



MARKET RESEARCH · ROOFING

WHAT HOMEOWNERS ASK, SEARCH AND BUY, AND HOW ROOFERS **WIN** THEM.

A deep dive into homeowners hiring roofers for repairs, leaks, storm damage, insurance claims, replacements, gutters and skylights: their questions, where they look for answers, who wins those searches today, and the gaps a roofing business can build around.

18,178

roofing keywords measured

7.8M

US homeowner searches a
month

632

Google FAQ questions collected

40,000

Reddit posts classified

EXECUTIVE SUMMARY

HOMEOWNERS DON'T TRUST ROOFERS YET.

Roofing demand is local, urgent and expensive per click. The answers homeowners trust come from Reddit threads and YouTube, not from roofing companies. The questions they ask most are about price and honesty.

\$106.9M

a month in Google click value across homeowner roofing searches

\$35.37

average cost per click for roof repair searches

74%

of 108 roofing result pages have Reddit in the top 10

18%

of r/Roofing questions ask if a quote is fair or what a roof should cost

Seven things the data says

1. **The money is in hiring, repair and replacement.** Finding a roofer, roof repair and replacement add up to \$50.7M a month in click value. Roof repair clicks average \$35.37. "roof repair near me" gets 90.5K searches a month at \$39.02 a click with difficulty 12 out of 100.
2. **Reddit owns roofing answers on Google.** Reddit is in the top 10 on 80 of 108 result pages and ranks #1 on 33. Forums hold a top-3 spot on 67 of them. Yelp has 2.0% of visibility, GAF 2.5% and Angi 0.9%.
3. **Google's AI answers lean on YouTube.** 69% of roofing searches show an AI answer, and 38 of the 75 AI answers cite a YouTube video. 954 of 967 "People also ask" answers are written by Google's AI with no source link.
4. **Price and honesty are the questions.** "Is this quote fair?" is the top question theme on r/Roofing (3,828 posts). On Google the most repeated questions are "What is the 25% rule in roofing?" (48 result pages), "Is \$30,000 too much for a roof?" (30) and "How to tell if a roofer is lying?" (21).
5. **Storm and emergency demand is rising.** Storm and hail searches are up 81% on last year and replacement searches up 60%. "emergency roof repair near me" is up 241% at \$46.21 a click, and "storm damage roof repair" is up 312% at \$47.01.
6. **The insurer is the second customer.** Insurance and claim clicks cost \$26.04. 2,048 r/Roofing posts are about a claim, and State Farm's net sentiment is -83 on 73 mentions. Homeowners need help with adjusters, depreciation and denials.
7. **Reviews are not a moat yet.** The median roofer in a 10-metro Google Maps sample has 47 reviews and 4.9 stars. 51% have under 50 reviews, and some top-3 map spots go to roofers with fewer than 10.

The play in one line: Lead with fast, honest leak and storm response and published price ranges. Answer every price, insurance and "did they do it right" question better than Reddit, on video and in text. Win the map with reviews and photo job reports. Then sell replacement, gutters and a yearly roof-care plan around it.

WHO THE ROOFING CUSTOMER IS

40,000

r/Roofing posts over 24 months, classified by keyword rules

53%

of posts are questions; 6,945 more are photos with no text

6,097

posts about an active leak or damage, the biggest stage

4,043

posts written after a new roof went on, many asking "did they do it right?"

URGENT • HIGHEST CLICK COST

THE HOMEOWNER WITH A LEAK RIGHT NOW

Water in the ceiling and rain in the forecast. 6,097 posts sit in this stage. Leak searches run 1.3 to 1.7 times their average in January and February, and roof repair clicks average \$35.37.

Needs: someone who answers the phone, a tarp today, and a straight answer on repair versus replace.

GROWING

THE STORM-HIT CLAIMANT

Hail or wind hit, and now there's an adjuster, a deductible and a roofer at the door. Storm and hail searches are up 81% on last year at \$28.96 a click, and 2,048 posts are about a claim.

Needs: an honest damage check, help with the adjuster, and protection from storm chasers.

BIGGEST TICKET

THE AGING-ROOF REPLACER COMPARING QUOTES

The roof is getting old, and the insurer or a home inspector is asking about it. 2,711 posts are about quotes, and "Should a 20-year-old roof be replaced?" shows up on 21 result pages.

Replacement searches are up 60%. **Needs:** a fair price they can check, a clear material choice, and proof of good work.

STEADY

THE UPKEEP HOMEOWNER AND THE PROPERTY MANAGER

Gutters alone draw 1.4M searches a month, and roof cleaning and moss peak in winter. Flat and commercial roofing adds 310K a month at \$16.10 a click. **Needs:** scheduled maintenance, quick quotes and paperwork.

