



👑 Ultimate Roofing Website Design Blueprint

The exact formula for building a top 1% website online presence that homeowners trust above everyone else.

🏆 The Winning Homepage

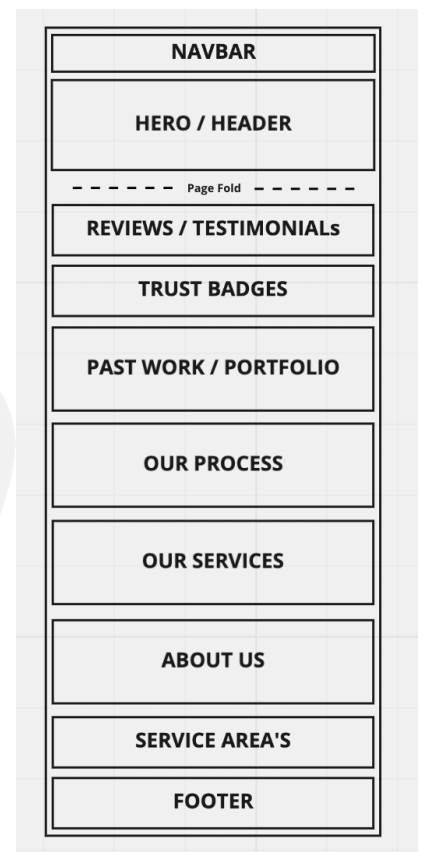
🎯 Objective: Building a high-performance roofing website relies heavily on having the perfect wireframe and sitemap, one that builds unquestionable trust and certainty, and removes the risk of working with you.

🧠 Gameplan: This is achieved by putting your reputation (face and name) on the line - with a persuasive emotional backstory, along with testimonials, trust badges, reviews, reasons to choose you, etc..

💰 Result: Top that off with a frictionless, smooth experience that turns visitors into leads fast, and you have the ultimate roofing website **that converts visitors → leads → sold roofs every day!**

The Perfect Wireframe Layout

1. Navigation Bar
2. Hero Section / Header
3. Reviews / Testimonials, etc
4. Trust Badges
5. Why Choose Us (Features & Benefits)
6. Past Work / Gallery
7. Our Process
8. Our Services
9. About Us
10. About Owner
11. Special Offer's
12. Blog
13. Service Area / Locations
14. Footer



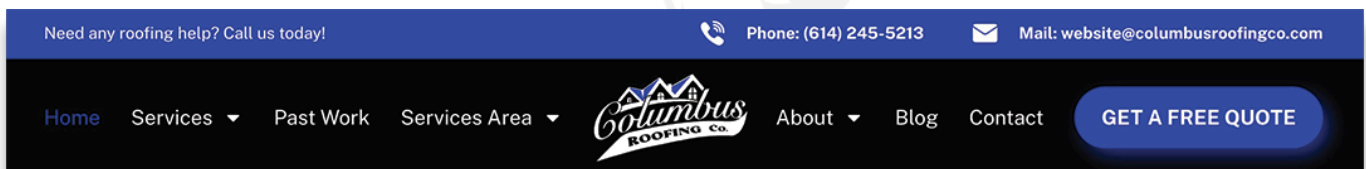


Section 1: Navigation Bar


This is the navigation menu at the top of both mobile and desktop websites.

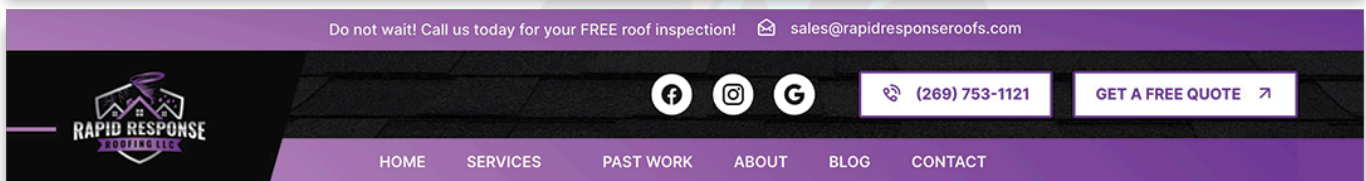
On Desktop

- **Menu suggestion:** Home, About Us, Services, Past Work, Reviews, Blog [Get A Free Quote]
- Big Bold Button (Get A Free Quote / Book Free Roof Assessment)
- Display the Phone Number next to the button - BIG! It's just as important.







