

THE CONTRACTOR CRO INDEX ·

**FERVOR**

Conversion intelligence for  
home service contractors

[fervorstudio.ca](http://fervorstudio.ca)

# Digital State of the Roofing Industry.

A Fervor Grade Framework audit of 130 Roofing contractor websites across the US and Canada. 100 points across six categories, graded A through F

67.82

Mean Fervor Score  
INDUSTRY AVERAGE

1 of 130

Brands earning an A  
SCORE 90 OR ABOVE

49%

Brands earning a D or F  
SCORE BELOW 70



## BY THE AUTHOR

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## Report context

Sample size	130 roofing contractor websites
Geography	United States and Canada
Data collection window	2026-04-15 to 2026-05-12
Instruments	axe-core 4.10.2 (WCAG 2.1 AA), Google Lighthouse 13.3.0 (mobile)
Scoring rubric	Fervor Grade Framework. 100 points across six categories.
Published	2026-05-15

## Self-consistency verified

Every percentage and count in this report is re-derived from the per-brand evidence captures at build time. A five-gate verifier refuses to ship the report if any rendered number drifts more than one percentage point from the canonical field, or if the score JSON cites only a single evidence source when the per-brand evidence directory contains non-empty DOM facts, accessibility, CTA, or architecture artifacts.

## HIGHLIGHTS

# Five findings from the 2026 Roofing trade sample.

Every number anchors to a real measurement. Captured at scale, scored on one framework, audited by a five-gate verifier before publication.

## 67.82

MEAN FERVOR SCORE

64 of 130 roofing brands graded D or F. 19 graded B or better.

## 64.6%

PHONE IN PERSISTENT HEADER

Roofing leans on phone-first conversion. Three quarters of sites surface a clickable number.

## 11.23s

MEAN MOBILE LCP

Google's "good" threshold is 2.5 seconds. The trade sits beyond that on average across the sample.

## 60.8%

CRITICAL WCAG 2.1 AA

axe-core 4.10.2 flagged at least one critical violation in this share of brands. Overlay widgets do not satisfy ADA Title III.

## 83.8%

ANY JSON-LD STRUCTURED DATA

Adoption, not richness. Most brands stop at Organization or LocalBusiness, leaving rich-result eligibility on the table.

Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

## METHODOLOGY

# How the framework works.

The Fervor Grade Framework is a 100-point rubric. Six categories, weighted by their influence on lead generation. Each Site Inspection produces a Base Score from the rubric, then any documented Grade Adjustments are applied, then an Adjusted Score lands on the brand's record. That Adjusted Score is the Fervor Score reported here. Score maps to a letter Grade using standard school grading thresholds: A is 90 and above, B is 80 to 89, C is 70 to 79, D is 60 to 69, F is below 60.

Category	Max points	% of total
First Impression	20	20%
Trust & Credibility	22	22%
Lead Capture	20	20%
Mobile Experience	15	15%
Content & SEO	15	15%
Accessibility	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

## Sample and geography

Final sample: n = 130. Roofing contractor websites across the United States and Canada. Field work ran 2026-04-15 to 2026-05-12.

## What the score uses

Every brand was inspected the same way. Screenshot capture across mobile and desktop viewports. Structured DOM extraction for facts a reviewer can verify, schema.org JSON-LD types, form counts, contact channels, navigation structure. axe-core 4.10.2 for accessibility, against WCAG 2.1 AA. And Google Lighthouse 13.3.0 for Core Web Vitals on a mobile profile. Rubric scoring is anchored to evidence files. Pure opinion doesn't move the score.

## What the score doesn't use

Live conversion rate from analytics. Paid-traffic landing-page performance. A/B-test variants. Off-page SEO. Per-brand revenue. The Revenue Loss Estimate is a trade-comparability model, not a balance-sheet figure.

## Accessibility overlays don't count toward the score

Third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) aren't credited toward a brand's accessibility score, even when present. This aligns with the WebAIM Overlay Fact Sheet, DOJ guidance, and U.S. case law in the Robles v. Domino's lineage. Overlays are opt-in by default, so most visitors never activate them. axe-core measures the DOM at page load, which is what a visitor encounters.

Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands)

Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands)

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands)

# Roofing Contractor Website Performance: Comprehensive State of the Industry 2026

## The Contractor CRO Index, Published by Fervor Studio.

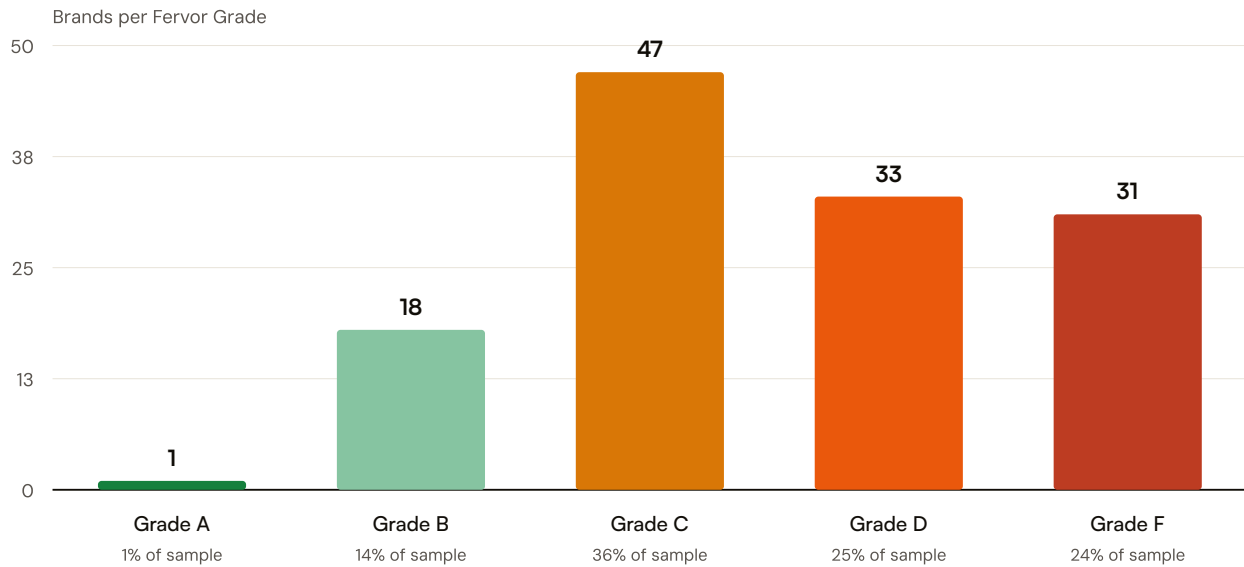
This is the comprehensive report. Every signal mined from every captured page across every brand in the sample, organized for citation by trade press, associations, industry analysts, and contractors evaluating their own infrastructure. Methodology is fully reproducible; raw evidence files are preserved per brand.

