Marketing Report Card

Prepared for **Roof Tile Custom Specialists**

C

Overall grade

Area	Grade	What we saw
Visibility	D	Buried on the results page (position 14) where few prospects ever look.
Reputation	D	Very few public reviews to build trust (4.4★ / 13 reviews).
Website	B	A working website is in place.
Tracking	—	No tag audit has run yet — a static scan can't confirm whether pixels are present. Run the tag audit to grade tracking.
Advertising	C	We could not confirm any active advertising.

Homeowners search online for local roofers or ask friends. They trust businesses with many positive reviews and clear contact details. They scroll past vague listings or those lacking a professional online presence, seeking reliable, established local help.

Where you stand locally

In our scan of the roofing contractors market, **Roof Tile Custom Specialists** appeared at position **14**. Most customers choose from the top few results, so every spot matters.

	You	Competitor A	Competitor B	Competitor C	Competitor D
Overall grade	**C**	C	B	C	C
Working website	**Yes**	Yes	Yes	Yes	Yes
Tracking	**—**	—	—	—	—
Reviews	**13**	97	—	6	301
Rating	**4.4**	4.4	—	5	4.7

Competitors are anonymised and drawn from the same local scan.

Reputation & the cost of the gaps

Reputation grade D. Very few public reviews to build trust (4.4★ / 13 reviews).

~$860/month

estimated recoverable business, conservatively

That's a careful estimate between **$510** and **$1,200** a month — value you're currently leaving on the table, not a bill or a guarantee.

- A low local rank means prospects never see you before they pick someone else.
- A thin review profile lowers the click-through and trust of everything above.

How we got there:

– Benchmark source: niche:roofing (avg. click cost $8.00, close rate 30%).

– Estimated customer value used: $960 (from your niche average).

– Assumes only ~3.0 recoverable leads/month from the 1.5 issue(s) we actually found — not your full potential.

– Rounded down to the nearest $10. This is recoverable value, not a guarantee.

Your three highest-impact fixes

1

Climb the local map results
Most people pick from the top few results, and you're currently ranked below them.
Get found first

2

Grow your public reviews
A thin or low review profile makes new customers hesitate before they call.
Win more of the clicks you get

3

Turn on visitor tracking
Right now you can't see which visits or ad clicks turn into customers, so money gets spent blind.
Stop wasting ad spend

Want these handled for you?
We can walk you through this report and fix the biggest items first — no obligation. Reply to this email or book a 15-minute call.

This report reflects a point-in-time scan of public information. Figures are conservative estimates of recoverable value, not guarantees.