Residential Roofing Contractor

Generate new leads via SEO

Winner's Writing Process

Willier's Willing Process
1 . Who am I talking to?
 Homeowners in the Los Angeles Area Male and female Middle-aged (in their 40s); probably have a family Since they have previous experience with roofing companies, it's safe to assume that they've owned their home for a good while
2. Where are they at now? <where 3="" all="" are="" awareness="" current="" dream="" funnel,="" in="" level,="" levels="" market="" of="" sophistication,="" stage="" state,="" the="" they=""></where>
In the funnelThey're searching for the known solution on Google
Awareness-
The avatar knows their problem (their roof issues) and the solution (a residential roofing company).
However, they do not know the product (this particular residential roofing company)
Sophisitcation-

Stage 5

The target audience have used other crews in the past (the experience was meh or poor)

Current state-

About their home

- They might have some sort of issue that's making them distressed

 Storm damage; a leak;
- Their home has less "curb appeal", which makes them feel embarassed
- They're concerned over the consequences of their roof damage

What they're worried about in a roofing company

 Hiring someone who takes forever/takes their time; who takes longer than the initial time frame Hiring a crew that's lazy Hiring someone who "takes shortcuts"
Dream state-
About their home They want to feel safe, protected and comfortable in their home They want to have the nicest house on the block (admiration from others) They want their roof to be as good as new
 What they want in a roofing company They want a company that works quickly; people who are on time People who are thorough; pay attention to detail "Reputable"; a company with a previous success "Honest" They want a company that cares about customer satisfaction They want the process to be "extremely easy" Hard working and efficient A company that communicates well
Desire-High
Trust in solution-High
 Trust in brand- Low; will be even lower the more bad experiences they have with roofers and contracting companies
3. What do I want them to do? < list out all desired actions for the reader to take>
Visit our websiteGet in contact with us to schedule an estimate
4. What do they need to experience/think/feel to do that?
 Visit our website "Local" appeals to the reader's sense of community (builds trust in the solution) "Roofers" calls out the reader's known solution (builds trust in the solution) Having 60+ good reviews further builds trust in the brand
Get in contact with us to schedule an estimate

A picture of a brand new roof to instill desire for the dream outcome The headline matches the reader's search term, which gets their attention Have buttons to call and email the company (probably for people who were referred to the business)
"Got Questions? We Have Answers!" makes the brand seem more friendly and approachable
 "Custom Home Building and Roofing Contractor"-This headline calls out the reader's known solution (grabs attention) We are a tailored solution + known solution (building trust in the company) Mentions the services they provide to keep the reader engaged "If you are looking for a Los Angeles residential roofing contractor" calls out the reader's current state Mention their offer (free quote) to instilled desire They mention that they do commercial roofs to calls out another segment of their target audience "Let us help you" puts them and the reader on the same team (builds rapport) They mention how good their staff is ("friendly, punctual, and professional") to instill desire + build trust in the brand These are the same characteristics that the target audience values in a roofing company
They showcase previous work to instill desire + improve their credibility
 "The Best Customer Home Builder in Los Angeles"-Having confidence builds trust in the brand Calls out the reader's known solution They briefly mentions their experiences to increase their credibility They call themselves the best roofing contractor in LA to improve their credibility

Too much sauce, TRW isn't letting me post it directly in here

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