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# 1. Executive summary

Figure 1

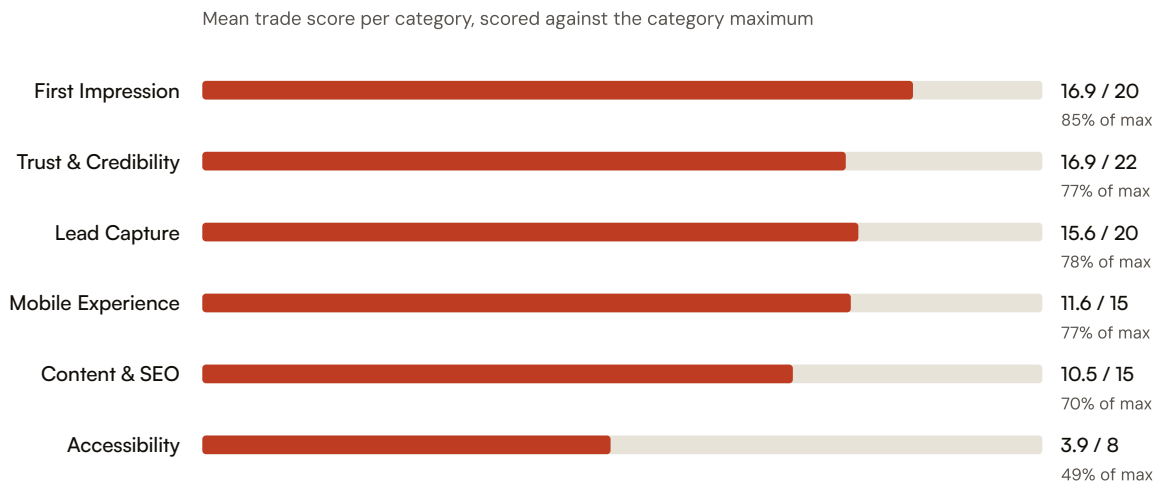
## Fervor Grade distribution across the 2026 Roofing sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

Figure 2

## Six-category mean performance



Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

We conducted independent **Site Inspections** of **130 roofing contractor websites** during 2026-04-15 to 2026-05-12, evaluating each against the **Fervor Grade Framework**, a 100-point, 6-category rubric

covering First Impression, Trust & Credibility, Lead Capture, Mobile Experience, Content & SEO, and Accessibility.

The sample's aggregate **Fervor Score** is **67.82** (median 70.0, range 30–90). On the **standard school grading scale** the Fervor Grade Framework uses:

Fervor Grade	Score range	Brands	% of sample
A, Honors	90+	1	0.8%
B, Passing	80–89	18	13.8%
C, Conditional	70–79	47	36.2%
D, Probation	60–69	33	25.4%
F, Condemned	<60	31	23.8%

### Headline findings (each citable in isolation, each backed by mechanical measurement):

- **11.23 seconds:** mean mobile Largest Contentful Paint across the sample. Google considers anything over 4 seconds “poor.”
- **11.5%:** brands missing a meta description on their homepage.
- **83.8%:** brands with any JSON-LD structured data markup (the signal that feeds AI Overviews + rich snippets).
- **3.1%:** brands with any detectable AI-integration signal.
- **3.1%:** brands running any pop-up / exit-intent vendor.
- **39.2%:** brands running any advertising retargeting pixel.
- **39.2%:** brands with **zero** critical accessibility violations under WCAG 2.1 AA.

## 2. Methodology

Each brand went through a hands-on Site Inspection. We captured full-page screenshots at desktop and mobile width across every page our crawler could find. We read each page's underlying structure, forms, the structured markup Google uses to build rich results, phone and email links, social-media links, manufacturer badges, review widgets, chat widgets, common body-copy patterns. We ran axe-core 4.10.2 against WCAG 2.1 AA to check accessibility. And we measured Core Web Vitals using Google Lighthouse. Then we scored what we captured against the Fervor Grade™ rubric, 100 points across six

categories, and produced three numbers for each brand: a Base Score (what the rubric returned), Grade Adjustments (small corrections we apply where context warrants), and the Adjusted Score, which is the final Fervor Score. That score maps to a Fervor Grade (A through F) on the same letter-grade scale schools use. The averages on this page, means, medians, distributions, are mechanical and reproducible. Per-brand callouts aren't included in this public report; they're still in the integrity-review queue and live on each brand's individual report page.

## Evidence layers captured per brand

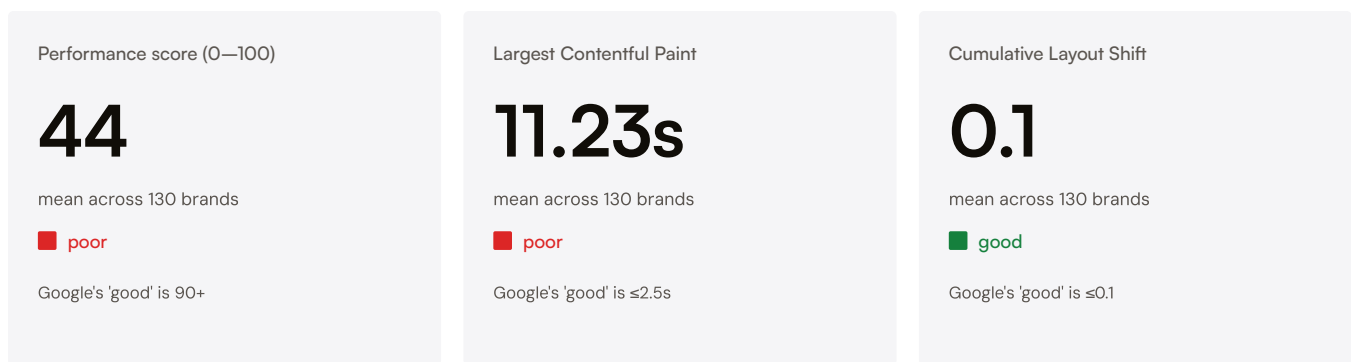
Layer	Tool	Per-brand artifacts
Visual	Crawl4AI + playwright-stealth	Screenshots at desktop + mobile, multiple render states, every page in URL discovery
Structural DOM	Custom JS extraction injected during Crawl4AI capture	dom_facts/*.json (schema, tel/mailto, forms, social, credentials, review widgets, chat widget, body-text patterns)
Raw markup	Crawl4AI HTML capture	html/*.html , every page x viewport
Accessibility	axe-core 4.10.2, WCAG 2.1 AA	a11y/*.json per-page violation lists
Performance	Google Lighthouse 13.3.0	lighthouse/home_lh_{mobile,desktop}.json , categories + ~150 audits
Architecture	Custom signal detection	architecture.json (standard / single_page_brochure / quiz / chat-widget conversion / etc.)
Conversion paths	Headless click-through automation	cta_clickthrough.json , every CTA on every page, destination URL captured
Rubric scoring	Session D (sealed-prompt scoring)	score.json , Fervor Score, Fervor Grade, evidence_citations

Comprehensive evidence mining via parallel multiprocessing across the full sample. Each brand's complete HTML capture (every page x viewport), every DOM-facts JSON, every axe-core JSON, every Lighthouse JSON, and every screenshot file is read and analyzed. Vendor pattern matching scans all

pages (not just homepage), giving better coverage for tools loaded only on specific pages (contact forms, scheduling embeds, etc.). False-positive/negative caveats apply: patterns can fire on legacy code and may miss vendors loaded via opaque tag managers. Coverage: 130/130 brands had at least one captured HTML file (100.0%).

### 3. Performance: Google Core Web Vitals

Figure 3  
**Mobile Core Web Vitals across the sample**



Google Lighthouse 13.3.0, mobile profile, mean across the sample.

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

Independent measurement via Google Lighthouse 13.3.0, run sequentially (one Chrome at a time) for research-grade measurement integrity.

#### Largest Contentful Paint (LCP)

The time it takes for the page’s main content to render. Google’s thresholds: ≤2.5s “good”, 2.5–4.0s “needs improvement”, >4.0s “poor.”

	Mobile	Desktop
Mean	11.23 s	2.61 s
Median	7.89 s	2.18 s
Worst observed	67.37 s	14.62 s

## Cumulative Layout Shift (CLS)

How much elements move during load. Thresholds:  $\leq 0.1$  "good",  $0.1-0.25$  "needs improvement",  $> 0.25$  "poor."

	Mobile	Desktop
Mean	0.1	0.12
Median	0.02	0.02

## Total Blocking Time (TBT), JavaScript execution time

	Mobile (ms)	Desktop (ms)
Mean	3180.3	368.72
Median	1638.0	184

## Page weight

	Mobile (KB)	Desktop (KB)
Mean	6069.52	6940.89
Median	3451.73	4096.73

## Lighthouse Performance Score (composite)

	Mobile	Desktop
Mean	44.36 / 100	68.77 / 100
Median	42 / 100	69 / 100

## Estimated savings if Lighthouse opportunities were addressed

These are sample-mean values from Lighthouse's "Opportunities" section, what each brand could save if they remediated the flagged issue.