Need any roofing help? Call us today! Phone: (614) 245-5213 Mail: website@columbusroofingco.com

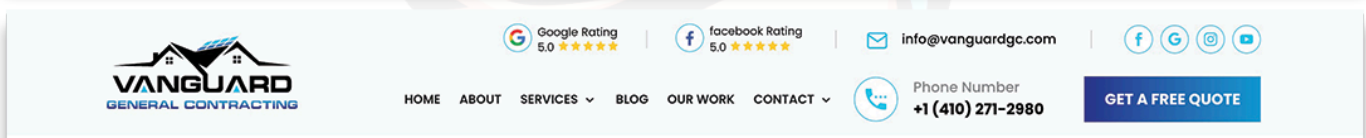
Home Services Past Work Services Area  About Blog Contact [GET A FREE QUOTE](#)








Do not wait! Call us today for your FREE roof inspection! sales@rapidresponseroofs.com

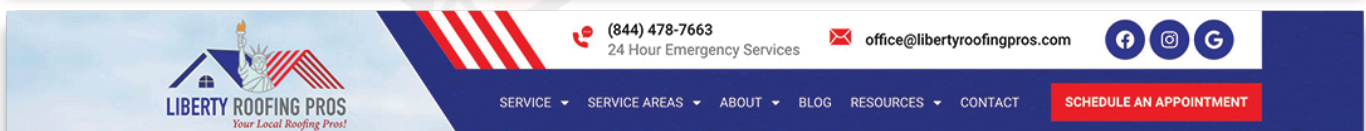
    (269) 753-1121 [GET A FREE QUOTE](#)





HOME SERVICES PAST WORK ABOUT BLOG CONTACT



 Google Rating 5.0 ★★★★★ | Facebook Rating 5.0 ★★★★★ | info@vanguardgc.com |    

HOME ABOUT SERVICES BLOG OUR WORK CONTACT Phone Number +1 (410) 271-2980 [GET A FREE QUOTE](#)



 (844) 478-7663 24 Hour Emergency Services office@libertyroofingpros.com   

SERVICE SERVICE AREAS ABOUT BLOG RESOURCES CONTACT [SCHEDULE AN APPOINTMENT](#)

Important Desktop Nav Notes:

You will notice that each website's nav bar's main Call To Action button is a Free Quote or Book Appointment button. This is because they cannot "Click To Call" on a computer.

So instead of making the button a phone number, rather display the phone number separately.

When they click the main Call To Action button → It needs to have a POP UP form.



It must NOT be directed to the Contact Page. That takes far too long. A POP UP form is instant.

On Mobile

Important: Display only 3 items.

- Logo
- Call To Action Button (Either Click To Call / Phone Number or Get A Free Quote)
- Menu Button (That opens the menu)

★ Bonus Tips: Dynamically Change The Button!

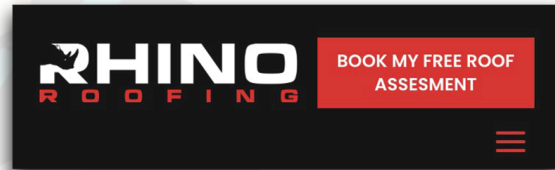
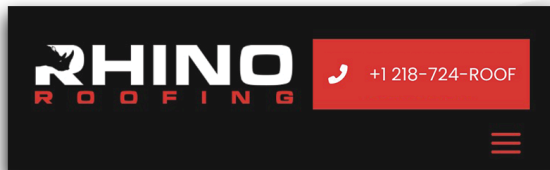
Dynamically change the main button on mobile depending on the time of day!
Phone number by day and Free Roof Quote Button by night for more conversions!