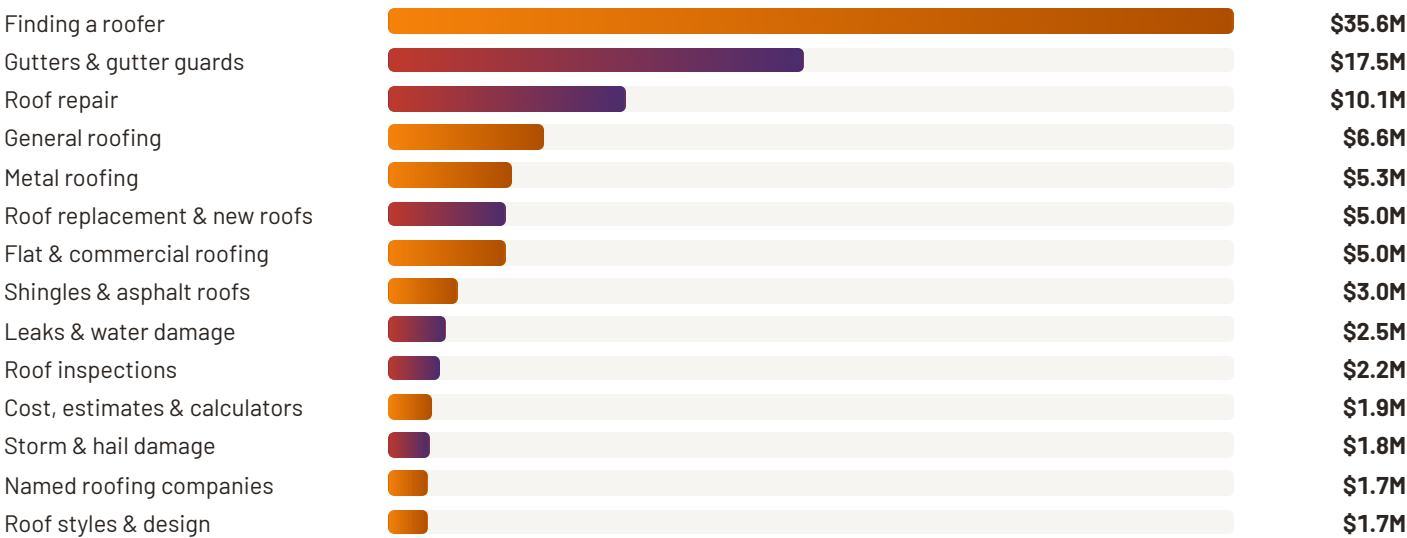
Where they research (all figures from this research; no outside surveys)

CHANNEL	WHAT IT'S USED FOR	EVIDENCE FROM THIS RESEARCH
Google search (organic)	Finding a roofer, prices, how-to	7,844,059 homeowner searches a month (from 18,178 keywords measured)
Google Maps / local pack	Choosing a local roofer	Map listings on 38 of 108 result pages; 10-metro sample: median 47 reviews, 4.9 stars
Google AI answers	Quick answers on cost, insurance, lifespan	AI answer on 75 of 108 pages; 954 of 967 PAA answers written by Google's AI
YouTube	How-to and install walk-throughs	Cited in 38 of 75 AI answers; video carousel on 44 pages; 883 ranking videos from 405 channels
Reddit	Is this quote fair? Is this hail?	Top 10 on 80 of 108 pages, #1 on 33; 40,000 r/Roofing posts in 24 months; named as a source 742 times
Facebook groups	Local recommendations, storm-damage chatter	Top 10 on 47 pages; cited in 12 AI answers; named as a source 100 times
Directories (Yelp, Angi, Thumbtack, BBB)	Comparing roofers	Yelp top 10 on 16 pages, Thumbtack 11, Angi 8, BBB 3
Shingle makers (GAF and others)	Material choice, certified-contractor lookups	GAF top 10 on 14 pages and cited in 13 AI answers; GAF has 814 Reddit mentions
Home inspectors, Nextdoor, AI assistants	Starting the job, getting a name, checking a quote	Named in r/Roofing posts: home inspector 239, ChatGPT or other AI 78, Nextdoor 66

WHERE THE SEARCHES AND THE MONEY ARE

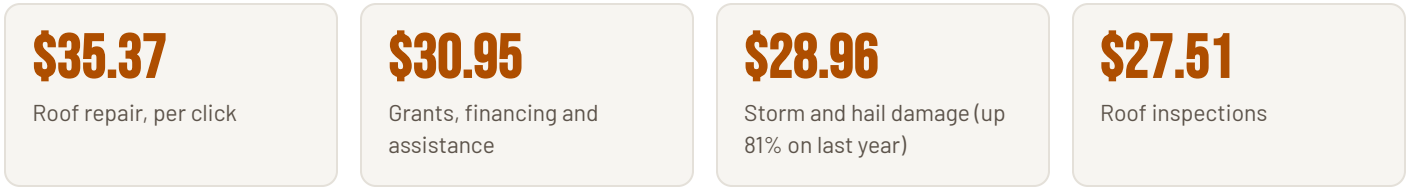
18,178 US keywords, grouped into 7,841 distinct searches so close variants aren't counted twice. Total: about 8.0M searches a month, 7.8M of them from homeowners, worth about \$106.9M a month in ad clicks. Click value is volume times cost per click. It ranks where advertisers spend; it isn't a revenue forecast.

Monthly click value by category (top 14)



Purple bars mark the jobs a roofer sells or is paid through: repair, leaks, storm, inspections, replacement, gutters, and the insurance and financing that pay for them.