Opportunity	Mean savings (mobile)
Eliminate render-blocking resources	? ms
Remove unused CSS	11515.98 ms
Remove unused JavaScript	125434.72 ms
Use modern image formats (WebP/AVIF)	? bytes
Enable text compression	? bytes
Efficient cache policy	? ms

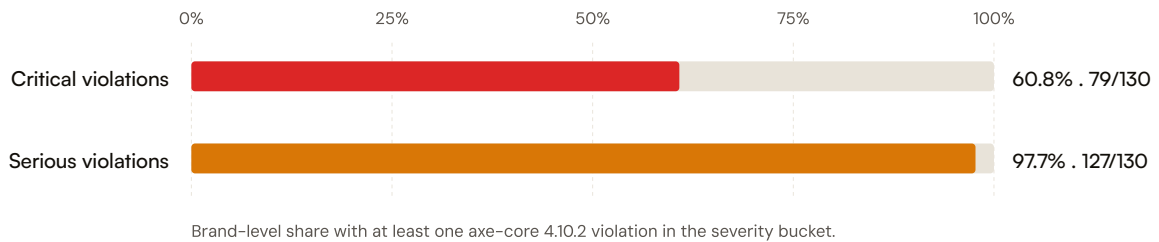
## Technical SEO audit-flag adoption

Signal (from Lighthouse mobile audit)	% of sample
Uses HTTPS	90.8%
Has viewport meta tag	0.0%
Indexable (not blocked by robots.txt or noindex)	93.8%

# 4. Accessibility: comprehensive axe-core analysis

Figure 4

## Brands with WCAG 2.1 AA violations, by severity



Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

We score each brand’s accessibility on what a visitor actually sees when they land on the page, the default state, no overlays activated. The third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) are NOT credited toward a brand’s accessibility Fervor Score, even when they’re installed. Three reasons. First, the WebAIM team and 700+ accessibility experts published the Overlay Fact Sheet making the same call. Second, U.S. Department of Justice guidance is that overlays don’t satisfy the ADA. And third, U.S. case law (Robles v. Domino’s and the cases that followed) has held that overlays aren’t enough to defend against an accessibility lawsuit. Overlays are also opt-in, most visitors never click the widget, keyboard-only users often can’t reach it before bouncing, and screen-reader users frequently get a worse experience with the overlay turned on.

We also ran a separate overlay census to ground-truth how common they are. On 2026-05-12 we fetched the homepage of every roofing brand in the trade (n=132 at that point) with a Chrome 120 user agent, then looked through the page source for the named overlay vendors (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, MaxAccess, Allyable, UsableNet, Level Access). 115 sites returned HTML successfully (87.1%); 17 failed (15 on SSL or network errors, one on HTTP 403, one on HTTP 404). Of the 115 we did scan, 7 brands ran an overlay (5.3% of the trade), 4 AudioEye, 2 UserWay, 1 AccessiBe. Worst case, if every single one of the 16 unscanned in-report brands also carried an overlay, the rate would top out at 17.6%, still a small minority, and still uncredited toward the score.

One footnote on the sample. The overlay census above ran against the sample as it stood on 2026-05-12. The sample published in this report is n=130. The overlay percentages reflect the May 12 sample and haven’t been re-scanned for the current one.

## Severity breakdown

Severity	Count across sample
critical	529
minor	170
moderate	2129
serious	1559

## Top 20 most common violation IDs

The actionable sample-wide remediation list. Fix these at the template/theme level and accessibility improves across every page simultaneously.

Rank	Violation ID	Occurrences
1	region	673
2	color-contrast	553
3	heading-order	447
4	link-name	442
5	landmark-unique	313
6	landmark-one-main	285
7	image-alt	159
8	frame-title	126
9	page-has-heading-one	103
10	link-in-text-block	93
11	meta-viewport	92
12	empty-heading	75
13	aria-required-children	61
14	landmark-no-duplicate-banner	58
15	skip-link	55
16	aria-allowed-role	54
17	landmark-no-duplicate-contentinfo	50
18	aria-allowed-attr	48
19	select-name	48
20	label	45

## Brand-level outcomes

- **60.8%** of brands have at least one critical violation
- **39.2%** have zero critical violations
- **97.7%** have at least one serious violation

## Violations by page role

Where accessibility violations concentrate per page type:

- **other**: 1205 total violations, by severity: {'moderate': 588, 'critical': 151, 'minor': 38, 'serious': 428}
- **service**: 523 total violations, by severity: {'minor': 21, 'critical': 60, 'serious': 171, 'moderate': 271}
- **home**: 1359 total violations, by severity: {'minor': 67, 'critical': 170, 'moderate': 624, 'serious': 498}
- **contact**: 975 total violations, by severity: {'critical': 111, 'minor': 29, 'serious': 357, 'moderate': 478}
- **location**: 325 total violations, by severity: {'critical': 37, 'minor': 15, 'serious': 105, 'moderate': 168}

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# 5. SEO infrastructure (homepage)

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## Title tag

- Brands with a title tag: **100.0%**
- Median title length: **60 chars** (Google truncates around 60)
- Brands with titles exceeding 60 chars (truncated in SERPs): **48.5%**
- Brands with titles under 30 chars (underutilizing SERP slot): **4.6%**

## Meta description

- Brands with a meta description: **88.5%**
- Brands MISSING meta description: **11.5%**
- Median description length: **151 chars** (Google truncates around 160)
- Brands with descriptions exceeding 160 chars: **23.8%**

## Technical SEO meta adoption

Signal	Brands with it
Canonical URL declared	89.2%
Viewport meta tag (mobile-ready)	99.2%
Open Graph <b>fully</b> implemented (all 6 fields: title/description/image/url/type/site_name)	43.1%
Open Graph partially implemented	47.7%
Twitter Card declared	78.5%
hreflang (multilingual)	3.1%
Favicon present	90.8%
Robots noindex (intentionally de-indexed)	1.5%

## Heading structure (homepage)

- Brands with at least one H1 on the homepage: **90.8%**
- Brands with zero H1 on the homepage (no clear page topic): **9.2%**
- Brands with multiple H1s on the homepage (ambiguous topic): **25.4%** (evidence-grounded: 33 of 130 brands; counted from `<h1>` tags in homepage HTML captures, both viewports plus rendered HTML)
- Brands with multiple H1s anywhere across captured pages (broader): **90.0%** (any-page aggregation; not homepage-specific)
- Brands with proper H1→H2→H3 hierarchy: **43.8%**
- Median first-H1 length: **39 chars**

## Image optimization, site-wide (all captured pages)

- Mean images per brand (across captured pages): **191.82**
- Median images per brand: **114**

Signal	Mean across sample	Brands at threshold
Alt-text coverage	93.8% of images	48.5% of brands at 100% / 0.0% at 0%
Lazy-loading	36.8% of images	,
Modern formats (WebP/AVIF)	9.3% of images	41.5% using ANY modern format
Responsive srcset	883.8% of images	,

## 6. Structured data adoption ([schema.org](https://schema.org) JSON-LD)

JSON-LD structured data feeds AI Overviews, rich snippets, and LLM-driven search. Brands without it are effectively invisible to the next generation of search.

