

THE ROOFING **WEBSITE** **DESIGN** **OPTIMIZATION GUIDE**

How to turn your website
into a Lean Mean Lead Generation Machine!
Convert 2, 5, even 10X more of your
website traffic into PAYING CLIENT\$!



BLACKSTORM
DESIGN + MARKETING

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FINDABILITY ELEMENTS

Findability elements will help to ensure your website is found by your target customers.

Keywords in Titles, Headlines, Body Text, Image Metadata

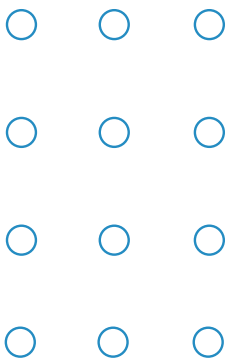
Keywords, also known as search terms, are the words or phrases that people enter into the search engine. These keywords define the topic of the content that your website features on a page. It is important that the keywords used on your page, align closely with what people are searching for.

Search engine crawlers pay particular attention to certain aspects of a page in order to understand the topic of the content. These are the title, headlines, body text, and image metadata. It is, therefore, important that the keyword you are focusing on is consistently featured in each of these places. For example, if you had a page on how to best care for your home maintenance in Winter, then your keyword might be “home maintenance in Winter.” You would want to feature this keyword in the meta title and headline. You would also want to use related or variations on this keyword through-out the subheadlines and the body text. This provides consistent signals about the content on your website to Google.

Consistent NAP

NAP stands for the Name, Address, and Phone number of a business. A NAP citation is any time these details are referenced on a third party website, such as a business directory. The volume and consistency of NAP citations are essential for increasing a website's visibility in the search engines. In fact, in MOZ's local search ranking factor study, it was found that NAP citations was the 5th most important factor for ranking a website in local search. (1)

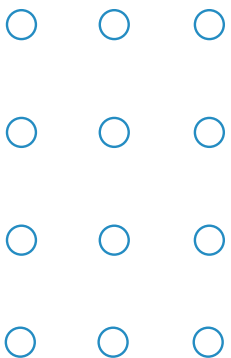
NAP citations are relevant because they provide a credibility signal to the search engines about the business. A business that has the same phone number, address, and name listed across the internet is more likely to be a trustworthy business. Google also wants to be sure that it is presenting accurate information to its users. So if a Google searcher uses a phone number or visits an address, that information should be correct.



Unfortunately, many businesses often fail to provide consistent NAP citations. This is usually because of normal changes in business operations, such as shifting to a new address or acquiring a new phone number. Businesses may update their NAP details on their website but will fail to modify those same details on business directories. In other cases, NAP citations are inconsistent because of how business directory details are completed. For example, a company may refer to their business location as Suite 124 on their website, but Unit 124 on a business directory website.

NAP citations are one of the most common issues for local business websites, but they are also relatively to address and improve. BlackStorm Design + Marketing provides a visibility report where you can check how accurate your NAP citations are. You can find the visibility report tool here: <https://blackstormdesign.com/resources/visibility-report/>

Once you have audited your current NAP citations, your business will be able to correct any incorrect details. From there, the next step will be to increase the number of NAP citations on other business directory websites.



Content

Content is the single most important on-page factor for increased visibility in the search engines, according to MOZs 2020 Ranking Factor study. So what do we mean we say great content? Firstly, great content must address the needs of the user. Secondly, it must be linkable.

When a user enters a search term, aka keyword into a search engine, they have a problem that they want to solve. They could be looking for a particular product, trying to choose between alternative services or trying to identify the cause of an issue they are facing. Great content is the one that best addresses that need. When creating content ensures that you are always focused on providing the best answers to a searcher's queries.

This second factor of linkable content is frequently overlooked by many business websites. This means that another site must be able to link to that piece of content. A surprisingly large amount of content on the internet cannot be linked to. Common reasons include being behind paywalls or being a format that is unable to be shared.