Where the clicks cost the most



By stage of the job

STAGE	SEARCHES / MO	CLICK VALUE / MO	AVG CPC
Hire a roofer (finding, inspections, named companies)	1.8M	\$39.6M	\$21.55
Research and compare (materials, cost, styles)	2.7M	\$19.7M	\$7.32
Maintain (gutters, cleaning, coatings, vents)	1.7M	\$19.2M	\$11.39
Problem or emergency (repair, leaks, storm)	521K	\$14.3M	\$27.54
Replace or upgrade (replacement, skylights, flat, solar)	875K	\$11.8M	\$13.54
Pay and protect (insurance, financing, warranty)	72K	\$1.9M	\$26.99
Trade and B2B (jobs, software, supply)	130K	\$1.2M	\$9.39
DIY and supplies	162K	\$328K	\$2.02

"Finding a roofer" is the single biggest category: 1.6M searches a month and \$35.6M in click value, 96.9% of it with buyer or local intent. Price words (cost, price, estimate, quote, calculator) appear in 5.7% of homeowner searches and "near me" in 11.0%.

THE EASIEST MONEY ON THE TABLE

These searches have high value and low competition: keyword difficulty 20 or under (out of 100), buyer or local intent, no brand or city names, at most two per category. 491 searches pass these filters; these are the top 15.

#	KEYWORD	SEARCHES / MO	CPC	DIFFICULTY	CLICK VALUE / MO	PEAK
1	roof repair near me	90,500	\$39.02	12	\$3,531,310	Sep*
2	roof repair	74,000	\$40.95	7	\$3,030,300	Sep*
3	roofing contractors	90,500	\$24.55	4	\$2,221,775	Sep*
4	roof replacement near me	40,500	\$30.06	12	\$1,217,430	Sep*
5	gutter installation	40,500	\$29.57	3	\$1,197,585	Sep*
6	fix roof leak	33,100	\$34.77	2	\$1,150,887	Sep*
7	gutter company near me	40,500	\$27.22	0	\$1,102,410	Sep*
8	roof installation	27,100	\$21.72	17	\$588,612	Dec
9	commercial roofing near me	14,800	\$33.27	10	\$492,396	Sep*
10	commercial roofing	18,100	\$27.00	6	\$488,700	Dec
11	metal roofing near me	14,800	\$27.13	13	\$401,524	Sep*
12	roof inspection near me	9,900	\$36.93	3	\$365,607	Sep*
13	standing seam metal roof	60,500	\$5.60	0	\$338,800	Mar
14	emergency roof repair near me	6,600	\$46.21	0	\$304,986	Jan
15	roof cleaning near me	14,800	\$19.21	2	\$284,308	Dec

*September 2025 is the busiest month for most roofing categories in this data. Part of that may be a data glitch: the same month had 613 one-month spikes across all keywords, against about 130 in a normal month. Treat September peaks with caution (see Appendix).

Rising fast (up 50% or more on last year)

EMERGENCY AND STORM REPAIR

"emergency roof repair near me" is up 241% at \$46.21 a click. "storm damage roof repair" is up 312% at \$47.01, and "storm damage roof repair near me" is up 511%.

REPLACEMENT, NEAR ME

"roof replacement near me" is up 83% to 40.5K a month. "roof installation near me" is up 309%, and "roof replacement cost calculator" is up 317%.

UPKEEP SERVICES

"roof cleaning near me" is up 124% to 14.8K a month. "gutter guard installation near me" is up 440%, and "gutter replacement near me" is up 83%.

Also rising: "roofing contractor" (+50% to 135K a month), "residential roofing company" (+241%) and "roof leak" (+50%). Falling: metal roofing (-16.0%), shingles (-17.9%), roof inspections (-25.6%) and solar roofing (-30.6%), all volume-weighted against last year.

THE ROOFING YEAR: WHEN TO PUSH WHAT

Each cell shows that month's search volume against the category's own average. Darker means busier. Use it to plan content 6 to 8 weeks ahead of each peak and to set ad budgets. Data runs September 2025 to August 2026.

CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cleaning, moss and snow	2.2	2.5	.7	.6	.6	.6	.5	.8	.9	.7	.5	1.4
Leaks and water damage	1.3	1.7	.9	.8	.8	.8	.8	.8	1.0	1.0	.9	1.0
Storm and hail	.8	.8	1.2	1.2	1.0	1.1	1.5	1.2	1.1	.9	.6	.6
Insurance and claims	.9	1.0	1.3	1.2	1.0	.9	.9	.8	1.2	1.1	.8	.8
Financing and assistance	.8	.9	1.4	1.2	1.0	1.0	1.2	1.1	1.0	1.0	.7	.6
Roof repair	1.0	1.0	1.0	.9	.8	.8	1.0	.9	1.4	1.2	.9	1.0
Replacement and new roofs	.8	1.0	1.0	1.0	1.0	1.1	1.1	1.2	1.2	1.0	.6	.9
Finding a roofer	1.2	.9	1.0	1.0	.8	.8	1.0	.9	1.4	1.2	.8	.9
Inspections	.9	1.0	1.2	1.0	.9	.9	.9	.7	1.4	1.1	.9	1.1
Gutters and guards	.7	.7	1.0	1.0	1.0	1.0	1.0	1.0	1.3	1.3	1.1	.9
Metal roofing	.8	.9	1.2	1.1	1.1	1.0	1.0	1.0	1.3	1.2	.9	.7
Shingles	.8	.8	1.2	1.2	1.1	1.0	.9	.9	1.3	1.2	.9	.7
Flat and commercial	.9	.9	1.1	.9	.8	.9	1.0	.9	1.4	1.2	.9	.9
Skylights	.9	.8	1.0	1.0	1.1	1.1	1.1	1.1	1.0	1.0	1.0	.9
Cost and estimates	.8	.8	1.2	1.2	1.1	1.0	1.0	.9	1.2	1.1	.8	.7
Solar roofing	1.0	.9	1.2	1.1	1.1	.9	.9	1.1	1.2	1.0	.8	.8

The outlined September column is from September 2025, which runs high for almost every category (1.26× the yearly average across all roofing searches). 647 keywords had an impossible one-month spike removed before this table was built, but a smaller lift may remain. Read September as "probably busy", not as a proven peak.

