Unavoidable Marketing

Free guide for UK roofers and roofing contractors

2026 EDITION

The Roofer's Playbook

How to get more booked jobs from Google, your website and social media in 2026

01 Google Local Services Ads
02 Google Ads
03 Business Profile and reviews
04 SEO and AI search
05 Websites that convert
06 Social media
07 Speed to lead

By
Andrew Heppinstall
Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for roofers, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and do one chapter a week.

Who this is for

- Roofers who want re-roofs and flat roofs, not just slipped tiles
- Roofing contractors with crews and scaffold to keep busy all year
- Anyone paying for leads and not sure what they actually get back

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A WORD BEFORE YOU START

Most roofers do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and roofers tell me the same thing. Homeowners have been burned by doorstep cowboys, so they check everything before anyone goes up a ladder. Good firms lose work to ones that are simply easier to find, easier to trust and quicker to call back.

The fix is rarely one big thing. It is a handful of small things done properly: a Google Verified listing set up around the jobs you want, a Business Profile full of real reviews and real roofs, a website that shows your guarantees, and a phone that gets answered.

This playbook sets out exactly what we do for roofers across the UK, from Exeter to Inverness, Norwich to Derry. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it fills a few more slots in your diary.

> **On a roof, trust wins the job before price does. Judge every channel on booked jobs.**

UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.

AH

Andrew Heppinstall
Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK

One chapter a week
Each chapter stands on its own. Start with the one that costs you most jobs.

Use the checklist
The 30-day checklist turns the whole book into small weekly jobs.

Track booked jobs
Note where every enquiry came from and whether it booked.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

CHAPTER 1

01 Google Local Services Ads and Google Verified

Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When rain is coming through the ceiling and someone searches "roof leak repair near me", the verified name at the top gets the call.

What Google checks before you can show

- A verified Google Business Profile
- Your VAT number or Companies House registration number
- Public liability insurance
- Any licence the law requires for the work you advertise. There is no single roofing licence in the UK, so for most roofers it is the first three that count

Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

1. **You pay per lead**
   A lead is a call or message about a roof, not a click.
2. **You set a weekly budget**
   Google spends within it, even in a storm week, so you stay in control.
3. **The budget is separate**
   Your lead budget is paid straight to Google.

Set it up around the work you want

Job types

Switch on only what you do and want: leak repairs, storm damage, flat roofs, re-roofs, chimneys, guttering and fascias.

Service area

The postcodes your crew can reach with ladders and kit, not a radius that has you driving past ten other roofers.

Opening hours

Only the hours someone will answer. Storm nights bring calls, so decide in advance if you take them.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: tight service areas, only the job types you actually do, opening hours that match when you can answer, and rating every lead in your dashboard.

What helps you show more often

- Answering calls quickly
- Plenty of genuine, recent reviews
- A complete profile with real roofs
- Being close to the customer
- Enough weekly budget

COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you know which jobs, such as storm repairs or re-roofs, and which areas paid off.

02 CHAPTER 2 Google Ads

Search ads show for exactly what people type, so you can be there for "flat roof replacement Exeter" as well as "roof leaking after storm". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked jobs or just cost money.

Split campaigns by job type

Leaks and storms
Slipped tiles, leaks, wind damage. Calls only, during hours you answer.

Re-roofs
Strip and re-tile or re-slate. High value, several quotes, long to decide.

Flat roofs
EPDM, GRP and felt on garages, dormers and extensions.

Chimneys and roofline
Chimney repairs, lead work, gutters, fascias and soffits.

Negative keywords roofers need

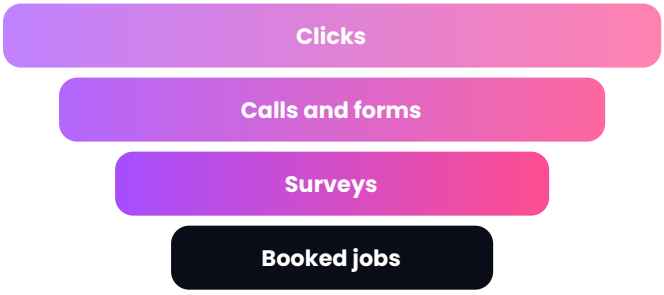
- jobs
- apprenticeship
- salary
- course
- how to
- DIY
- roofing felt
- sheets
- materials
- calculator
- merchants
- free

Add these so you stop paying for DIYers buying materials who were never going to book.