COMPATIBILITY ELEMENTS

*You want to make sure that
your website is user friendly and
experienced in the way that you intend.*

Choose the right CMS

You want to ensure that your website is built on a solid foundation. That means having in place the right Content Management System (CMS). Wordpress is the world's most popular CMS, and so is our recommended option. More than a third of all websites on the internet use this CMS, and each month users visit 15.5 billion Wordpress pages. (2). What this means is that when you build your website on Wordpress, you are using a CMS that is extremely well tested and robust.

Another reason that Wordpress works so well as a CMS is its versatility. You can select a Wordpress "theme" to turn your Wordpress website into everything from a blog, to an e-commerce store, to an online portfolio. In fact, the Wordpress directory currently lists more than 7,000 themes for you to choose from. (3)

Wordpress is supported by a huge developer community. This means that if you do have issues with your website, there is plenty of free and paid help available. Wordpress plugins allow you to easily extend the functionality of your website. And lastly, Wordpress makes it easy to customize your site and add content without having to know how to code.

Responsive Design?

Responsive design means that a website automatically fits to whatever size screen it is accessed on. 60% of internet users surveyed said that they would never recommend a website that is poorly designed for mobile. (4) The majority of users now access the internet via their smartphones. This means that a website can no longer be designed solely for desktop computers. A website must look great and function well no matter what size screen it is accessed on.

No Flash

Adobe announced that 2020 would be the year that it would stop updating and distributing its Flash player. (5) This is also the year that Apple has stated that it will stop supporting Flash through its Safari browser.

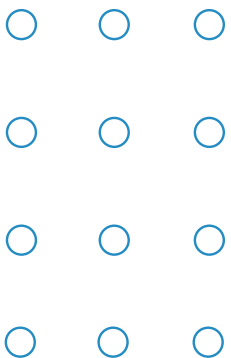
Using Flash creates a large array of issues for a website. Flash can increase the loading speed time of a website. It does not display in search engine previews. It requires a plugin to be usable, and it can harm accessibility. With Adobe no longer supporting it, this is the year to make sure Flash is removed from your website for good.

Multi-browser

Your website may work well on Chrome or Firefox. But how does that same website perform on Safari or Opera? A good website should work just as well across all of the leading browsers. If you have a website that only functions well on some browsers, you could be turning away a significant portion of your potential website traffic.

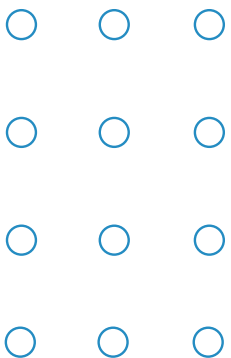
Fast Loading

46% of people say that slow loading speed is the thing that they dislike the most about browsing the internet through their mobile phones. (6) Many users will not wait for a website to load slowly. Instead, they will navigate away to competing websites that load faster. Every second longer your website takes to load, the more visitors you will lose. Slow-loading websites that provide poor user experience, **also rank lower in the Google search engine results.**



Have an SSL (secure https website)

One indication of the importance of having an SSL certificate was demonstrated by a May 2019 Google Transparency report, which showed that 84.2% of all webpages loading on Chrome use SSL. Having an SSL certificate provides you with the “green lock” in your user’s browser, which shows that it is secure and can be trusted. This makes it more likely that users will visit your website. If you have a website in today’s day and age, an SSL certificate is essential.





ENGAGEMENT ELEMENTS

Having the right engagement elements in place will increase user interaction with your website and direct them down your marketing and sales funnel.

Above the Fold

The fold is that part of your website, which is viewable within your browser window without having to scroll down. This is the part of the website that every visitor will see. It is, therefore, critical that this part of your website is as effective as possible.

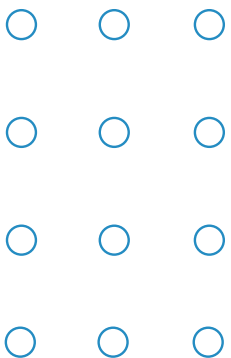
Have a strong Headline that speaks directly to your target market

The headline is critical because if it doesn't talk directly to your target customer, then they won't invest time in looking at the rest of the content of your website. This means that no matter how good the rest of your website is, it can be undermined by a poor headline. Use a headline that talks directly to your target customer.