JAN - FEB

Leaks peak (1.3× and 1.7×): ice dams and winter rain. Snow and roof cleaning searches run 2.2× and 2.5×, 4.74× their low month.

MAR - APR

Insurance (1.3×), financing (1.4×), cost research, shingles and metal all climb in March. Spring storms start.

MAY - AUG

Storm and hail season: storm searches peak in July (1.5×). Replacement searches climb through summer (1.1× to 1.2×).

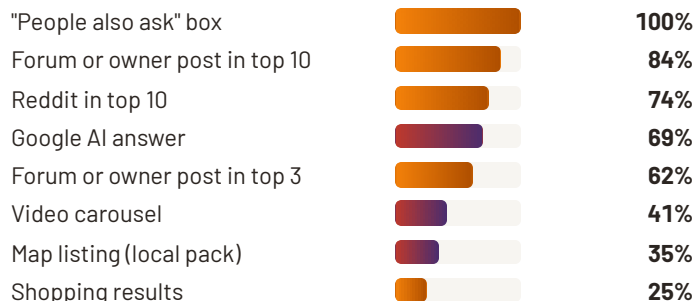
SEP - DEC

Fall is the push to finish before winter: gutters peak in October (1.3×). Replacement drops to .6× in November, so book jobs before Thanksgiving.

WHO WINS ROOFING ANSWERS ON GOOGLE TODAY

We ran 108 roofing searches across the whole job, from the first leak to the insurance claim, and recorded everything on each result page. The winners are Reddit, video and directories, not roofing companies.

What shows up on the page (share of 108 result pages)



By topic: map listings show on 80% of maintenance searches, 71% of flat and commercial, 60% of repair and 57% of gutter searches. AI answers show on every insurance, leak and cost search in the set. Video carousels show on 75% of storm searches and 71% of flat-roof searches.

Share of visibility (weighted by rank)

SITE	SHARE	#1 SPOTS	AI ANSWER CITES
reddit.com	17.4%	33	26
facebook.com (groups)	3.2%	0	12
gaf.com (shingle maker)	2.5%	3	13
yelp.com	2.0%	3	0
youtube.com	1.9%	0	38
homedepot.com	1.9%	3	4
quora.com	1.1%	0	11
thumbtack.com	1.1%	1	0
roofingcalculator.com	1.0%	2	3
lowes.com	1.0%	1	5
angi.com	0.9%	1	1
statefarm.com	0.9%	2	1
justanswer.com (paid Q&A)	0.7%	0	2

What this means: Google has stopped showing classic featured snippets on these searches (0 of 108). Of 967 "People also ask" answers, Google's AI wrote 954 with no source link. You now get quoted by being a source the AI trusts. For roofing that means YouTube, Reddit and pages that read like real job experience, with photos, prices and a named roofer. A generic "5 signs you need a new roof" post won't get quoted.

Where forums hold the top spots and no roofer has a good answer yet

On 84 of 108 result pages, forums hold 2 or more top-10 spots or a top-3 spot. Those pages carry 489 questions. Forums hold the biggest share on **leaks (39% of top-10 spots)**, **replacement**, **cost**, **inspection** and **skylights (30 to 33%)**. The worst: shingle repair (7 forum spots in the top 10), ceiling water stains, ice-dam leaks, chimney flashing, fascia and soffit repair, missing shingles after a storm, and "how many roof quotes should I get".

"roof repair near me" is won by directories, not roofers. The national top 10 is Yelp, Reddit, Angi (twice), Facebook, Thumbtack and an RV forum, around just three local roofing companies. "roofers near me" is led by Yelp. A roofer's own site has to win the map listing and the city page, because the national organic slots belong to directories.

THE QUESTIONS HOMEOWNERS ASK MOST

On Google ("People also ask")

Number of roofing result pages (out of 108) where each question appeared, close rephrasings grouped.

QUESTION	PAGES
What is the 25% rule in roofing?	48
Is \$30,000 too much for a roof?	30
Should a 20 year old roof replace?	21
How to tell if a roofer is lying?	21
What is the most expensive part of replacing a roof?	13
What not to say to a roof insurance adjuster?	13
How much does it cost to replace a roof on a \$4000 square-foot house?	9
How old may a roof be before insurance claims it's too old?	8
What is the average lifespan of a roof?	8
What is the best time of year for roof replacement?	8
Will roofing prices increase in 2026?	8
How to spot a bad roofing company?	7
Is it cheaper to replace a roof with shingles or metal?	7
Should I give a roofer insurance check before work starts?	7
What color roof increases home value?	7
How much should a 1200 sq ft roof cost?	6
What to do if you can't afford a new roof?	5
Does a 30 year shingle really last 30 years?	5
What is the best month to replace a roof?	5
What is the weakest part of a roof?	5

632 unique questions in total. By topic: insurance & claims 99, materials 96, leaks & water damage 67, gutters 50, hiring a roofer 49, flat & commercial 46, cost & pricing 43.

