No AI answer

Google showed no AI Overview for this search on the day we checked.

Who AI recommends instead

BUSINESS	ANSWERS	GOOGLE RATING
Summit Pitch Roofing in Cedar Hollow ChatGPT, Google AI Mode, Google AI Overview, Perplexity	4	5 stars, 93 reviews
Peak & Gable Roofing of Cedar Hollow ChatGPT, Perplexity	4	4.7 stars, 267 reviews (Peak & Gable Roofing of Pine Ridge)
North Slope Roofing Inc. ChatGPT, Google AI Mode, Google AI Overview	4	4.8 stars, 174 reviews

Red Cedar Roofing LLC ChatGPT, Google AI Mode, Google AI Overview	3	5 stars, 82 reviews
Cedar Pitch Roofing of Cedar Hollow–Pine Ridge Google AI Mode, Google AI Overview, Perplexity	3	5 stars, 40 reviews
Valley Ridge Roofing – Cedar Hollow ChatGPT, Google AI Mode	3	4.6 stars, 275 reviews
Pinecrest Roof Works LLC Perplexity	2	—
Twin Forks Roofing Service Perplexity	2	—

Sites the AI answers leaned on

peakandgable.example 20 · birdeye.com 16 · reddit.com 15 · thumbtack.com 14 · bbb.org 12 · angi.com 11 · peakpro.example 7 · expertise.com 6

Number of times each site was cited or used as a source across the answers above. Being listed, reviewed and accurate on these sites is how a business gets into the answers.

Google AI Overviews on your main searches

Of the 17 Google searches in your 90-day plan, 5 showed an AI Overview at the top of the page, and 0 of those named you. They showed for: roofing cedar hollow, roof repair pine ridge, roofing mill creek, roof repair near me, roofers near me.

DataForSEO LLM Mentions database (US): Google AI Overviews: 0 answers mention exampleroofingco.example; ChatGPT: 0 answers mention exampleroofingco.example.

Can AI read your site?

- AI crawlers let in: 1 of 7 from our test network.
- llms.txt: none published.
- FAQ schema: none. Reviews in schema: none.
- Business schema has: name, phone; missing: address, hours, services, areaServed.

3 · LOCAL SEO

Google Maps and search

Your Google Maps position, searched from each city center

SEARCH	CEDAR HOLLOW	PINE RIDGE	MILL CREEK	RIVER BEND
roofing	#18	20+	20+	20+
roof repair	#18	20+	20+	20+
roofers	#14	20+	20+	20+

Top 3 in the Maps list ≈ the 3-shop map above Google results. Who holds #1 for “roofing”: Cedar Hollow: Ridge Line Roofing of Cedar Hollow (5★, 54 reviews); Pine Ridge: Peak & Gable Roofing of Pine Ridge (4.7★, 267 reviews); Mill Creek: Mill Creek Metal Roofing (4.9★, 209 reviews); River Bend: River Bend Ridge Roofing LLC (5★, 88 reviews).

Map grid around your address

“roofing” searched from 9 points, 3 miles apart, centered on your Google listing.

20+ Ridge Brigade of Prairie County	20+ Ridge Brigade of Prairie County	20+ Your MT Roofing
#1 Example Roofing Co.	#1 Example Roofing Co.	20+ Cedar Pitch Roofing of Cedar Hollow - Pine Ridge
20+ Summit Pitch Roofing in Cedar Hollow	20+ Royal Ridge Roofing of Pine Ridge	20+ Lakeside Cedar Roofers

You are top 3 in 2 of 9 points. Small text = who is #1 at that point. You rank well right around your address and drop off quickly beyond it.

Searches to win

SEARCH	PER MONTH	YOU TODAY
roof replacement cedar hollow names the town	2,900	Not in top 20

roof replacement Cedar Hollow-River Bend area	1,900	Not in top 100
roofing cedar hollow names the town	880	Not in top 20
roof repair cedar hollow names the town	880	Not in top 20
roofers cedar hollow names the town	880	Not in top 20
roofing pine ridge names the town	880	Link #10
roof repair pine ridge names the town	880	Not in top 20
roof repair near me Cedar Hollow-River Bend area	720	Not in top 20
emergency roof leak cedar hollow names the town	590	Not in top 20
roofing near me Cedar Hollow-River Bend area	480	Not in top 20

Average Google searches per month. “Cedar Hollow-River Bend area” = searches in the Cedar Hollow-River Bend metro without a town name. “Names the town” = searches that include the town, from anywhere in the US. Close variants (with or without the state) can share one number. “Map” = the 3-shop map above the links; “Link” = the regular results.