Get the basics right

- Target people in or regularly in your area, not people merely interested in it
- Call tracking on every ad and website number
- Conversion tracking on quote and survey forms
- A landing page for each job type, so flat roof searches see flat roofs

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. One re-roof can pay for months of clicks, so count the job, not the enquiry.

OUR RESEARCH

What a click costs roofers

Median cost per click, UK: £5.61

"flat roof repair": £6.99

Roofers win on trust, so send every click to a page with real roofs and guarantees. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push gutter clears and repairs before the autumn storms, then re-roofs and flat roofs from spring into summer while it is dry. Keep leak campaigns running all year, ready to raise budgets after a big storm.

03 CHAPTER 3 Google Business Profile and reviews

> After a storm, the customer stands in the garden looking at missing tiles, types "roofer near me" and checks the map. Your Business Profile is that listing: closest, well reviewed, open now, call. It also feeds your Local Services Ads and Google AI Overviews.

Set the profile up properly

1. **Primary category: Roofing contractor**
   Add others only for work you really do.
2. **Service area, not home address**
   The towns you cover. Keep home private.
3. **Every service listed**
   Re-roofs, flat roofs, chimneys, gutters.
4. **Hours you can answer**
   Storm calls that ring out are lost jobs.
5. **Real job photos**
   Before and afters, drone shots, your crew.

Across 2,957 roofer listings in 10 UK cities, 65.3% had under 10 reviews, 32.2% no website and 26.3% were unclaimed. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

Posts through the roofing year

Autumn
Gutter clears before the storms

Winter
Storm damage: what to do first

Spring
Roof checks after the winter

Summer
Re-roofs and flat roofs in the dry

Avoid getting suspended

- Adding "roof repairs" or towns to your name
- More than one profile for the same business
- Showing a home address customers never visit
- Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE

"Great roofers, sorted it quickly."

HELPS A LOT MORE

"Replaced the flat roof on our extension in Exeter in two days and left the garden spotless."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Mark. We re-bedded the ridge tiles on Friday and checked the valley before we left. Please ring the office and I will come back up and look at it." Future customers read your reply as much as the review.

A review routine that works

- Ask on the day the scaffold comes down
- Text your review link with a personal note
- Send the before and after photos too
- Reply to every review by name, calmly

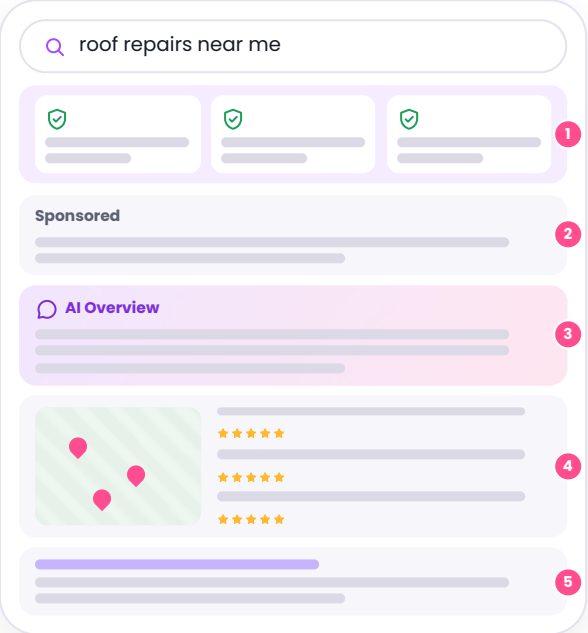
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a free gutter clear for a review, and asking only happy customers.