- **83.8%** of brands have at least some JSON-LD schema markup.
- Median schema blocks per brand: **6**

## Schema @type breakdown

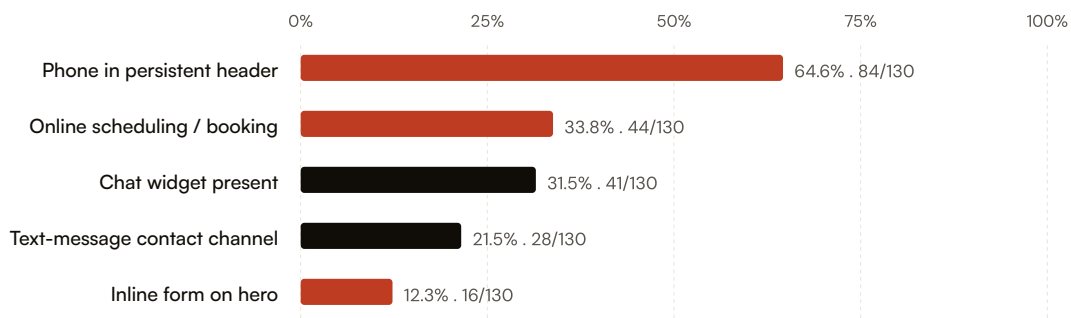
Schema @type	Brands using	% of sample
WebSite	28	21.5%
LocalBusiness	25	19.2%
RoofingContractor	18	13.8%
Organization	15	11.5%
Product	11	8.5%
Service	10	7.7%
FAQPage	9	6.9%
HomeAndConstructionBusiness	6	4.6%
BreadcrumbList	6	4.6%
WebPage	2	1.5%
Article	2	1.5%
ContactPage	2	1.5%
GeneralContractor	2	1.5%
ItemList	2	1.5%
Review	1	0.8%
SiteNavigationElement	1	0.8%
Rating	1	0.8%
<a href="http://schema.org/RoofingContractor">http://schema.org/RoofingContractor</a>	1	0.8%
ListItem	1	0.8%

Schema @type	Brands using	% of sample
OfferCatalog	1	0.8%

## 7. Conversion infrastructure

Figure 5

### Conversion-infrastructure adoption across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

### Phone visibility

- Mean tel: links per brand (across captured pages): **4.07**
- Median: **2**

### Form architecture

- Mean conversion forms per brand: **6.15**
- Median: **4**
- **Multi-step / wizard forms detected: 3.1%** of sample (detected via Gravity Forms, WPForms, Elementor multi-step, or generic step-form/wizard markers)

### Chat widget adoption

- **31.5%** of brands have any chat widget present

## Social platform presence

Platform	Brands	% of sample
facebook	102	78.5%
instagram	68	52.3%
linkedin	53	40.8%
google_maps	51	39.2%
youtube	46	35.4%
bbb	27	20.8%
twitter	26	20.0%
pinterest	11	8.5%
yelp	10	7.7%
angies	9	6.9%
google_business	9	6.9%
tiktok	8	6.2%

## Review widget adoption (third-party review platforms embedded)

Review platform	Brands	% of sample
google	8	6.2%
podium	3	2.3%
birdeye	2	1.5%

## 8. Marketing technology stack

Detected vendor software via pattern matching across captured HTML (script src URLs, namespace identifiers, distinctive class names).

### MarTech vendors (analytics, A/B testing, heat mapping, email marketing)

**Brands with any MarTech signal: 82.3% (107 brands).**

Vendor	Brands	% of sample
Google Analytics / GTM	107	82.3%
Microsoft Clarity	15	11.5%
Hotjar	9	6.9%
HubSpot Marketing	8	6.2%
Crazy Egg	5	3.8%
Mouseflow	2	1.5%
FullStory	1	0.8%
Heap	1	0.8%
ConvertKit	1	0.8%
VWO	1	0.8%
Sendinblue / Brevo	1	0.8%
Fathom	1	0.8%

## 9. AI integration adoption

This section is split into two strict categories so we don't conflate "AI is on the site" with "the site uses a chat product that *can* enable AI."

### 9a. Confirmed AI integration

Detection requires one of: a direct LLM API call (OpenAI, Anthropic, Google Gemini), an AI-first chatbot vendor (Ada, ManyChat, Chatfuel, Landbot, Botpress, Kommunicate), or an "AI-powered" / "AI assistant" / "powered by GPT" copy marker visible in body text.

**Brands with confirmed AI integration: 3.1% (4 brands).**

Vendor	Brands	% of sample
AI-marker copy on site	3	2.3%
Chatfuel (AI chatbot)	1	0.8%

### 9b. Chat platforms with optional AI features

These are general chat platforms (Intercom, Drift, Hubspot Conversations, Tidio, Crisp) that *offer* AI features as add-ons. Detection of the platform alone does **not** prove AI is enabled, most installations are human-staffed chat. Reported separately so the "AI integration" number above doesn't get inflated by platform adoption.

**Brands running a chat platform with optional AI features: 4.6% (6 brands).**

Vendor	Brands	% of sample
Hubspot Conversations (AI optional)	6	4.6%

## 10. Pop-ups and exit-intent technology

**Brands using any pop-up vendor or exit-intent script: 3.1% (4 brands).**

Vendor	Brands	% of sample
Exit-intent (vendor-agnostic)	4	3.1%

## 11. Lead capture & CRM tooling

Scheduling tools, CRM platforms, and human-staffed live chat vendors.

Vendor	Brands	% of sample
HubSpot CRM	4	3.1%
Podium	4	3.1%
ServiceTitan	2	1.5%
Salesforce Pardot	2	1.5%
Jobber	1	0.8%
Tawk.to	1	0.8%
Calendly	1	0.8%

## 12. Advertising / retargeting pixels

Brands running any advertising pixel: 39.2% (51 brands).

Vendor	Brands	% of sample
Facebook Pixel	48	36.9%
Bing UET	16	12.3%
LinkedIn Insight	5	3.8%
TikTok Pixel	2	1.5%
Pinterest Tag	1	0.8%

## 13. Tag managers & data layer

Vendor	Brands	% of sample
Google Tag Manager	79	60.8%

## 14. Website technology stack

### CMS platform

**Brands on a detectable CMS: 80.0%.** The rest run custom builds or use CMSes outside our pattern catalog.

Vendor	Brands	% of sample
WordPress	86	66.2%
Duda	8	6.2%
Wix	6	4.6%
Squarespace	5	3.8%
GoDaddy Website Builder	1	0.8%
Drupal	1	0.8%

## Page builder

Visual page-builder plugins (mostly WordPress).

Vendor	Brands	% of sample
Gutenberg Blocks	79	60.8%
Elementor	37	28.5%
Divi	21	16.2%
WPBakery	7	5.4%
Avada Fusion	5	3.8%
Beaver Builder	5	3.8%
Cornerstone (X)	2	1.5%
Brizy	2	1.5%
Oxygen Builder	1	0.8%

## JavaScript / CSS frameworks

Vendor	Brands	% of sample
jQuery	87	66.9%
Bootstrap CSS	18	13.8%
React	9	6.9%
Vue.js	3	2.3%
Foundation	2	1.5%
Next.js	2	1.5%
Alpine.js	1	0.8%
Angular	1	0.8%
Nuxt.js	1	0.8%

## Hosting & CDN

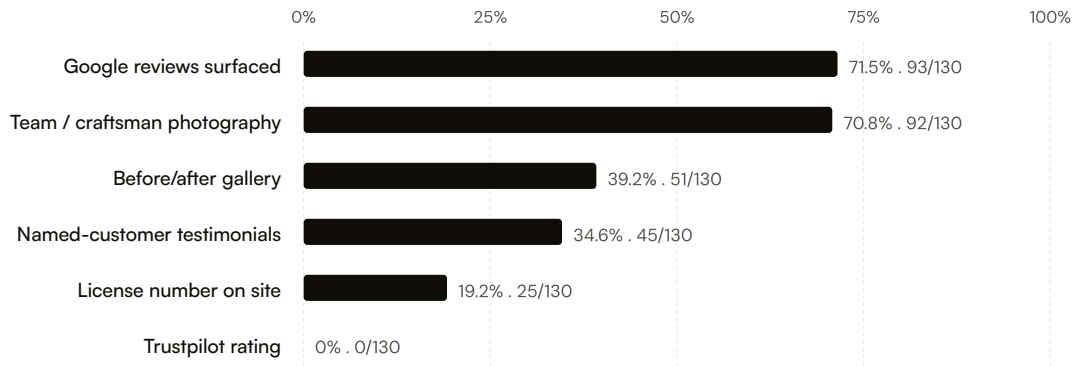
Detected via CDN edge domains in script/style/image references.