On Reddit (40,000 r/Roofing posts)

Question posts by theme. Each question is counted once, under its first matching theme.

QUESTION	POSTS
Is this quote fair? What should a roof cost?	3,828
Where is this leak coming from and how do I stop it?	3,070
Which shingle or roof material should I choose?	1,163
Is my attic ventilated right? Why is there frost or mold?	1,113
Did the roofer do this right? (photos of finished work)	1,084
Is this hail or wind damage, and should I file a claim?	1,043
Is this flashing, chimney or vent detail correct?	1,010
Gutters: size, guards, overflow, who installs them?	559
Flat or low-slope roof: what system and why is it ponding?	475
Repair or replace? How long will this roof last?	465
Can I do this repair myself?	343
How do I find a roofer I can trust?	254
Roof over existing shingles or full tear-off?	222
Contract, deposit and payment terms: is this normal?	220
Metal roof questions: screws, noise, over shingles?	204
Is it normal for the roof to look like this (waves, lines, color)?	176
Moss, algae and cleaning: will it hurt the roof?	155
Buying or selling a house: what does this roof finding mean?	133
Skylight leaking: repair, replace or remove?	90
Solar and the roof: replace first? who removes panels?	67

Of the 40,000 posts, 53% are questions. Stage, where it could be told: 6,097 active leak or damage, 4,043 after a new roof, 2,711 getting quotes, 2,048 insurance claim, 1,142 buying or selling a home.

Top questions on Google by search volume

How long does a roof last (12.1K) · How much does a new roof cost (8.1K, \$12.59 a click) · How to install gutters (6.6K) · How much is a new roof (5.4K) · How to clean gutters (4.4K) · How to install a metal roof (4.4K) · How much does replacing a roof cost (4.4K) · How much do gutters cost (3.6K, \$18.32 a click) · How long does a metal roof last (3.6K) · How much does a metal roof cost (3.6K).

WHAT PEOPLE TYPE INTO GOOGLE

We ran 320 autocomplete lookups: 40 roofing topics, each paired with how, why, can, what, best, vs, cost and near me. That returned 2,622 suggestions, 2,235 of them unique and on topic. They show the exact words people type, before they see a single result.

What the suggestions are about (unique suggestions)

Materials and comparisons		819
Cost and price		488
Finding and judging a roofer		487
Repair, leaks and damage		378
Replacement and installation		258
Insurance, claims and warranty		99
Storm and hail		70

Some suggestions fall under more than one theme. Materials leads because "best" and "vs" pair naturally with shingles and metal. Autocomplete was pulled from Google's free suggest service with US settings; a few non-US place names leak in and were left out of the examples below.

MONEY

EVERY PRICE QUESTION

asphalt shingles cost per square installed · commercial roofing cost per square foot · chimney flashing repair cost · attic ventilation cost · can you negotiate roof estimate · are roof estimates free · asphalt shingles vs metal roof cost

INSURANCE

"DOES IT COVER..."

can roof leaks be covered by insurance · does insurance cover hail damage to roof · can roofers pay your deductible · can a roofing company waive the deductible · can i cancel a roof insurance claim · does new roof lower insurance premium

WARRANTY

THE FINE PRINT

are roof warranties worth it · does roof warranty cover leaks · does roof warranty cover hail damage · does roof warranty cover ice dams · does roof warranty transfer to new owner · does roof warranty cover interior damage

URGENT

RIGHT NOW

24 hour emergency roof repair near me · best emergency roof repair near me · best roof tarp · best long term roof tarp · best roof leak sealant · best sealant for leaking skylight · best roof coating to stop leaks

STORM

IS IT HAIL?

can hail damage roof shingles · does hail damage metal roofs · examples of hail damage to roof · how big hail damage roof · hail damage roof inspection near me · best roof to prevent hail damage · can wind damage roof tiles

REPLACE

BEFORE THE JOB

can a roof be repaired instead of replaced · can metal roofing be installed over shingles · can new roof be installed in winter · can roof replacement be financed · can new roof be tax deductible · does new roof add value to home

What this adds to the plan: price is the theme people type most often after materials (488 unique suggestions), so every service page should state a real price range. Several claim suggestions ask whether a roofer can pay or waive the deductible; that question needs a clear, legal answer on the site. Warranty questions ("does it cover leaks, hail, ice dams, interior damage") are a ready-made FAQ for every quote. And "can a roof be repaired instead of replaced" is the question a trustworthy roofer should answer first.

WHAT HURTS HOMEOWNERS MOST

We ranked 29 pain points by how often they come up and how upset people are (anger is scored 1 to 5). Source: 40,000 r/Roofing posts. Water and storm damage are the most common, and the angriest posts are about money and trust: deposits, quotes and roofers who disappear.