You vs the businesses that hold the map

BUSINESS	RATING	PHOTOS	REVIEWS LATELY
Example Roofing Co. 3 categories · replies to 11 of 20 recent reviews	4.6★ · 20	13 photos	0 in 12 months, 0 in 90 days last: Jul 12, 2025
Ridge Line Roofing of Cedar Hollow 2 categories · replies to 46 of 54 recent reviews	5★ · 54	28 photos	54 in 12 months, 46 in 90 days last: Nov 10, 2026
Bright Peak Roofing of Cedar Hollow 3 categories · replies to 13 of 60 recent reviews	4.2★ · 65	11 photos	6 in 12 months, 1 in 90 days last: Nov 9, 2026

Peak & Gable Roofing of Pine Ridge 3 categories · replies to 60 of 60 recent reviews	4.7★ · 267	100 photos	49 in 12 months, 13 in 90 days last: Nov 7, 2026

Google Business Profile and review data via DataForSEO, pulled Nov 18, 2026. “+” means at least that many (we pulled the newest 60).

Gaps we found

- Photos: you have 13; Peak & Gable Roofing of Pine Ridge has 100.
- Review velocity: 0 new reviews in the last 12 months; your last one was Jul 12, 2025.
- 1 low-star review with no owner reply.
- Business schema on your site: no LocalBusiness block (ContactPoint, Organization, WebSite only).

Directory listings (citations)

A Google search for "exampleroofingco.example" found you on: **Yelp, Nextdoor, Yellow Pages, Birdeye, Trustpilot, LinkedIn**.

Not seen in those results: Facebook, BBB, Angi, HomeAdvisor, Thumbtack, MapQuest, Expertise.com, Houzz. You may still be listed there; check each one, and make sure the name, address and phone match your Google profile exactly.

Sites AI cited above that did not show up for your domain: peakandgable.example, reddit.com, thumbtack.com, bbb.org, angi.com, peakpro.example.

Your 90-day SEO plan

Days 1–30

Get the basics right, show the real Google facts, open the door to crawlers

1. Launch the new site with redirects for the current service and city addresses (/roofing-services/..., /locations/..., /contact-us/, /about-us/, /faqs/, /booking/).
2. Put the Cedar Hollow street address (1408 Ridge Road, Cedar Hollow, MT 59999), hours (8:00 am–6:00 pm Monday–Saturday, closed Sunday), phone (406) 555-0148, the public email, and the live Google rating (4.6 from 20 reviews) on the homepage and the contact page. Stop publishing “5.0/5.0.”
3. Turn off the Cloudflare challenge (or at least allow Googlebot and other major crawlers) so the site can be crawled and measured. From ordinary bots the live site returns 403; Google PageSpeed could load it on November 18, 2026.
4. Business markup on every page: name, Cedar Hollow address, hours, phone, and the 4.6 from 20 rating, plus service markup on roofing, apartments, storm repair, emergency leak repair and roof replacement.
5. Set up Search Console and analytics, submit the new sitemap, and record today's numbers as the starting point.
6. Google Business Profile: confirm roofing as the main category, list emergency leak repair and roof replacement, keep Cedar Hollow, Pine Ridge, Mill Creek, Oak Ridge and River Bend as service areas, link to the new site, and add fresh job photos. Make the name, address and phone match exactly on the site, Google, Apple Maps, Bing and Facebook.

Days 31–60

City and service pages aimed at the gaps

1. Rebuild the Cedar Hollow, Pine Ridge, Mill Creek, Oak Ridge and River Bend pages with real local copy, jobs, drive time from the Cedar Hollow office, and reviews from that city — not the same layout with the city name swapped. “roofing cedar hollow,” “roof repair cedar hollow” and “roofers cedar hollow” each get 880 searches a month, and you're not in the top 20 for any of them.
2. Strengthen the Pine Ridge page. “roofing pine ridge” and “roof repair pine ridge” also get 880 searches a month, and you already have a regular link at #10 for “roofing pine ridge.”
3. Build out the roof-replacement page for “roof replacement cedar hollow” (2,900 searches a month) and the emergency-leak page for “emergency roof leak cedar hollow” (590). You're not in the top 20 for either one today.
4. Each city page links to every service, and each service links back to the five cities.
5. Print the public intake email on the contact page, show the live 4.6 from 20 Google reviews instead of “5.0/5.0,” and keep the 24-hour make-it-right promise and flat-rate language visible.

Days 61–90

Reviews, listings, content

1. Send a review link after every job, and ask customers to mention the city and the service. That helps Pine Ridge, Mill Creek and River Bend listings most.
2. Reply to every Google review within 2 days, including critical ones.
3. Fill in the listings that show up in local results: Yelp, BBB, Apple Business Connect, Bing Places, Nextdoor and Cedar Hollow / Pine Ridge directories.
4. Publish 4 helpful posts aimed at real questions: what a roof replacement includes in Cedar Hollow, storm-damage roofing for a rental, hiring a storm-response roofer, and what to expect from a 3- to 4-hour arrival window.
5. Post weekly on your Google profile: a job photo, the city, and the service.
6. Day 90: rerun this same report (keywords, Maps from Cedar Hollow, Pine Ridge, Mill Creek and River Bend, competitors) and set the next 90 days.