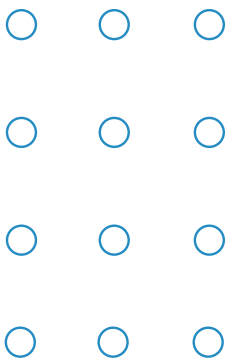
Have your USP's listed

Your Unique Selling Proposition (USP) is what distinguishes your service from your competition. Having your USPs clearly laid out is even more important online than offline. Customers can, within seconds, navigate to your competitors' websites if they don't immediately understand why they should do business with you.



Have an image of your ideal target market in the above the fold.

We process information from visual images, far faster than we do from the written or spoken word. What's the information conveyed through an image is subconsciously conveyed. This means that it isn't filtered and critiqued in the same way that text is. Having an image that resonates with your target audience will provide them with a subliminal clue that they are in the right place.



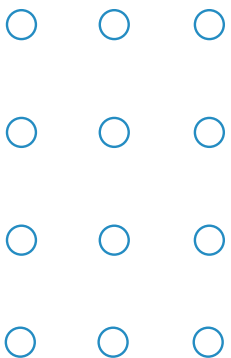
Clear headlines and Call to actions on all pages

Most of your users are time scarce. This means that the majority of them will not read all of the content on your webpages. In order to ensure the maximum number of conversions, you need to have clear headlines and strong calls to action. Clear headlines allow your visitors to understand the content of your page quickly. Strong call-to-actions enable you to direct your website users towards conversion points that will lead to a sale.



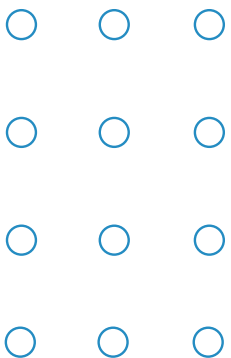
Portray authority by having trusted icons strategically placed throughout the site

People will not buy from companies that they don't trust. One of the easiest ways to build this trust is to have well-known icons placed through-out the website. The trust that they have for the companies icons you display can be automatically subliminally transferred to you.



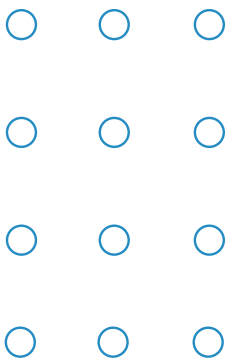
Embed a map to show that you are a local company

94% of people surveyed said they thought buying from small and local businesses was important. (7) The easiest way to convey that your business is local is through having an embedded map on the website. Not only does this show that your business is local, it provides it makes it easier for customers to visit your location.



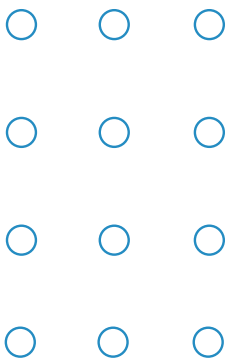
Display Social Proof by having customer reviews

Prospective buyers place far more trust in what other customers have to say about your business than what you state in your own marketing. Having customer reviews provides excellent social proof that your products or services deliver on their promise. Customer reviews are, therefore, an essential element in converting a potential customer into a buying one.



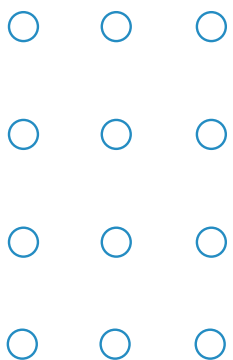
Have a chatbox on your site

Users want to have the questions they have about your product or service answered quickly and accurately. If they don't receive those answers, then they will instead buy from a website that can provide them. Users who pose questions are also often close to making a buying decision. This is why it is a good idea to include a chatbox on your website where a customer service representative can answer questions from prospective buyers.



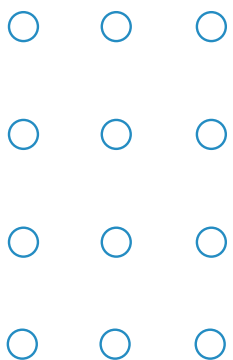
Have a clear list of your services and service areas

Customers may not be aware of the full range of services that your business offers. If they do not realize you offer a particular service, then they inquire or book it from your business. This is why you must clearly list all of the services and service areas your business offers.