Day Time (9:00 AM - 5:00 PM)



Night Time (After Hours)





Section 2: Hero Section / Top Of Website

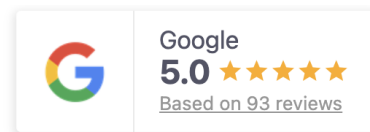
The MOST IMPORTANT part of the entire website. This is the thing everyone sees first. Most people don't even scroll down! This is the section that Converts **Visitors → Leads**.

2 Objectives on this section ONLY!

- Trust
- Conversion Rate Optimization

Essential Elements Required On This Section

- **Certification & Trust Badges** such as BBB+other badges / certifications you might have such as with your supplier Owens Corning or GAF.
- **Guaranty or Warranty** Badges
- **License Number or Business Number** such as “Licensed & Insured • #BC757294”
- **Reviews** from Facebook & Google (With Rating & Review Count - Super Important)
- **Image of the Owner or the Team** - put your reputation on the line!
- **Past work** that looks amazing
- **3 impactful bullets** reasons homeowners would choose you over anyone else.
- **Frictionless Contact Form** (Above The Page Fold) Most form submissions come through the form on the hero section because most people don't even scroll down.



The screenshot shows the hero section of the Rhino Roofing website. At the top left is the 'RHINO ROOFING' logo with a navigation menu (HOME, ABOUT US, SERVICES, OUR WORK, CONTACT) and a phone number '+1 218-724-7663'. The main headline reads '#1 Top Rated Roofing Contractor In Duluth, Minnesota' (callout 1), followed by 'AFFORDABLE ROOFING. STRONG ROOFING. RHINO ROOFING.' (callout 2). Below this are two 5.0 star ratings (callout 3) and the text 'Licensed & Insured • #BC757294' (callout 4). A large image of a rhinoceros is in the background. To the right, there are three small images showing roof work (callout 6). At the bottom left, a call to action says 'BOOK YOUR FREE ROOF ASSESMENT BELOW' (callout 5) with a form containing fields for Name, Email Address, Phone Number, and Street Address, and a 'BOOK MY FREE ROOF ASSESMENT' button. A disclaimer below the button reads 'We will never send you unsolicited spam*'. A large red arrow (callout 7) points from the rhinoceros image towards the bottom right.

- 1 Mini Tagline for SEO
- 2 Big bold title!
- 3 FB / Google Reviews
- 4 Business license number
- 5 Free Roof Assessment Form
- 6 Previous work slideshow
- 7 Unique, creative & Custom design



Example 2

The screenshot shows the homepage of Rapid Response Roofs Michigan. At the top, there is a navigation bar with a phone number (269) 753-1121 and a 'GET A FREE QUOTE' button. The main headline reads 'SWIFT SHINGLES: RAPID RESPONSE ROOFS MICHIGAN'. Below this, there are several key features listed: 'Serving the entire state of Michigan.', 'Insurance Claims Specialist', 'Best Products, Best Prices - Guaranteed', and 'Only 5 Star Reviews on Facebook & Google'. There are also social media review snippets for Facebook and Google, both showing 5.0 star ratings. A testimonial from CODEY EATHERTON, Owner & CEO, is featured. The bottom section includes logos for IKO and Richards Building Supply, a photo of the team, and a 'GET YOUR FREE QUOTE!' form with fields for Name, Phone, Email, and Message, and a 'SUBMIT' button.

- 1 Showcase the owner as much as possible
- 2 Free quote button leads to pop up form.
- 3 Big bold title / tagline
- 4 SEO H1 tag for google to read where and what they do
- 5 List the most impactful reasons that will win the trust of home owners
- 6 Facebook & Google reviews with star rating and review count
- 7 Trust badges / manufacturers
- 8 Past work portfolio
- 9 Frictionless contact form for good user experience of leads
- 10 Showcase the team so they know WHO they are working with!