4 · MISSING LEADS

What it's likely costing you ESTIMATE

This is an estimate, not a measurement. It combines your real search volumes and map positions with published industry averages. The math and every assumption are below so your team can check it.

91
leads a month at the midpoint if you held a top-3 map spot on these searches (range 14–208)

19%–44%
of visitors a 6.3-second mobile page likely loses vs a 1.7-second page

18%–62%
of calls small home service businesses typically miss

With today's mobile speed and a typical share of missed calls, that midpoint of 91 leads shrinks to about **19–61**.

1. Leads lost to rankings below the top 3

```
monthly searches × (click share at top 3 − your click share today) × lead rate
= leads per month
```

SEARCH	PER MONTH	YOUR MAP SPOT	EXTRA VISITS (MID)
roof replacement cedar hollow 3-shop map from Cedar Hollow	2,900	Not in map	311
roofing cedar hollow Maps from Cedar Hollow	880	#18	94
roof repair cedar hollow Maps from Cedar Hollow · counted once with a variant that shares its volume	880	#18	0
roofers cedar hollow Maps from Cedar Hollow · counted once with a variant that shares its volume	880	#14	0
roofing pine ridge Maps from Pine Ridge	880	20+	94
roof repair pine ridge Maps from Pine Ridge · counted once with a variant that shares its volume	880	20+	0

roof repair near me Maps, average of Cedar Hollow, Pine Ridge, Mill Creek, River Bend	720	#18, 20+ ×3	77
emergency roof leak cedar hollow 3-shop map from Cedar Hollow	590	Not in map	63
roofing near me Maps, average of Cedar Hollow, Pine Ridge, Mill Creek, River Bend	480	#18, 20+ ×3	52
roofers near me Maps, average of Cedar Hollow, Pine Ridge, Mill Creek, River Bend · counted once with a variant that shares its volume	480	#14, 20+ ×3	0
roof repair Maps, average of Cedar Hollow, Pine Ridge, Mill Creek, River Bend	140	#18, 20+ ×3	15
roofing Maps, average of Cedar Hollow, Pine Ridge, Mill Creek, River Bend	110	#18, 20+ ×3	12
storm damage roofing cedar hollow 3-shop map from Cedar Hollow	70	Not in map	8
roofing mill creek Maps from Mill Creek	30	20+	3

- Click share in the 3-shop map: #1 17.3%, #2 12%, #3 2.9%. Low case uses #3 (2.9%), midpoint the top-3 average (10.7%), high case #1 (17.3%). Source: BrightLocal, Local Services Ads Click Study (5,500-person click test; local pack shares on results pages without Local Services Ads).
- Lead rate (visits that call or book): 7.3% to 17.6% (Roofing and all home services). Source: LocaliQ, 2025 Search Ad Benchmarks for Home Services (3,211 US campaigns, Apr 2024 to Mar 2025; paid-search conversion rate used as a stand-in for site visitors).
- Extra visits per month: 197 (low), 730 (mid), 1,176 (high). Your visits from these searches today: about 8 a month.
- Searches Google reports with the same shared number (close variants) are counted once. Searches where we did not measure your map position are left out: roof replacement, residential roofing, emergency roof leak, storm damage roofing, roof inspection, residential roofing, residential roofing, roofing river bend, roofing oak ridge, residential roofing cedar hollow.
- Maps positions are from each city center on Nov 18, 2026; real searchers are spread across the area, so the grid above matters too.

2. Leads lost to a slow mobile page

```
visitors × lead rate × (1 − conversion at your load time ÷ conversion at 1.7 s)
```

Your homepage shows its main content in about 6.3 s on a phone; our preview does it in 1.7 s. Using Portent's lead-generation curve, a page that slow converts about 19%–44% fewer visitors. The low case assumes real visitors see the page in 3 s rather than the lab's 6.3 s.

- Today, with about 8 visits a month from these searches, that's under 1 lead a month. It grows as rankings improve: at the midpoint above, a slow page would cost roughly 17–40 leads a month.
- Source: Portent, Site Speed is (Still) Impacting Your Conversion Rate, 2022 (14 lead-generation sites, 5.6M sessions): about 40% at 1 s, 34% at 2 s, 29% at 3 s, lowest at 6 s, and roughly half the 1-second rate above 5 s (we use 20% from 6 s on). Lab load time (LCP) is a stand-in for the page load times Portent measured.