#	PAIN POINT	POSTS	ANGER	TYPICAL \$	IN THEIR WORDS (PARAPHRASED)
1	Ice dams, condensation, mold and attic moisture	2,499	1.16	\$7,250	Huge ice buildup off the garage roof, and there are no roof vents.
2	Hail or wind damage: is it real, and what now	1,714	1.15	\$6,300	The insurer calls it blistering. We think it's hail.
3	Flashing, chimney, skylight and pipe-boot leaks	1,395	1.13	\$3,000	The chimney was repointed last year and it still leaks.
4	Active leak, ceiling stains and water inside	1,298	1.11	\$4,500	A mystery leak with rain on the way, and nobody can find the source.
5	Brand-new roof leaks or was installed badly	851	1.14	\$10,000	The new roof leaked into the bedroom. Who fixes the paint?
6	Poor ventilation and hot or damp attic	819	1.13	\$10,000	Light shows through from the crawlspace. How do I explain it to the roofer who did this?
7	Quotes far apart, is this price fair	527	1.51	\$10,000	Costs keep climbing. Is this a fair deal or a rip-off?
8	Shingles failing early: granule loss, blistering, cracking, curling	529	1.13	\$11,000	The new roof is blistering and the valleys look swollen.
9	Home inspection flagged the roof (buying or selling)	536	1.11	\$10,500	The inspector found bad flashing on the mansard. How bad is it?
10	Moss, algae streaks and roof cleaning	514	1.13	\$12,194	I pressure-washed part of the roof. Did I damage it?
11	Flat roof ponding and membrane failures	476	1.18	\$10,000	The flat roof is leaking again three months after the repair.
12	Permits, code, HOA and liens	451	1.25	\$11,366	The roofer forgot to pull a permit, and now there's a stop order.
13	Deposit taken, job not done, or outright scam	237	2.14	\$6,250	The final bill came in above the contract price. Am I being scammed?
14	Can't afford a new roof / price shock	370	1.25	\$12,250	A \$27,600 quote for a tear-off. Is that normal now?

Typical \$ is the median dollar amount mentioned in those posts (quotes, bills, claim amounts), shown where at least five posts named one. Anger averages sit low because most posts are calm questions; compare rows, not absolute scores.

CONTRACTOR AND INSURANCE HORROR THEMES

Deposits taken and work never started: the angriest pain (2.14, 16% of posts at 3 or more). Final bills above the signed contract. Storm crews at the door right after a hurricane. Roofers who stop answering calls. Adjusters calling hail "blistering" or "wear and tear", depreciation holdbacks, supplements, and insurers dropping or refusing to renew older roofs after aerial photos.

WHAT HOMEOWNERS TRUST

Net sentiment on Reddit: shingle makers are mostly positive (CertainTeed +51, GAF +44, Owens Corning +30). Insurers are negative (State Farm -83, Allstate -33). Google reviews are trusted (+65 on 74 mentions). Homeowners post photos of finished work (1,084 questions) because they can't judge it themselves.

Where they say they looked: Reddit (742), Google (467), Home inspector (239), YouTube (128), Facebook groups (100), ChatGPT / AI (78), Nextdoor (66), BBB (34). AI assistants are already named more often than Nextdoor, Yelp or Angi.

WHAT HOMEOWNERS TALK ABOUT, AND WHO WINS VIDEO

Most-mentioned brands on r/Roofing

Net sentiment is positive mentions minus negative, as a share of those that took a side. Small counts are noisy.

BRAND	MENTIONS	NET
GAF	814	+44
CertainTeed	567	+51
Owens Corning	484	+30
Malarkey	241	+45
IKO	190	+37
Home Depot	166	+32
Tamko	132	+32
Velux	118	-7
Lowe's	89	+47
Atlas	86	+60
Google reviews	74	+65
DaVinci / synthetic slate	74	+30
State Farm	73	-83
Nextdoor	66	+29
Allstate	36	-33
LeafGuard	35	-43

Shingle makers are mostly net positive. Insurers are the only big names homeowners are clearly negative on. Velux and LeafGuard skew negative on small samples.

Who wins roofing YouTube searches

883 results (710 unique videos) from 50 roofing YouTube searches. "Top-3" counts how often a channel ranked in the first three results.

CHANNEL	TOP-3	RESULTS
Homestead Roofing, Inc	12	50
Grand Roofing Inc.	12	39
The Roofing Channel	11	27
This Old House	5	17
Roofing Resource Channel	5	8
Life's Apprentice	4	10
Dave Wirth	4	8
On Tops Roofing	4	7
The Metal Roofing Channel	3	16
The Excellent Laborer	3	8

Working roofers beat brands. Homestead Roofing, Grand Roofing and The Roofing Channel take 35 top-3 spots between them; GAF and the big stores show up only a handful of times (GAF 5 results, Lowe's 4). "How to" is in 284 of 883 titles, and 39% of ranking videos are five or more years old. A roofer filming real jobs can win here without a big budget.