Proofread all your text (check for grammar and spelling)

Lastly, make sure that all of the copy on your website has been checked for grammar and spelling. This demonstrates that your business is both credible and professional.





CONVERSION ELEMENTS

Conversion elements are those parts of your website which take your website visitors down your marketing and sales funnel. What constitutes a conversion may vary for your business. It could be encouraging a visitor to provide their contact details, making a phone inquiry, or even booking an appointment directly from your website.

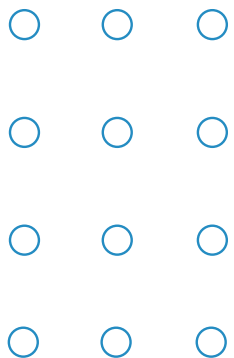
Conversions can also be both micro and macro. A micro conversion will be a smaller step that leads to a macro conversion. An example of a micro-conversion is downloading a brochure or providing an email address. A macro conversion would be booking an appointment.

Have your main CTA in the top right corner of the site

The top right corner of the website is one of the most valuable pieces of “real estate” on your site. This is part of the site that the eye naturally is drawn to. As a consequence, you want to have your most important CTA featured here.

Have a CTA at the bottom of every page and post

You want to ensure that there is a maximum number of opportunities to convert visitors. This is why you should have your CTA at the bottom of every page and every post.



On mobile, have a one-click phone number button.

One of the biggest advantages of mobile visitors is that a smartphone is able to instantly call your business. Phone inquiries are far more likely to convert to buying customers than email ones. Make it easy for visitors to call you with a one-click phone number button.

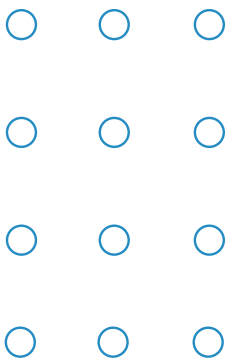
Embedded reviews

Embedded reviews are those reviews that are dynamically added from a third party website in real-time. Examples include Google or Yelp reviews. The benefit of an embedded review is trust. An embedded review is more likely to be viewed as authentic, and that provides greater social proof.



Live Chat

As mentioned above, visitors who use live chat are often very close to making a buying decision. They only have a couple of unanswered questions that they answered before they are ready to commit to buying. Having a live chat on your website can help to increase your numbers of inquiries and sales.





TRACKING ELEMENTS

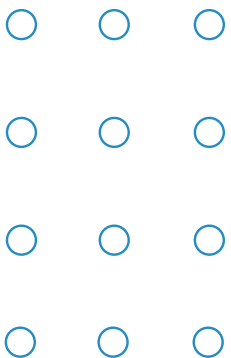
In order to understand what is working on your website, and what is not, you need to have in place tracking elements. Tracking elements allow you to see how users are finding your website and how they use it when they arrive. Without tracking elements in place, it is very difficult to make informed decisions about how to improve your website and increase conversions.

Google Tag Manager

One of the first tracking elements you should add to your website is Google Tag Manager. Google Tag Manager is a web-based interface that makes it easier to manage all of your other tracking elements. Once you have Google Tag Manager in place, you can add other tracking elements without having to directly insert additional code snippets to your website.

Google Analytics

Google Analytics is a powerful web analytics tool provided for free by Google. Google Analytics allows you to track and report on visitors to your website. Using Google Analytics, you can see which channels are directing visitors to your website. You can also see which pages are most commonly visited and track conversion funnels. You can also create specific goals to evaluate how well your website is performing towards your business objectives.

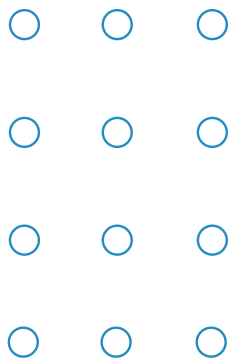


Phone Number Tracking

Inbound phone calls are one 5 to 10 times the value of website form leads. (8). For this reason, you want to ensure that your marketing campaigns and website are optimized towards producing the maximum number of phone inquiries. Unfortunately, many businesses are still failing to properly track phone calls. Phone number tracking will allow you to identify which marketing channels and webpages are delivering the most phone inquiries.