3. Leads lost to missed calls

> `leads that call × share of calls nobody answers`

We can't see your call logs, so we use published rates: 18% to 62% of calls go unanswered. At the midpoint above, that's roughly 16–57 leads a month if every lead phones you (fewer if some book online).

- Low: ServiceTitan (Aug 2023, citing Invoca call data): home service businesses miss 18% of weekday calls (41% on weekends).
- High: 411 Locals (Jan 2016, 85 small businesses, 30 days): 62% of calls not answered live (37.8% voicemail, 24.3% no response).

All three are estimates. They are not guarantees of results; actual leads depend on season, pricing, reviews and how fast you respond.

5 · PLAN OF ATTACK

What to do, in order

Your team can do every item on this list. Each one is tied to something we measured above.

1. Restart reviews this week

Your last Google review was Jul 12, 2025 (0 in the past 12 months). Ridge Line Roofing of Cedar Hollow got 54 in 12 months. 1 low-star review still has no reply.

Text the Google review link after every job. Reply to every review, starting with the unanswered low-star one. Aim for one new review a week.

2. Fill out your Google Business Profile

You have 13 photos and 3 categories; Peak & Gable Roofing of Pine Ridge has 100 photos.

Add 5 or more real job photos a week, list every service with a price range, add the service-area cities, post weekly, and keep hours current.

3. Get into the AI answers

You were named in 1 of 10 AI answers we checked. They recommended Summit Pitch Roofing in Cedar Hollow, Peak & Gable Roofing of Cedar Hollow, North Slope Roofing Inc. and leaned on peakandgable.example, birdeye.com, reddit.com, thumbtack.com.

Claim and complete your listings on the sites AI tools cite, add LocalBusiness and FAQ schema, publish an llms.txt, and answer common questions on your site in plain language.

4. Make the mobile site fast

Your homepage takes about 6.3 s to show its main content on a phone and scores 57. Google's target is under 2.5 s.

Compress and resize images, remove unused scripts and plugins, lazy-load anything below the fold, and re-test in PageSpeed Insights.

5. Win the map in every city you serve

Searched from the center of each city, you're Cedar Hollow: #18; Pine Ridge: not in the top 20; Mill Creek: not in the top 20; River Bend: not in the top 20 for “roofing.”

Give each city its own page with real local jobs and reviews, link it from your Google profile, and keep your name, address and phone identical everywhere.

6. Add LocalBusiness schema

Your pages carry ContactPoint, Organization, WebSite schema but no LocalBusiness block with address, hours, service area and rating.

Add one LocalBusiness (or a trade-specific type) block site-wide with name, address, phone, hours, areaServed, services and aggregateRating.

7. Fix and add directory listings

A search for your domain turned up Yelp, Nextdoor, Yellow Pages, Birdeye, Trustpilot, LinkedIn. We did not see Facebook, BBB, Angi, HomeAdvisor, Thumbtack, MapQuest.

Claim the missing ones with the exact same name, address and phone as your Google profile. Call the number on each listing to confirm it rings your office.

8. Answer every call

Industry studies put unanswered calls at 18% to 62% for small home service businesses.

Forward calls to a second phone during jobs, set up a missed-call text-back, and return voicemails within the hour.

9. Build pages for the searches you're missing

“roof replacement cedar hollow” gets 2,900 searches a month and you're not in the top 20; “roof replacement” gets 1,900 searches a month and you're not in the top 100.

Write one strong page per service and city pair, with photos, prices, FAQs and reviews from that city, then follow the 90-day plan below.

IF YOU'D RATHER WE HANDLE IT

How Contractor Systems does it

Our Advanced plan is **$297/mo** and covers most of the list above:

- **Custom website that grows with every job**: Fast, built for phones, LocalBusiness schema and city pages. Your preview is already built.
- **5-star review requests**: Every customer gets the Google review link right after the job.
- **Missed-call text-back**: Callers you can't pick up get a text in seconds, so they don't call the next company.
- **CRM and follow-up**: Every lead in one inbox with automatic text and email follow-up, booking and a tracked business number.
- **Snap a photo, get a project page**: Text a jobsite photo and it becomes a project page and a social post.

Want every call answered 24/7? Our Pro plan adds an AI receptionist. 30-day money-back guarantee.

Book a 20-min walkthrough

Data: DataForSEO (Google Ads search volumes, live Google and Maps results, Google Business Profile and reviews, ChatGPT, Perplexity, Google AI Mode and AI Overview answers), Google PageSpeed Insights, and a crawl of your site. Pulled Nov 18, 2026.

Prepared by Contractor Systems for Example Roofing Co.. Positions and AI answers change daily. This is a sample plan with example data for a made-up business, not a real company.