

Full Strategy Case Study: Queen City Roofing Experts

Overview

Queen City Roofing Experts had built a strong reputation locally through referrals and insurance work, but lacked a structured digital system to generate consistent inbound leads.

Their online presence existed, but it was fragmented across multiple channels without alignment. As a result, lead flow was inconsistent, and opportunities from search traffic were being missed.

The objective was to build a connected marketing system that could consistently generate qualified homeowner inquiries while improving conversion across all touchpoints.

Core Problem

- Lead flow was inconsistent
- Paid campaigns lacked structure and targeting
- Website was not optimized for conversion
- Limited organic visibility for high intent roofing searches
- Minimal review volume impacting trust
- No system for capturing or re engaging missed leads

Strategy Framework

Traffic Acquisition

Google Ads

Focused on high intent searches:

- roof replacement Charlotte
- roof repair Charlotte
- storm damage roofing

Campaigns were restructured for tighter targeting and improved lead quality.

Organic Growth

SEO

Built out optimized service pages and supporting content targeting:

- roof replacement Charlotte
- roof repair Charlotte
- storm damage repair

Improved internal linking and overall site structure.

Conversion Optimization

Website

Rebuilt key landing pages to:

- Prioritize phone calls
- Improve mobile usability
- Reduce friction in form submissions

Local Trust Signals

Google Business Profile + Reviews

Implemented a review acquisition system to:

- Increase total review volume
- Improve average rating visibility
- Strengthen local credibility

Lead Capture + Follow Up

Email + Retargeting

Introduced systems to:

- Re-engage missed leads
- Capture return visitors
- Increase conversion from existing traffic



Total Monthly Leads: From 42 to 186
Blended Cost Per Lead: From \$118 to \$68
Monthly Jobs Closed: From 11 to 52
Customer Acquisition Cost: \$260 to \$320 per job
Estimated Monthly Revenue: From \$110K to \$520K+

Channel Breakdown:

Google Ads

Leads: 98 per month
Cost per lead: \$72

SEO

Leads: 54 per month

Google Business Profile

Calls: 41 per month

Email + Reactivation

Bookings: 22 per month

Total: 180+ monthly opportunities

Traffic + Visibility Growth

Organic Traffic

From 1,320 to 5,740 monthly visitors
Top 10 Rankings: From 9 to 48
Top 3 Rankings: From 2 to 17

Google Ads Performance

Ad Spend: \$42,800
Clicks: 7,920
Average CPC: \$5.40
Conversions: 598
Cost Per Lead: \$71.57