Vendor	Brands	% of sample
Google CDN (gstatic)	84	64.6%
Cloudflare	37	28.5%
AWS CloudFront	18	13.8%
jsDelivr	14	10.8%
unpkg	7	5.4%

# 15. Trust signals (comprehensive)

Figure 6

## Trust-signal stack across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

Beyond manufacturer credentials and basic review surface, the sample displays a wide range of trust markers detectable in body copy.

Trust signal	Brands	% of sample
Free estimate / quote	91	70.0%
Years-in-business claim	61	46.9%
Insurance / bonded	59	45.4%
Family-owned	47	36.2%
24/7 service	36	27.7%
Generic financing offered	30	23.1%
Award, Best of / Top rated	27	20.8%
Emergency service	22	16.9%
Better Business Bureau A+	20	15.4%
Lifetime warranty	17	13.1%
Manufacturer cert, Owens Corning Preferred	12	9.2%
Manufacturer cert, GAF Master Elite	11	8.5%
Customer-count claim	9	19.2%
Multi-year warranty	9	6.9%
Angi / Angie's List	4	3.1%
License number on site	4	3.1%
Financing, Hearth	3	2.3%
Manufacturer cert, CertainTeed SELECT	3	2.3%
Financing, Wells Fargo	2	1.5%
Financing, GreenSky	2	1.5%

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Trust signal	Brands	% of sample
Financing, Klarna	2	1.5%
Veteran-owned	1	0.8%
Manufacturer cert, IKO Shield Pro	1	0.8%
Limited warranty	1	0.8%
Financing, Service Finance	1	0.8%
As seen in / featured in	1	0.8%

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## 16. Content architecture

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What pages and content types each brand publishes.

Content pattern	Brands	% of sample
Service area listing	66	50.8%
Blog or news section	61	46.9%
Team / staff page	51	39.2%
Native HTML5 video	37	28.5%
Careers / Hiring page	35	26.9%
Portfolio / gallery	35	26.9%
Customer testimonials	33	25.4%
FAQ section	28	21.5%
YouTube video embed	24	18.5%
Financing / Promo page	20	39.2%
Resource library	15	11.5%
Before/after gallery	12	9.2%
Case studies	11	8.5%
Vimeo video embed	9	6.9%
Newsletter signup	5	3.8%
Press / Media kit	2	1.5%

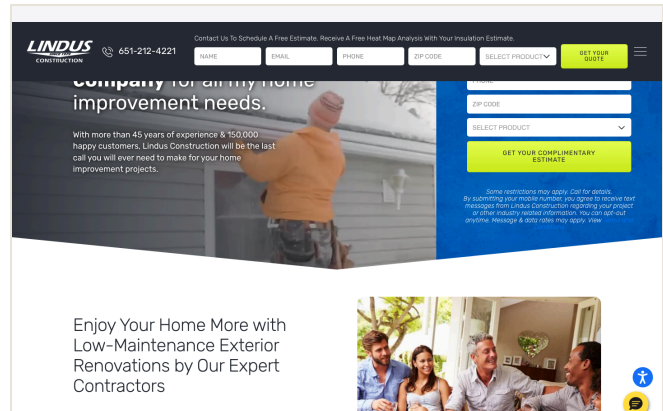
# 17. Top-quartile vs bottom-quartile structural gap

Figure 7

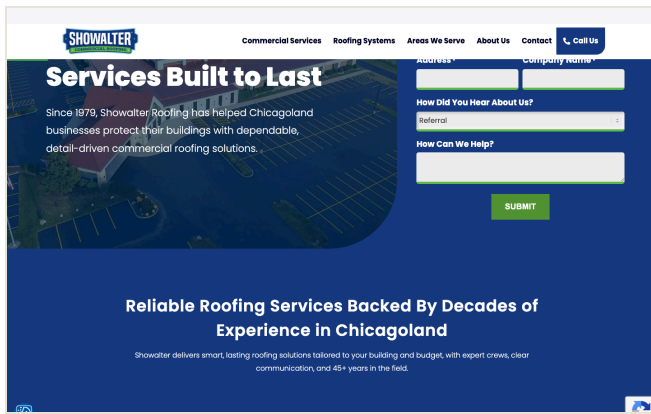
## Top First-Impression Roofing homepages, desktop first-load capture



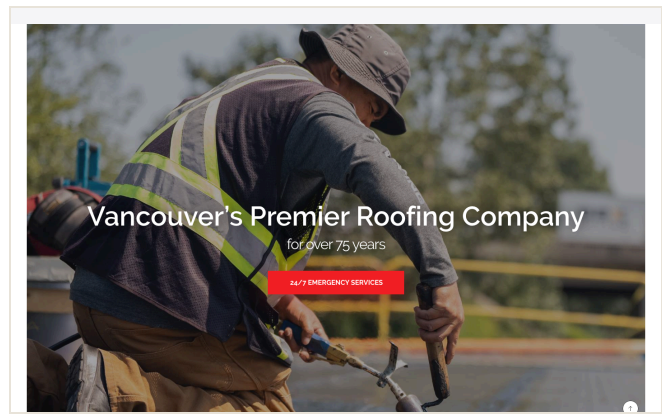
Hero presents 'Roofing and Skylights for Rhode Island | Pinnacle Roofing & Skylights' title plus 'Rhode Island's Trusted Local Roofing and Skylight Specialists' subhead plus Trusted and Verified credential strip. Primary 'Book Now' CTA captured above the fold at geometry w=104 h=46.



Persistent header carries 651-212-4221 + GET YOUR QUOTE button + 8-category service nav (LEAFGUARD GUTTERS, ROOFING, WINDOWS, SKYLIGHTS & SUN TUNNELS, SIDING, DECKING, INSULATION, OTHER SERVICES); hero photo features uniformed Lindus tech installing gutter; inline 5-field lead form right-railed in hero with green GET YOUR COMPLIMENTARY ESTIMATE button. [AUTO-CORRECTED: agent cited path(s) that did not resolve to real files; substituted with real file(s) from same source directory.]



*Hero 'Services Built to Last' + Since-1979 sub-headline + inline 'Request My Free Inspection' Gravity Form gform\_5 + 'Call Us' header CTA visible above the fold on desktop home capture.*

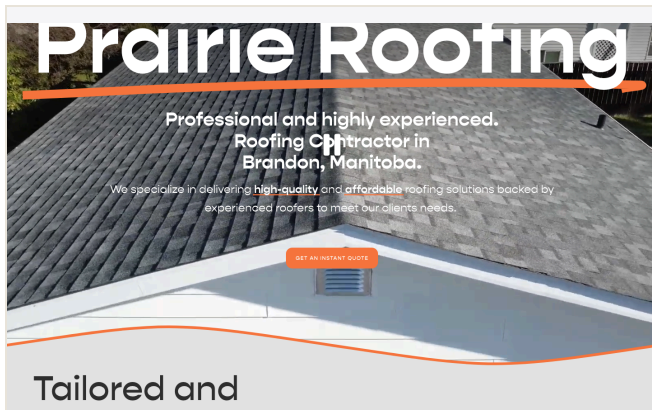


*Hero H1 'Vancouver's Premier Roofing Company' with subhead 'for over 75 years' over a real high-quality installer-on-roof photograph; red '24/7 EMERGENCY SERVICES' button on hero; persistent header carries 'Call Now 604. 261.'*

