

SEO BREAKDOWN

Step 1: Keyword Research

1. Core Keywords:

- Commercial roofing
- Roofing contractors
- Roof repair
- Roof installation
- Metal roofing
- Flat roofing

2. Location-Specific Keywords:

- Commercial roofing Saskatchewan
- Roofing contractors Alberta
- Roof repair Regina
- Roof installation Calgary
- Commercial roofing Edmonton

3. Service-Specific Keywords:

- Metal roof installation
- Flat roof repair
- Industrial roofing
- Commercial roof maintenance

Step 2: Keyword Distribution

1. Home Page:

- Core and primary keywords.
- e.g., "Commercial Roofing in Saskatchewan and Alberta", "Top Roofing Contractors".

2. Service Pages:

- Target specific services.
- e.g., "Metal Roof Installation in Saskatchewan", "Flat Roof Repair in Alberta".

3. Location Pages:

- Focus on location-specific keywords.
- e.g., "Commercial Roofing in Regina", "Roofing Contractors in Calgary".

4. Contact Page:

- Keywords related to contacting the business.
- e.g., "Contact Commercial Roofing Experts", "Roofing Contractors Contact".

Step 3: On-Page Optimization

1. Titles and Meta Descriptions:

- Ensure each page has a unique title and meta description with the primary keyword.

2. Header Tags:

- Use H1 tags for main keywords and H2/H3 for related subtopics.

3. Content:

- Ensure high-quality, relevant content on each page.
- Use keywords naturally within the content.

4. URLs:

- Use clean and descriptive URLs.
- e.g., yoursite.com/commercial-roofing-saskatchewan

5. Images:

- Optimize images with alt tags containing keywords.

Step 4: Content Strategy

1. Blog Posts:

- Create blog posts targeting long-tail keywords and common questions.
- e.g., "How to Choose the Best Commercial Roofing Contractor".

2. Case Studies and Testimonials:

- Showcase past projects and client testimonials.

Step 5: Technical SEO

1. Site Speed:

- Ensure your site loads quickly.

2. Mobile Optimization:

- Ensure your site is mobile-friendly.

3. Sitemap:

- Submit a sitemap to Google Search Console.

4. Structured Data:

- Implement structured data for local businesses.

Step 6: Off-Page SEO

1. Backlinks:

- Acquire high-quality backlinks from industry-related sites.

2. Local Citations:

- Ensure your business is listed on local directories and review sites.

Step 7: Monitoring and Adjustments

1. Analytics:

- Use Google Analytics and Google Search Console to monitor traffic and rankings.

2. Adjustments:

- Regularly review and adjust your strategy based on performance data.

Keywords Summary

For a focused approach, start with 10-15 primary keywords and expand as I start ranking.

Example list:

1. Commercial roofing
2. Roofing contractors
3. Roof repair
4. Roof installation
5. Metal roofing
6. Flat roofing
7. Commercial roofing Saskatchewan
8. Roofing contractors Alberta
9. Roof repair Regina
10. Roof installation Calgary
11. Commercial roofing Edmonton
12. Metal roof installation
13. Flat roof repair
14. Industrial roofing
15. Commercial roof maintenance

SEO GUIDE

To help you determine the keywords needed to make your client's commercial roofing business in Saskatchewan and Alberta rank at the top of Google's search results, I'll need the following information:

1. ****Business Details:****

- Name of the business: JR&Co. Roofing Contractors
- Specific services offered (e.g., installation, repair, maintenance, specific roofing materials)
- Unique selling points (e.g., years of experience, certifications, customer reviews)

2. ****Target Audience:****

- Types of clients (e.g., commercial property owners, real estate developers, property managers)
 - Demographics (e.g., business sizes, industries)
 - Geographic focus within Saskatchewan and Alberta (e.g., specific cities, towns, or regions)
3. **Competitors:**
- Names and websites of key competitors in Saskatchewan and Alberta
 - Any known keywords they are targeting
 - Competitive advantages/disadvantages compared to these competitors
4. **Current Online Presence:**
- Website URL
 - Social media profiles
 - Any current SEO or marketing efforts
 - Google Analytics access (if possible) to understand current traffic sources and performance
5. **Business Goals:**
- Primary goals (e.g., increase website traffic, generate leads, brand awareness)
 - Specific metrics to track (e.g., organic traffic, conversion rates, keyword rankings)
6. **Customer Insights:**
- Common questions or pain points from customers
 - Testimonials or reviews that highlight important aspects of the business
7. **Content and Resources:**
- Existing content on the website (e.g., blogs, case studies, service pages)
 - Any resources or content that can be leveraged for SEO (e.g., brochures, videos, whitepapers)
8. **Budget and Resources:**
- Budget for SEO and marketing efforts
 - Available resources (e.g., in-house team, external agencies)