WHO A ROOFER IS REALLY UP AGAINST

WHO	WHAT THEY DO IN SEARCH	WHERE THEY SHOW UP	STRENGTH	WEAK SPOT
Reddit and forums r/Roofing, Facebook groups, Quora, JustAnswer, Houzz	Free answers from roofers and homeowners, photo threads	Reddit top 10 on 80 of 108 pages, #1 on 33; 17.4% of visibility	Feels honest; Google's AI quotes it	No one to hire. Answers are anonymous and conflicting
Directories and lead marketplaces Yelp, Angi, Thumbtack, BBB	Lists of local roofers; sells leads to contractors	Yelp top 10 on 16 pages, Thumbtack 11, Angi 8; lead "roof repair near me" nationally	Own the national "near me" results	Angi and Yelp get almost no AI citations (1 and 0); thin on how-to
Shingle makers GAF, Owens Corning, CertainTeed, IKO	Product pages, certified-contractor finders, warranty tiers	GAF top 10 on 14 pages, 2.5% visibility, 13 AI cites	Brand trust, warranty, contractor programs	Sell shingles, not repairs; send the job to a contractor
Big-box stores Home Depot, Lowe's	Materials, DIY guides, installation referrals	Home Depot 1.9% visibility, Lowe's 1.0%	Price shoppers and DIY	No local crew, no claim help
Cost and content sites Roofing Calculator, Modernize, HomeGuide, This Old House	Price guides and calculators, lead forms	roofingcalculator.com 1.0% visibility, #1 on 2; Modernize cited in 6 AI answers	Rank on cost searches	National averages, not a local price
Insurers' own content State Farm, Liberty Mutual	"Does insurance cover..." articles	State Farm #1 on 2 pages; Liberty Mutual cited in 5 AI answers	Authority on coverage	Homeowners distrust them (State Farm net -83)
Local roofers	Map listings, city pages, a few YouTube channels	Map listings on 38 of 108 pages; median 47 reviews in the 10-metro sample	The only ones who can do the job	Mostly invisible outside the map. No national roofing brand owns the answers

The map is still wide open

47

median Google reviews for a roofer, 400 listings in 10 metros

51%

of listed roofers have fewer than 50 reviews; 5% have 500 or more

4.9

median star rating; 82% are rated 4.8 or higher, so stars don't separate anyone

2-858

review range among the top 3 map spots; median 48

Sources: DataForSEO Google results (108 searches, US desktop) and Google Maps ("roofing contractor" in Atlanta, Charlotte, Chicago, Dallas, Denver, Houston, Minneapolis, Oklahoma City, Phoenix, Tampa), pulled 2026-10-01; r/Roofing brand mentions. Company descriptions are general; no revenue or fee figures are claimed.

WHITE SPACE NOBODY OWNS



1. PUBLISHED PRICES AND A QUOTE CHECKER

"Is this quote fair?" is 18% of all r/Roofing questions, and "Is \$30,000 too much for a roof?" shows on 30 result pages. Cost sites give national averages. Nobody local shows a real price range by roof size and material, or explains a quote line by line.

2. LEAK AND STORM RESPONSE WITH A REAL ARRIVAL TIME

"emergency roof repair near me" is up 241% at \$46.21 a click, and leaks peak in January and February. Homeowners post because they can't get anyone to come. A "we can be there by" time and a same-day tarp is the offer.

3. PLAIN-ENGLISH INSURANCE CLAIM HELP

2,048 posts are about claims, and "What not to say to a roof insurance adjuster?" shows on 13 pages. Explain wear and tear versus storm damage, depreciation and the deductible, and document the roof for the homeowner. Stay inside the law: no deductible waivers, no acting as a public adjuster.

4. PROOF OF THE WORK, JOB BY JOB

4,043 posts were written after a new roof went on, and "Did the roofer do this right?" is a top-5 question theme. A photo report of every step (decking, underlayment, flashing, vents, nailing) answers it before it's asked and becomes review fuel.

5. A YEARLY ROOF-CARE PLAN

Gutters draw 1.4M searches a month, cleaning and moss peak in winter, and insurers are dropping older roofs. An annual inspection with photos, gutter cleaning and priority storm response turns one-off jobs into a recurring customer and a record the insurer will accept.

6. REPAIR-FIRST HONESTY

"Can a roof be repaired instead of replaced" is a top autocomplete, and "told I need a new roof when a repair might do" is a recurring pain (196 posts). The roofer who recommends a repair when it's enough earns the replacement later.

7. ANSWERS THAT BEAT REDDIT

489 questions sit on result pages where forums hold the top spots. The answers are anonymous threads. A roofer-written answer with photos and a short video can win the spot and the AI citation.

8. REVIEWS AT SCALE

Half of listed roofers have fewer than 50 Google reviews, and some top-3 map spots go to roofers with fewer than 10. A steady review ask after every job, with photos, is the cheapest map win in the trade.

THE ROOFING BRAND LADDER

What this means for a roofing business: one brand for the whole life of a roof. The roofer does the work; partners cover what a roofer shouldn't underwrite. Every rung below is tied to the demand and gaps in this report. Prices and plans are proposals to test, not decisions.

