

Roofing growth checklist

Turn relevant inquiries into confirmed inspections

Mark each item: Done / Needs work / Not applicable. Add evidence and one next action.

1. Separate repair and replacement

Show which roof types and jobs you actually handle, with real project photographs and accurate service areas.

Status: _____ Evidence / next action: _____

2. Make inspection requests useful

Ask for location, roof concern and preferred callback time. Keep emergency expectations and availability accurate.

Status: _____ Evidence / next action: _____

3. Track the estimate decision

Record inspection booked, inspection attended, estimate sent and accepted or lost. Explain financing or warranty details only when verified.

Status: _____ Evidence / next action: _____

4. Make the next step obvious

On a phone, can a visitor identify your service, area and call or quote button without searching? Test the form with a marked test inquiry, then remove it from reporting.

Status: _____ Evidence / next action: _____

5. Check your business information

Compare your website, Google Business Profile and major directories. Correct your business name, phone, hours, services and actual service area; do not create fake locations.

Status: _____ Evidence / next action: _____

6. Follow one inquiry end to end

Record when it arrived, its source, who responded, the next action and the outcome. Do not count a button click as a booked job.

Status: _____ Evidence / next action: _____

7. Ask for honest reviews

Invite real customers to share their experience without rewards, review gating or prewritten praise. Respond helpfully without exposing customer details.

Status: _____ Evidence / next action: _____

8. Measure customers, not just clicks

Each month record qualified leads, booked appointments, customers won and total acquisition spending. Cost per customer is spending divided by new customers; leave it unknown when data is missing.

Status: _____ Evidence / next action: _____

Choose three priorities. Fix a broken contact path first, then the biggest verified gap in discovery or follow-up.

Free researched assessment: <https://weleadlab.com/assessment/>

Updated October 9, 2026. No outcome or ranking is guaranteed.