04 CHAPTER 4 SEO and AI search

SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who is a good roofer in Exeter?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1. **Local Services Ads** — Google Verified badge, pay per lead — Ch 1
2. **Search ads** — Marked Sponsored, pay per click — Ch 2
3. **AI Overview** — An AI summary that can name businesses — Ch 4
4. **Map pack** — Your Business Profile and reviews — Ch 3
5. **Organic results** — Your website pages, earned with SEO — Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

The pages your site needs

Homepage
Says who you are, what you do and where, in the first two lines.

A page per service
Re-roofs, flat roofs, chimneys, guttering, each on its own page.

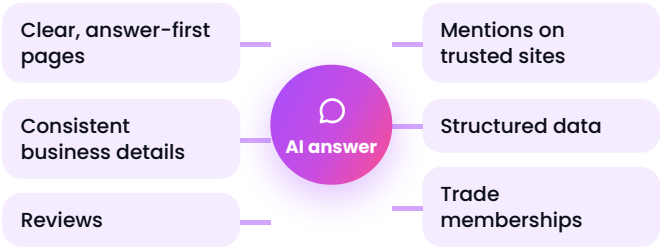
Real local pages
Jobs, photos and reviews from each town. Never copy and paste.

FAQs
Guarantees, scaffolding, weather delays, Building Regulations. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on UK directories and trade association sites
- Schema markup so search engines read your details
- Reviews that mention jobs and towns
- Pages that load fast on a phone signal

What AI assistants look for

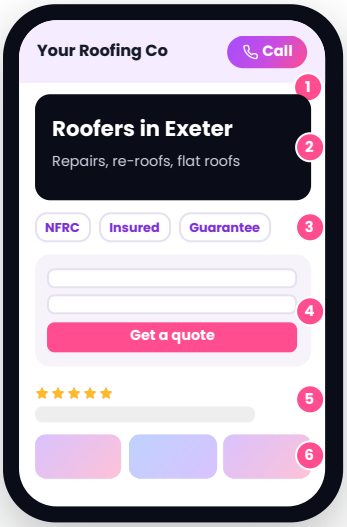


Nobody can guarantee being named. Try asking ChatGPT "who fixes flat roofs in Swindon?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often after spotting a damp patch on the ceiling. Your website has one job: make ringing you, or sending a quote request, the obvious next step. Pretty is nice. Real roofs, clear guarantees and a fast page book jobs.

What a roofer's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Trade body and guarantee badges
4. Short quote form
5. Real reviews
6. Real roof photos

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: job type, postcode, roof type, timescale, photos
- Fast on a phone signal
- Trade memberships such as NFRC, your insurance, and what your guarantee covers
- Real roof photos, service pages and area pages
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Leak, re-roof, flat roof

Postcode e.g. EX1

Type of roof Tiled, slate, flat

How soon? Leaking now, this month, later

Photos of the roof Upload from your phone

Send my quote request

Avoid

- Template sites full of stock roofs
- A site or domain you do not own
- A contact form hidden on one page
- Slow sliders and pop-ups on mobile

OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1. **Answer first** — What you do and where, in two lines
2. **What you get** — Scaffold to clean-up, step by step
3. **Proof** — Photos, reviews, guarantees
4. **Areas covered** — The towns you really serve
5. **FAQs and a call to action** — Call button and quote form

Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.

06 CHAPTER 6 Social media, organic and paid

Nobody scrolls Instagram with a bucket catching drips on the landing, so urgent leaks mostly come from search. Social is strongest for planned, higher value jobs: re-roofs, flat roof replacements, chimney work, fascias and soffits.

Organic: build trust

Free posts on your own pages that show real work and real people, so your name is the one locals remember.

- Before and afters, naming the town
- Drone clips of finished roofs
- Crew faces, working safely
- Storm and winter tips

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes you cover, one job type at a time.

- Lead ads with qualifying questions
- Local targeting around your base
- Retargeting website visitors
- Re-roof pushes, off when full

A simple weekly rhythm

Mon
A drone shot or before and after

Wed
A short clip from the scaffold

Fri
A crew post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting nothing but adverts
- Filming without edge protection
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Re-roof campaign

- Q1 Tiles or slate?
- Q2 Whole roof or one side?
- Q3 Any leaks right now?
- Q4 Your postcode

Flat roof campaign

- Q1 Garage, extension or dormer?
- Q2 Rough size of the roof?
- Q3 Is it leaking now?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

LOCAL GROUPS AND NEXTDOOR

People ask "can anyone recommend an honest roofer?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.

