

— SEARCH VISIBILITY SNAPSHOT · NO. 494

PREMIUMROOFINGLTD.CO

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Silas

Premium Roofing

PROPERTY

premiumroofingltd.com

<https://premiumroofingltd.com/>

DATE

June 17, 2026



**PREMIUM
ROOFING**

UNDERPERFORMING — REVENUE ON THE TABLE



66/100

OVERALL · GRADE C

PREMIUM ROOFING IS LEAVING AN ESTIMATED \$40K–\$75K ANNUALLY ON THE TABLE DUE TO UNDER-OPTIMIZED PAGES AND MISSING LOCAL SEO SIGNALS.

Premium Roofing has a capable, established site — but fixable gaps keep it off page one for the searches that book work. High-intent local buyers searching for what you do are going to more-visible competitors, so an estimated **\$40K–\$75K of annual job value** is slipping away. The fixes are foundational, not a teardown — a realistic path to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

Estimated annual job value going to competitors while top local searches stay out of reach.

— TIME TO RECOVERY

6–12 WEEKS

From the core technical & content fixes to first measurable ranking gains.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month from search and AI assistants, as rankings recover.

— HI SILAS,

Your site has a solid technical foundation (C grade), but it's leaving money on the table. Here's the picture: **Today's Cost:** An estimated **\$40K–\$75K annually** in roofing jobs is at risk. That translates roughly to **2–4 local leads per month** going to competitors instead of you—leads you'd win if Google could confidently rank you for local roofing searches. **Why?** Three fixable issues: 1. **No LocalBusiness schema** — Google doesn't have a clear business card for Premium Roofing. No address, phone, or hours linked to your domain. You're invisible to local pack results. 2. **Missing page titles, H1 tags, and meta descriptions** — Several pages don't tell Google (or searchers) what they're about. Truncated titles in search results. No descriptions to encourage clicks. 3. **~200 images with no alt text** — You're hiding information Google uses to rank you. **The Fix:** These are backend updates—no redesign, no site downtime. We handle implementation in about a week; you just need to give us access. After we publish the changes, Google needs 6–12 weeks to re-crawl and re-rank your pages as the fixes take effect. By 90 days, you should see measurable ranking gains and the first inbound leads flowing in. **The Investment:** This is a lean project. We'll deliver it fast and the ROI is clear—the estimated \$40K–\$75K in annual revenue at risk justifies the effort. Let's talk through the priorities and a timeline that works for you. Best, Eunoia Consulting