FREE • REACH ANSWER EVERYTHING - Roofing answer hub: 632+ FAQs with FAQ markup - Crew YouTube channel - Calculators: replacement cost, gutter cost, financing - Hail and leak checklists	ENTRY • \$ BOOK AN INSPECTION - Inspection with a photo report - Leak response with a "we can be there by" time - Same-day tarp service - Published price ranges	RECURRING • \$\$ ROOF-CARE PLAN - Yearly inspection and photo record - Gutter cleaning and moss treatment - Priority storm response - Test at a small yearly fee	PARTNERS • REFERRAL PAY AND PROTECT - Financing (\$30.95 clicks) - Claim documentation help (\$26.04 clicks) - Manufacturer-backed warranties - Home-inspector referrals	BIG TICKET • \$\$\$ REPLACE AND UPGRADE - Replacement: shingle, metal, tile - Gutters and guards - Skylights and ventilation - Flat and commercial roofs
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90-day plan

WHEN	BUILD	WHY NOW
Weeks 1–3	Google Business Profile clean-up, a review ask after every job with photos, and city and service pages for repair, leak repair, replacement and inspections with real price ranges.	"roof repair near me" (90.5K, \$39.02) and "roof leak repair" (33.1K, \$34.77) have difficulty under 15. Half of map competitors have under 50 reviews.
Weeks 1–4	Winter leak push: ice dam, ceiling stain and chimney-flashing pages, plus a leak-response offer with an arrival time and same-day tarp.	Leak searches run 1.3× to 1.7× their average in January and February; emergency repair searches are up 241%.
Weeks 2–8	Answer hub. Start with the top 100 questions and the forum-held pages: quote fairness, the 25% rule, "Is \$30,000 too much?", how to tell if a roofer is lying, repair vs replace at 20 years.	84 of 108 result pages are held by forums; 489 questions sit on them.
Weeks 2–12	Crew YouTube channel: two short videos a week ("is this hail?", "why this flashing leaks"), each embedded on its answer page, plus a photo report on every job.	YouTube is cited in 38 of 75 AI answers, and working roofers win the top-3 video spots.
Weeks 4–8	Insurance guide set: wear and tear vs damage, depreciation, the deductible (and why a roofer can't waive it), what adjusters look for. Add a storm-damage documentation service.	Spring is when insurance (1.3× in March) and storm searches climb; storm searches are up 81% on last year.
Weeks 6–10	Calculators and financing: replacement cost by size and material, gutter cost, and a financing partner on every quote. Pilot a roof-care plan.	Financing clicks cost \$30.95; "roof replacement cost calculator" is up 317%.
Weeks 8–12	Spring replacement campaign: material comparisons (shingle vs metal, GAF vs Owens Corning), warranty explainer, booking for April to June.	Shingle and metal research climbs in March (1.2× and 1.2×); replacement builds through summer.

APPENDIX

HOW THIS WAS BUILT

WORKSTREAM	WHAT WAS PULLED	SOURCE
Google demand	24 DataForSEO Labs requests (23 keyword-suggestion seeds and 1 keyword-ideas cluster of 15 seeds) returning 23,202 rows, filtered to 18,178 relevant US keywords in 7,841 groups. Includes volume, cost per click, difficulty, intent and 12 months of trend.	DataForSEO Labs (Google Ads data)
Google results pages	108 searches (of 121 planned), US desktop, 30 to 50 results deep, with "People also ask" expanded and AI answers loaded. That gave 967 question slots and 632 unique questions.	DataForSEO SERP API
Google Maps	"roofing contractor" in 10 metros, 40 listings each (400 listings).	DataForSEO Google Maps
YouTube	50 YouTube searches from the public results page, 883 results, grouped into channel rankings.	YouTube public results page
Reddit and autocomplete	40,000 public r/Roofing posts (October 2024 to mid-September 2026) via the Arctic Shift archive, classified by type, stage, topic and anger. No usernames or personal data were stored. Plus 1,134 Google and 1,134 YouTube a-z autocomplete lookups and 320 topic lookups (19,776 suggestions).	Arctic Shift archive, Google and YouTube autocomplete

Caveats

- Search volumes are Google Ads estimates rounded into buckets. "Click value" ranks where advertisers spend; it isn't a revenue forecast.
- 647 keywords had an impossible one-month spike replaced with that keyword's own median, and their volume recomputed. Rule 1: spikes in September 2025, which had 613 one-month spikes against about 130 in other months. Rule 2: any spike of 10× the keyword's median or more, unless the keyword is about a storm, hail, wind, tornado, hurricane or flood. Each change was logged. September 2025 still reads high afterwards.
- Off-topic terms were removed by rules: shingles the illness, roof racks and sunroofs, Red Roof Inn, rooftop bars, holiday gutter lights, the Skylight photo frame, Netspend Skylight cards, and RV, car and boat roofs. Bare "skylight" and "tin roof" were dropped as too ambiguous.
- Topic labels were assigned by keyword rules, so a small share are filed under the wrong topic. Named local companies ("r&h roofing") are grouped separately.
- Share of visibility is weighted by rank position, not by search volume. The SERP map listings reflect one default location; the 10-metro Maps pull is a sample, not a national ranking.
- Reddit posts were classified by keyword rules, not read one by one, so treat the counts as relative. Only r/Roofing was collected: roof-related posts from home and insurance subreddits and the top comments could not be pulled because the free archive kept timing out. Quotes in this report are paraphrased, not copied.
- 13 planned result-page searches are missing: 1 returned a Google error, 1 response was not saved and 11 lower-priority searches were not run.

About the data

Search volumes, click costs and result pages come from DataForSEO (Google US, English). Reddit posts come from the public Arctic Shift archive. Autocomplete and YouTube results come from Google's and YouTube's public pages. All pulls were made on October 1, 2026. Volumes and click costs change month to month.



CLICKFLAME

clickflame.com · Roofing customer research, October 2026