Section 3: Reviews & Testimonials.

Home-owners are simply looking for someone they can trust. Show them reviews from other people. This is super important and that's why it's the second section on every landing page.

Important Notes:


- Make sure that it looks like the reviews are actually coming from FB and Google. It needs to have FB & Google Logo and font style → When clicked link back to the real review.

CONFIDENCE BUILT ON QUALITY: REAL ROOFING SUCCESS STORIES




Richard Cindrich
5.0 ★★★★★
Google Reviews

Jim Kelly was the representative we dealt with. He was very informative about the work and our options in the shingles for the roof. Any initial, and subsequent, recommendations for



Leslie Paul
5.0 ★★★★★
Google Reviews

Zane was great to deal with. He explained everything and showed me the roof drone pics and quoted my price up front. The Liberty website was great because it kept me informed of




Megan Leo
5.0 ★★★★★
Google Reviews

We recently had siding replaced by Liberty Roofing due to storm and wind damage, and I can honestly say it has been a pleasure working with Roofing Specialist Jim and Dan and his crew.

[See All Google Reviews](#)


HEAR WHAT OUR CUSTOMERS HAVE TO SAY

Facebook & Google Reviews



CHRIS BEWER
5.0 ★★★★★
Google Review

Great to work with. Had many contractors the last two years and this was the best company to work with to get our roofing needs done. They worked with insurance company that helped speed things up. Great work too.



AMY C
5.0 ★★★★★
Google Review

Melissa & Jonathan made getting a new roof & skylight very easy. Not to mention the soffit repair & interior painting to fix the damage from our prior leaking skylight. We were having some insurance issues but the Oneway team was able to

← ● ● ● ● ● →



Section 4: Trust Badges & Certifications

Homeowners want to know they are in good hands. Show them!

Keep it clean, keep it simple:

- Include accreditations and trust badges to build trust.
- List out some of your favorite manufacturers or suppliers.

Sometimes the Trust Badges and Why Choose Us section can be combined to form one section.

Section 5: Why Choose Us

- Include a bulleted / icon list of why to choose our roofing company - such as features or benefits or company accreditations and guarantees. These could also be presented with custom icons.

Section 6: Past Work / Portfolio

Instructions:

- Include images of previous work, this could be in the format of a slider or a gallery. As long as its presented beautifully - possibly with some information such as Job type, Date and Location

Bonus Tip:

You can use Company Cam to directly import your past work. This is by far the easiest and most beautiful way to display your work on your website. It updates dynamically and looks the most legit.



Section 7: Special Offers / Financing

SHAQ'S RESTORATION VIEW OUR WORK

Still not convinced? Let our work speak for itself.



Section 7: Our Process

In this section we show the customer the exact process we take in the business from initial contact to the job itself.

Instructions:

- In needs to follow very easily - such as Step 1 Step 2 Step 3

PROCESS

Arcu non odio euismod lacinia at quis. Luctus venenatis lectus magna fringilla. Enim diam vulputate

[MORE](#)