Once I have this information, I can conduct keyword research and analysis to identify the most effective keywords for your client's commercial roofing business. This will include:

- Analyzing current rankings and performance
- Identifying keyword opportunities
- Evaluating competition for those keywords
- Recommending a keyword strategy tailored to your client's goals and market.

Feel free to provide as much of the above information as you can, and I'll guide you through the next steps.

Sure! Here is a list of high, mid, and low demand keywords for a commercial roofing business in Saskatchewan, Alberta, and surrounding areas in Canada. These keywords are categorized based on their general search volume and demand.

High Demand Keywords

1. **Commercial roofing contractors**
2. **Commercial roofing services**
3. **Flat roof repair**
4. **Metal roofing**
5. **Roof replacement**
6. **Roof maintenance services**
7. **Roof installation**
8. **Industrial roofing contractors**
9. **Emergency roof repair**
10. **Roofing company near me**

Mid Demand Keywords

1. **Roof inspection**
2. **Roof waterproofing**
3. **Roof restoration**
4. **Green roofing**
5. **Energy-efficient roofing**
6. **Commercial roof coating**
7. **Roof leak repair**
8. **Commercial roof maintenance plan**
9. **Roofing system installation**
10. **Sustainable roofing solutions**

Low Demand Keywords

1. **Asphalt roofing**
2. **Commercial shingle roofing**
3. **EPDM roofing**
4. **TPO roofing**
5. **PVC roofing**
6. **Commercial skylight installation**
7. **Roofing contractor reviews**
8. **Roofing warranty services**
9. **Roofing project management**
10. **Roofing safety compliance**

Tips for Using These Keywords

- **High Demand Keywords**: These are highly competitive but can drive a lot of traffic. Use them in main pages, headings, and meta descriptions.

- **Mid Demand Keywords**: These are moderately competitive and can be used in blog posts, service pages, and detailed guides.
- **Low Demand Keywords**: These have lower competition and can be targeted for niche content, FAQ sections, and detailed articles to capture specific queries.

To ensure the effectiveness of these keywords, consider using tools like Google Keyword Planner, Ahrefs, or SEMrush for more precise data tailored to your specific area and to track the performance of your chosen keywords.

Final List.

commercial roofing Keywords in Saskatchewan, Alberta, and surrounding areas:

High Competition, High Volume Keywords

These keywords have high search volumes and high competition:

- Commercial roofing (8,100 searches/month)
- Roofers near me (5,400 searches/month)
- Roof repair (4,400 searches/month)
- Best roofing company (1,300 searches/month)
- Roofing companies near me (1,000 searches/month)

Mid Competition, High Volume Keywords

These keywords have high search volumes and moderate competition:

- Commercial roofing companies (1,300 searches/month)
- Roofing contractors near me (880 searches/month)
- Flat roof repair (480 searches/month)
- Commercial roof repair (1,000 searches/month)
- Metal roofing contractors near me (1,000 searches/month)

Low Competition, High Volume Keywords

These keywords have high search volumes but lower competition:

- Local commercial roofer (140 searches/month)
- Commercial roofing services (480 searches/month)
- Commercial flat roofing (210 searches/month)
- Commercial roof repair near me (590 searches/month)
- Commercial roofing specialist (110 searches/month)

Location-Based Keywords with High Volume

These keywords will help improve local SEO while targeting high-volume searches:

- Commercial roofing in Saskatchewan (Exact search volume data not available, but location-based keywords are crucial for local SEO)

- Alberta roofing contractors (Exact search volume data not available, but essential for regional targeting)
- Roof repair services in [City Name] (Adapted from high-volume location-based keywords)
- Flat roof installation in [City Name]** (Adapted from high-volume location-based keywords)
- Emergency roof repair in [Province Name] (Adapted from high-volume location-based keywords)