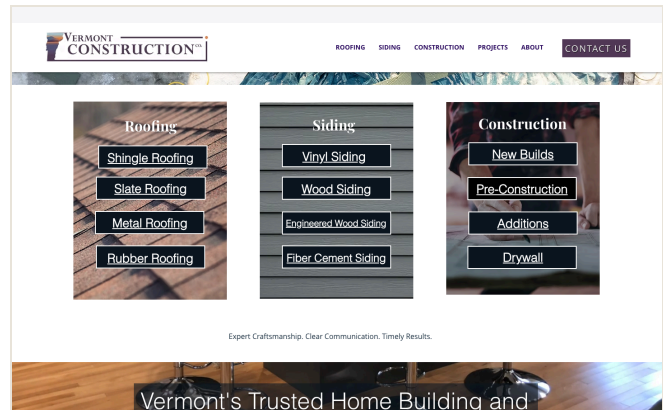
*Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.*

Figure 8

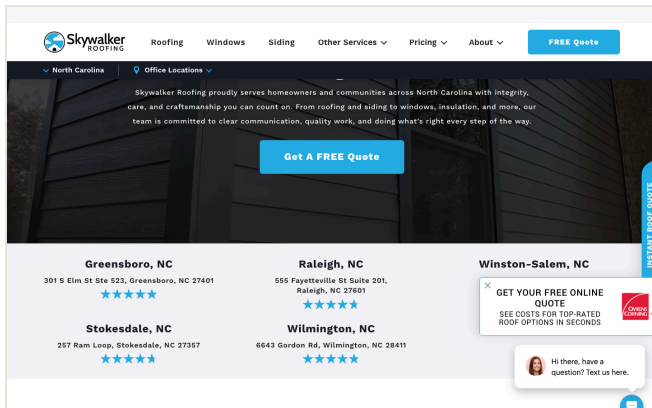
**Bottom First-Improression Roofing homepages, desktop first-load capture**



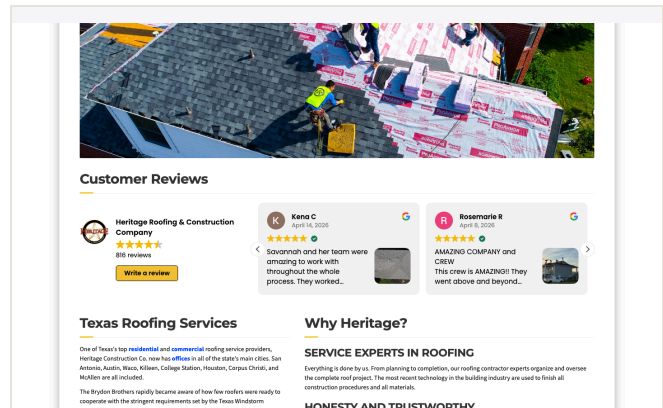
Hero H1 'Prairie Roofing' with subhead 'Professional and highly experienced. Roofing Contractor in Brandon, Manitoba.' plus orange 'GET AN INSTANT QUOTE' button rendered over real shingle-roof photography



Three service tiles (Roofing 4 sub-types, Siding 4 sub-types, Construction 4 sub-types) above the fold plus CONTACT US in top-right header plus persistent nav (ROOFING, SIDING, CONSTRUCTION, PROJECTS, ABOUT); no phone in header. [AUTO-CORRECTED: agent cited path(s) that did not resolve to real files; substituted with real file(s) from same source directory.]



Desktop hero shows the 'Get a FREE Quote' CTA centered below trust copy that opens 'Skywalker Roofing proudly serves homeowners and communities across North Carolina with integrity, care, and craftsmanship.'



4 files referenced: the homepage capture, the homepage capture, the homepage capture...

Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

**Top quartile:** 32 brands, Fervor Scores 77-90. **Bottom quartile:** 32 brands, Fervor Scores 30-60. **Mean Fervor Score gap:** 29.78 points.

### Per-category gap

Category	Top Q mean	Bottom Q mean	Gap
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### Lighthouse-metric gap

Metric	Top Q mean	Bottom Q mean	Gap
Lighthouse Performance (mobile)	41.57	43.87	-2.3
Largest Contentful Paint mobile (s)	10.99	12.1	-1.11
Cumulative Layout Shift (mobile)	0.05	0.16	-0.11

### Evidence-adoption gap

Signal	Top quartile %	Bottom quartile %
any_schema_jsonld_pct	100.0%	68.8%
bbb_accredited_pct	18.8%	6.2%
chat_widget_pct	25.0%	9.4%

## 18. Modeled market opportunity (Revenue Loss Estimate)

The sample-aggregate Revenue Loss Estimate is a **modeled industry projection**, not a measurement of any specific brand’s actual revenue loss.

### The figure

If every roofing brand in this sample lifted to industry-benchmark conversion rates, the modeled annual opportunity totals approximately **\$3.9B** (\$26.6M - \$7.8B).

## Methodology

Per-brand annual RLE =  $(\text{benchmark\_CVR} - \text{benchmark\_CVR} \times \text{Fervor\_Score} / 100) \times$   
 $\text{monthly\_visitor\_benchmark} \times 0.35 \text{ close\_rate} \times \text{trade\_benchmark\_avg\_project\_value} \times 12 .$

## What this figure IS and IS NOT

**IS:** A market-sizing estimate of addressable revenue opportunity across the sample at benchmark traffic and conversion rates. Methodology-consistent with NRCA, IBISWorld, JCHS, and Verified Market Reports comparative analyses.

### IS NOT:

- A measurement of any specific brand's actual revenue loss
- A comparison-grade metric across brands of different scale (national franchises and small local operators use identical traffic assumptions in the math)
- A substitute for per-brand measurement-based audits using real analytics

## Distribution by Fervor Grade

Fervor Grade	Brands	Mean modeled annual RLE
A	1	\$24.9M
B	18	\$28.5M
C	47	\$29.6M
D	33	\$30.8M
F	31	\$31.8M

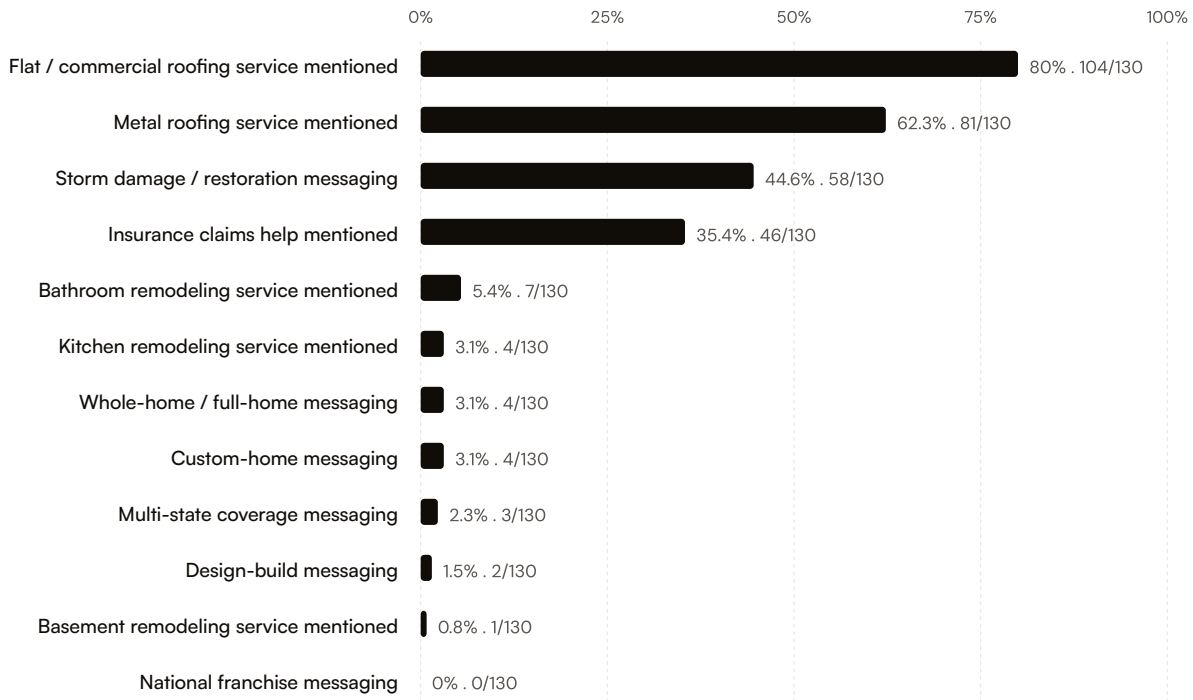
## APPENDIX . FIGURES

# Additional figures.

Charts not placed inline alongside the trade narrative.