- 1**

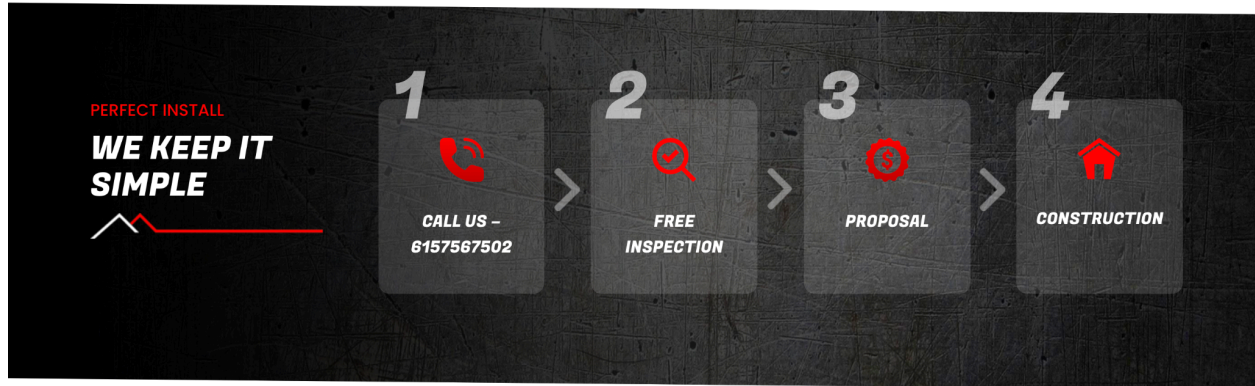
INSPECTION
- 2**

ESTIMATE
- 3**

INSURANCE CLAIM
- 4**

BUILD

Example 2



Example 3



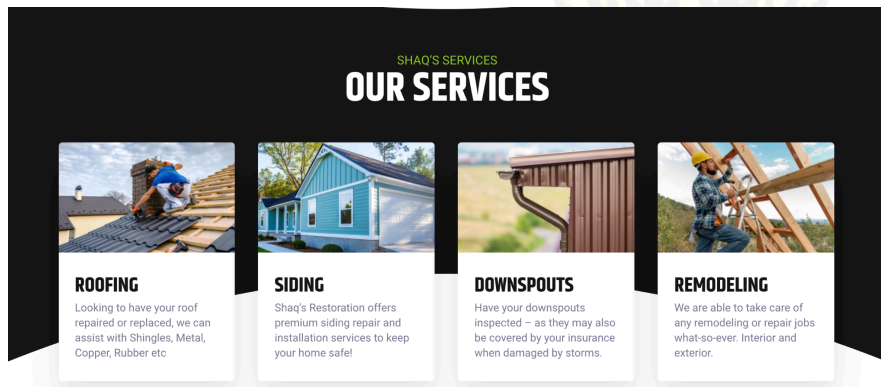


Section 8: Our Services

This section is important because it shows potential customers the services you provide, but it also helps with SEO when you link each service internally to its respective page.

Please note that this section does not really add to Trust or Conversion so it's not super important and should not take up too much real estate on your website.

Minimize this section by listing each one of your services in a simple bulleted format. If you provide both residential and commercial services then list them separately respectively.



Section 9: About Us / Meet The Owner

In this section we show them WHO we are using real people.

Instructions:

- You are free to create this section in any way you want. As long as it seems personal and includes the company logo somehow.

Example:

Section 10 to 12: Additional Unique Sections

I included this because every roofing company is different. This section allows you to create a section dedicated to something that you care about, whether its a charity or a cause of some kind.



- About Us

MEET THE RHINO ROOFING CREW

**OUR MISSION: CREATING AN AMAZING WORK
ENVIROMENT, RESULTING IN INCREDIBLE
CUSTOMER EXPERIENCES...**

We know that the easy answer for how to ensure steady business growth is by producing quality work and happy customers, but what is the formula?

We believe it is simple. We CARE.

Here at Rhino Roofing, we are on a mission to prove that our success lies in our ability to first, care enough about the people around us (our team) that they can achieve the lifestyle career that they are willing to pour their heart and soul into — resulting in our team caring.

Section 9: Blog

Section: Service Locations

In this section we would like to be able to link to ALL the additional location pages (for SEO purposes) so we need links to all additional locations. Lots of links (20+)

We also like having the main location displayed on a map with a pin in the main service area or general outline in that service area.

Section: Footer

Instructions:

- Always include a pic of the logo
- Include links
- Include contact information
- Include a button that allows them to click “Get Free Roof Assessment” that will scroll them to the form
- Include Social Media icons