Google Search Console

Organic search can provide you with highly targeted and essentially “free” prospects for your business. However, organic search can also be highly competitive. In order to beat your competition in the search engine rankings, you need to have in place Google Search Console. This, too, allows you to see what search queries your web pages are ranking for and how much traffic they are bringing in.

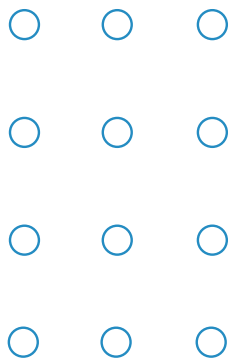


Facebook Pixel

Facebook advertising reach is as high as ever. In 2019 overall Facebook ad impressions increased by 37%. (8) If you are running Facebook ads, then you will want to have in place the Facebook Pixel. This will allow you to identify your winning ads and increase sales.

Google Ads Conversion Tracking Code

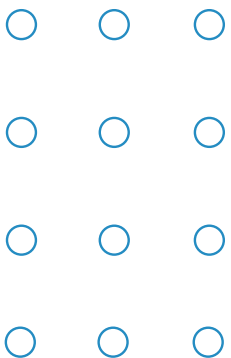
Google Ads remains one of the most effective forms of online advertising. Google Ads enables you to target prospects with a high level of buying intent. These are people looking for information that directly relates to your service. Because Google Ads can be so effective, the platform is also increasingly competitive. This is why you need to have in place a Google Ads Conversion tracking code. This will allow you to identify which ads and campaigns are producing the highest return on investment.



A/B Split Testing Software

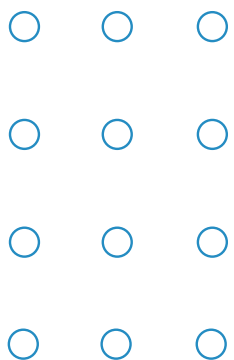
In order to improve your website, you need to test it. One of the best ways to achieve this is through an A / B test. A / B testing software allows you to display two different versions of a webpage to an equal number of website visitors. You can then measure which webpage produces the highest number of a predefined conversion. This allows you to consistently improve your website and increase conversions.

If you would like a team with proven knowledge and experience to implement these elements on your website, then [click here](#).



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This website design optimization guide will help you convert 2, 5, or even 10 times the amount of visitors your current website is getting. Use this guide to help you craft your website from just being an online brochure to being a lean, mean lead generation machine!



FINDABILITY

- Keywords in Page Title & Content
- Exact Match NAP
- Fully Responsive Website Built on Wordpress CMS



CONVERSION ELEMENTS

- Top Right Corner Tracking Phone Number with Clear CTA
- Clear CTA Above the Fold
- Embed Customer Reviews
- 24/7 Live Chat
- Fast Loading



ENGAGEMENT ELEMENTS

- Clear Headline & Navigation
- Trust Icons to position AUTHORITY
- Clear Map to Show Locality
- Social Proof Icons
- Instant Live Chat Box
- Clear List of Services



WORDPRESS PLUGINS

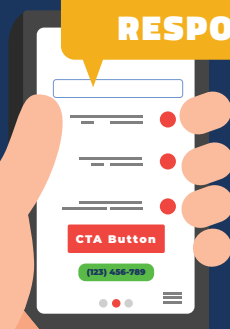
- Yoast Seo
- Google Analytics
- Google Reviews Business
- Call Now Button
- Gravity Forms
- Customer Chat
- Really Simple SSL
- Wp Rocket



RESPONSIVE DESIGN

- Your Website MUST BE Mobile Responsive
- 70-90% of Traffic Come from Mobile Devices
- 1 Touch Click to Call Button

MOBILE RESPONSIVE



**ARE YOU READY TO TAKE YOUR
ROOFING BUSINESS
TO THE NEXT LEVEL?**

BlackStormDesign.com/Next-Level