Figure 9

### Positioning and messaging-frame adoption



Source: Fervor Studio, Contractor CRO Index 2026 (n=130 Roofing brands). Data captured 2026-04-15 to 2026-05-12.

## APPENDIX

# Per-brand scores.

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The aggregate numbers above describe the full 130-brand roofing sample. The 130 brands listed below are the subset whose Site Inspections have been formally published to the Contractor CRO Index. External readers can verify any chart in this report against the rows here.

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
1	<b>Crown Industrial Roofing</b> crownroofing.ca	90	A	18/20	19/22	17/20	13/15	14/15	8/8
2	<b>Great Canadian Roofing, Siding, Exteriors</b> greatcanadian.ca	89	B	18/20	19/22	19/20	12/15	14/15	6/8
3	<b>Wegner Roofing &amp; Solar</b> wegnerroofing.com	88	B	17/20	21/22	18/20	14/15	13/15	4/8
4	<b>Pinnacle Roofing &amp; Skylights</b> pinnacleroofingri.com	86	B	19/20	21/22	17/20	12/15	15/15	1/8
5	<b>Schroeder Roofing</b> schroederroofing.com	85	B	17/20	20/22	16/20	13/15	13/15	5/8
6	<b>Sentry Roofing</b> sentryroofingok.com	85	B	18/20	21/22	18/20	11/15	11/15	5/8
7	<b>Power Home Remodeling</b> powerhr.com	84	B	18/20	20/22	20/20	12/15	14/15	0/8
8	<b>Dr. Roof / Atlanta Roofing Specialists</b> atlantarooftingspecialists.com	84	B	17/20	16/22	18/20	12/15	9/15	1/8
9	<b>Long Home Products</b> longhome.com	84	B	18/20	18/22	18/20	11/15	13/15	5/8
10	<b>Refined Roofing</b> refinedroofing.com	82	B	18/20	17/22	17/20	12/15	11/15	4/8
11	<b>Storm Guard Roofing &amp; Construction</b> stormguardrc.com	82	B	18/20	18/22	17/20	12/15	12/15	4/8
12	<b>Rooftop Renovation &amp; Exteriors</b> rooftoprenovation.com	82	B	18/20	19/22	17/20	12/15	13/15	5/8
13	<b>ACR1 Commercial Roofing</b> acr1.com	82	B	18/20	18/22	17/20	12/15	13/15	3/8
14	<b>Roofing by Curry</b> roofingbycurry.com	82	B	17/20	19/22	19/20	13/15	9/15	4/8
15	<b>Roofmaster</b> roofmaster.ca	81	B	18/20	18/22	18/20	13/15	11/15	8/8
16	<b>Lindus Construction</b> lindusconstruction.com	81	B	19/20	16/22	19/20	11/15	9/15	0/8
17	<b>Akovenko Contracting LLC</b> akovenkoroofting.com	81	B	16/20	14/22	16/20	12/15	11/15	6/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
18	<b>T-Rock Roofing &amp; Contracting</b> dallasroofer.com	81	B	18/20	20/22	18/20	12/15	9/15	3/8
19	<b>Texas Traditions Roofing</b> texastraditionsroofing.com	80	B	18/20	18/22	16/20	12/15	11/15	4/8
20	<b>Red Isle Roofing Inc.</b> redislerroofing.ca	79	C	17/20	17/22	16/20	12/15	11/15	5/8
21	<b>Advanced Level Roofing</b> advancedlevelroofing.com	79	C	16/20	12/22	13/20	11/15	9/15	3/8
22	<b>Fine Line Roofing &amp; Masonry</b> finelineroofingns.com	79	C	17/20	16/22	17/20	12/15	10/15	6/8
23	<b>Kalkreuth Roofing &amp; Sheet Metal</b> krsm.net	79	C	17/20	17/22	16/20	12/15	11/15	5/8
24	<b>Bone Dry Roofing</b> bonedryroofing.com	79	C	18/20	19/22	18/20	12/15	12/15	3/8
25	<b>Pro Roofing</b> prorooftnb.ca	79	C	18/20	18/22	16/20	11/15	13/15	2/8
26	<b>Showalter Roofing Services</b> showalterroofing.com	79	C	19/20	19/22	18/20	14/15	9/15	1/8
27	<b>A.B. Edward Enterprises</b> abedward.com	78	C	17/20	17/22	16/20	11/15	14/15	2/8
28	<b>Pinnacle Roofing Professionals</b> pinnacle Roofing Pros.com	78	C	18/20	17/22	16/20	10/15	9/15	4/8
29	<b>Istueta Roofing</b> istuetar Roofing.com	78	C	18/20	20/22	19/20	13/15	11/15	0/8
30	<b>Fraley Roofing, Inc.</b> fraley Roofing.com	77	C	17/20	19/22	16/20	11/15	10/15	3/8
31	<b>JR Co. Roofing</b> jr Roofing Inc.ca	77	C	17/20	17/22	16/20	12/15	12/15	5/8
32	<b>Semple Gooder Roofing Corporation</b> semplegooder.com	77	C	17/20	17/22	13/20	11/15	11/15	7/8
33	<b>Findlay Roofing</b> findlay Roofing.com	77	C	18/20	19/22	18/20	12/15	14/15	0/8
34	<b>Bains Roofing</b> bains Roofing.com	77	C	17/20	17/22	16/20	12/15	11/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
35	<b>Cambie Roofing</b> cambieroofing.com	76	C	19/20	17/22	18/20	12/15	11/15	2/8
36	<b>Premier Roofing Co.</b> premierroofingalaska.com	76	C	17/20	16/22	14/20	11/15	10/15	7/8
37	<b>Oakwood Roofing &amp; Sheet Metal</b> oakwoodroofing.ca	76	C	17/20	17/22	14/20	12/15	10/15	6/8
38	<b>Allied Roofing &amp; Sheet Metal</b> alliedroofingfl.com	75	C	17/20	19/22	16/20	9/15	10/15	4/8
39	<b>Excel Roofing</b> excelroofing.com	75	C	17/20	18/22	16/20	12/15	11/15	5/8
40	<b>Bartlett Roofing</b> bartlettroofs.com	74	C	18/20	20/22	18/20	13/15	12/15	3/8
41	<b>NW Roofing and Siding Pros</b> nwrspros.com	74	C	18/20	19/22	16/20	12/15	12/15	5/8
42	<b>RoofClaim</b> roofclaim.com	74	C	19/20	19/22	18/20	12/15	13/15	5/8
43	<b>Arkansas River Valley Roofing</b> arvrr.net	74	C	17/20	16/22	15/20	12/15	11/15	5/8
44	<b>Vermont Construction Company</b> vermontconstructioncompany.com	74	C	16/20	16/22	14/20	12/15	11/15	4/8
45	<b>U.S. Roofing</b> usroofinginc.com	74	C	17/20	16/22	15/20	12/15	11/15	4/8
46	<b>London Eco-Metal Manufacturing &amp; Roofing</b> londonecometal.com	74	C	17/20	16/22	16/20	13/15	9/15	3/8