07 CHAPTER 7 Follow-up and speed to lead

> Someone with rain coming through the ceiling rings round until a roofer answers. If you call back an hour later, they have often booked someone else. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry

STRAIGHT AWAY	WITHIN MINUTES	SAME DAY	2 TO 3 DAYS	AFTER THE JOB
1	2	3	4	5
Auto-reply	**Call back**	**Quote or survey**	**Follow up**	**Ask for a review**
A text confirming you have it and when you will call.	Speak to them while they are still looking.	Send the price or book a look at the roof.	A friendly nudge on any open quote.	By text, with your direct link.

Never miss a call

- Divert to a mobile, a team member or a call-answering service when you are up on a roof
- Set up a missed-call text back
- Keep one shared list of every enquiry
- Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	Storm damage	**Yes**
Tue	Website form	Flat roof	**Quote sent**
Wed	Facebook ad	Re-roof	**Survey booked**

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

> Thanks for getting in touch with Your Roofing Co. We have your message and will call you within the hour. If water is coming in, move valuables and put a bucket under the drip.

QUOTE FOLLOW-UP

> Hi Sarah, just checking you got our quote for the re-roof. Happy to answer any questions or go through the photos with you. We can book scaffold for next month.

REVIEW REQUEST

> Thanks for choosing us. If you are happy with the new flat roof, a quick Google review mentioning the job and your town would really help. Here is the link.

WHO ANSWERS WHEN YOU ARE ON THE ROOF?

Decide now who picks up when you cannot: a partner in the office, a team member or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

PUT IT INTO ACTION

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

30 days

Week 1 — FOUNDATIONS

- [ ] Claim and verify your Google Business Profile
- [ ] Make Roofing contractor your category
- [ ] Switch to a service area, hide your home address
- [ ] List every service, from repairs to re-roofs
- [ ] Gather VAT or Companies House number, insurance and guarantee details

Week 2 — GET VERIFIED AND FOUND

- [ ] Apply for Local Services Ads and Google Verified
- [ ] Choose only the job types you want
- [ ] Set opening hours you can answer
- [ ] Upload before and after photos of real roofs
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add the right questions to your quote form
- [ ] Show your guarantees on the site
- [ ] Start asking every customer for a review
- [ ] Reply to every review you have

Week 4 — FOLLOW UP AND MEASURE

- [ ] Set up missed-call text back
- [ ] Start a lead log with source and outcome
- [ ] Add negative keywords to any Google Ads
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per booked job

Your numbers this month

ENQUIRIES	BOOKED JOBS	SPEND	COST PER BOOKED JOB

Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

Book a free 30-minute call

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time on the roof, we can do all of this for you. We are a UK-wide, Leeds-based agency working with roofers and other trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Set-up, Google Verified checks and weekly running

Google Ads
Split by leaks, re-roofs, flat roofs and roofline

Business Profile
Set-up, posts, photos and a review routine

SEO and AI search
Being found on Google, ChatGPT and Gemini

Websites
WordPress, you own it, typically built in 3 to 4 weeks

Social media
Organic posts and ads for re-roofs and flat roofs

How we work

1. **Flat monthly fee**
   Quoted after a free call, based on what you need.
2. **Your ad spend, your card**
   Paid straight to Google or Meta, never marked up.
3. **No contract**
   Rolling 30-day terms. We keep you by results.
4. **Measured on booked jobs**
   Not clicks or likes. Clear monthly reports.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

Talk to Andrew, not a sales team.
Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

Unavoidable Marketing

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how roofers in your area are winning work, where your enquiries come from now, and what to fix first.

07749 941 111

andrew@unavoidablem.com

unavoidablem.com

UK-wide, Leeds-based

Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for a roofer, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.

Working with trades since 2012

Flat monthly fee, quoted after a free call

No contract