47	<b>Fahey Roofing + Contracting</b> faheyroofingcontractors.com	73	C	19/20	19/22	19/20	14/15	11/15	0/8
48	<b>Black Hills Roofing</b> blackhillsroofing.com	73	C	16/20	16/22	14/20	11/15	11/15	5/8
49	<b>Tarrant Roofing</b> tarrantroofing.com	73	C	17/20	17/22	16/20	12/15	11/15	4/8
50	<b>Gunner Roofing</b> gunnerroofing.com	73	C	19/20	20/22	18/20	12/15	13/15	2/8
51	<b>Reliable Roofing</b> reliableroofing.com	72	C	18/20	19/22	16/20	12/15	10/15	6/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
52	<b>Burell Built Exteriors</b> burellbuilt.com	72	C	18/20	17/22	17/20	13/15	8/15	5/8
53	<b>DDP Roofing Services</b> ddproofing.com	72	C	16/20	11/22	15/20	11/15	8/15	3/8
54	<b>Maxwell Roofing &amp; Sheet Metal</b> maxwellroofing.com	72	C	18/20	19/22	16/20	12/15	12/15	2/8
55	<b>Strasser-Lang Exterior Contractors</b> strasserandlang.com	72	C	18/20	19/22	17/20	12/15	11/15	5/8
56	<b>Latite Roofing &amp; Sheet Metal</b> latite.com	72	C	18/20	19/22	14/20	12/15	12/15	6/8
57	<b>DaBella</b> dabella.us	71	C	14/20	12/22	14/20	10/15	7/15	0/8
58	<b>Penfolds Roofing &amp; Solar</b> penfoldsroofing.com	71	C	19/20	20/22	18/20	13/15	12/15	2/8
59	<b>Horch Roofing</b> horchroofing.com	71	C	17/20	18/22	18/20	15/15	8/15	1/8
60	<b>JDB Contracting LLC</b> jdbcontractingwv.com	71	C	16/20	14/22	16/20	11/15	10/15	5/8
61	<b>Roof Rite</b> roofriteri.com	71	C	18/20	18/22	17/20	12/15	12/15	2/8
62	<b>Able Roofing, Kamloops Roofing &amp; Renovation</b> ableroofing.ca	71	C	16/20	16/22	16/20	10/15	7/15	5/8
63	<b>Huey and Sons Roofing</b> hueyandsonsroofing.com	71	C	17/20	19/22	18/20	12/15	9/15	5/8
64	<b>Action Roofing Services Inc</b> actionroofingak.net	70	C	16/20	15/22	18/20	10/15	9/15	2/8
65	<b>West Roofing Systems, Inc.</b> westroofingsystems.com	70	C	17/20	19/22	17/20	12/15	12/15	5/8
66	<b>New Hampshire Roofing Company</b> nhroofing.com	70	C	18/20	18/22	17/20	12/15	11/15	3/8
67	<b>Crown Roofing and Coatings LLC</b> crownroofs.com	69	D	16/20	13/22	16/20	11/15	9/15	3/8
68	<b>Tremco Roofing &amp; Building Maintenance</b> tremcroofing.com	69	D	16/20	16/22	15/20	11/15	11/15	0/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
69	<b>Cox Roofing Systems</b> coxroofing.com	69	D	16/20	21/22	18/20	11/15	9/15	0/8
70	<b>Dowd Roofing Inc.</b> dowdgroup.ca	68	D	16/20	13/22	16/20	13/15	7/15	4/8
71	<b>Riley Hays Roofing &amp; Construction</b> rileyhays.com	68	D	16/20	18/22	14/20	9/15	8/15	3/8
72	<b>Garcia &amp; Son Roofing &amp; Gutters, LLC</b> garciaandsonroofing.com	68	D	16/20	16/22	13/20	9/15	12/15	2/8
73	<b>Thompson's Home Improvement</b> thiincomaha.com	68	D	16/20	15/22	13/20	10/15	10/15	4/8
74	<b>Lake City Roofing</b> lcroof.com	67	D	15/20	16/22	14/20	11/15	8/15	3/8
75	<b>Roof It Forward</b> roofitforward.com	67	D	19/20	20/22	17/20	12/15	14/15	4/8
76	<b>Design North Roofing LLC</b> desnorth.com	67	D	17/20	17/22	14/20	12/15	11/15	7/8
77	<b>Elite Roofing LLC</b> eliteroofingwv.com	66	D	18/20	17/22	16/20	15/15	11/15	5/8
78	<b>Avenue Road Roofing</b> avenueroadroofing.com	66	D	19/20	18/22	11/20	8/15	11/15	4/8
79	<b>C&amp;M Roofing</b> cmroofing.ca	66	D	18/20	18/22	18/20	12/15	7/15	5/8
80	<b>Heritage Construction Co.</b> heritagecctx.com	66	D	13/20	16/22	14/20	9/15	10/15	3/8
81	<b>The Brothers that just do Gutters</b> brothersgutters.com	66	D	16/20	17/22	16/20	12/15	11/15	4/8
82	<b>T.U.F.F. Exteriors</b> tuffexteriors.com	65	D	17/20	16/22	14/20	11/15	10/15	5/8
83	<b>Skywalker Roofing</b> skywalkerroofing.com	65	D	13/20	17/22	9/20	12/15	8/15	6/8
84	<b>Premier Roofing LLC</b> premierroofersnh.com	65	D	14/20	13/22	13/20	11/15	8/15	6/8
85	<b>Signature Roofing</b> aksignatureroofing.com	65	D	17/20	15/22	14/20	12/15	11/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
86	<b>United Roofing Inc.</b> unitedroofing.ca	65	D	17/20	18/22	14/20	11/15	11/15	1/8
87	<b>Baker Roofing Company</b> bakerroofing.com	63	D	19/20	20/22	18/20	12/15	12/15	4/8
88	<b>Charleswood Roofing</b> charleswoodroofing.com	63	D	14/20	13/22	12/20	10/15	8/15	6/8
89	<b>Vermont Construction Co. (Roofing)</b> vermontconstructioncompany.com	62	D	13/20	15/22	12/20	9/15	9/15	4/8
90	<b>Jancewicz &amp; Son (Roofs Plus)</b> roofsplus.com	62	D	18/20	18/22	18/20	13/15	11/15	5/8
91	<b>Collins &amp; Son Roofing</b> collinsandsonroofing.com	62	D	15/20	15/22	14/20	13/15	8/15	0/8
92	<b>Kidd Roofing</b> kiddroof.com	62	D	18/20	19/22	17/20	12/15	11/15	4/8
93	<b>TitanProof Roofing</b> titanproofroofing.ca	62	D	16/20	14/22	14/20	12/15	9/15	6/8
94	<b>RDI Roofing Ltd.</b> rdiroofing.com	61	D	16/20	14/22	10/20	12/15	7/15	6/8
95	<b>Renoteck Roofing</b> renoteckroofing.com	61	D	18/20	17/22	18/20	12/15	12/15	5/8
96	<b>AllPro Roofing</b> allproroofiginc.ca	61	D	18/20	18/22	17/20	12/15	11/15	3/8
97	<b>Better Roofing &amp; Contracting</b> betterroofingandcontracting.com	60	D	18/20	17/22	11/20	12/15	11/15	5/8
98	<b>Nova Roofing Halifax</b> roofinghalifax.ca	60	D	16/20	15/22	15/20	11/15	10/15	4/8
99	<b>Roofing By Bruce</b> roofingbybruce.com	60	D	15/20	13/22	9/20	9/15	11/15	3/8
100	<b>Mario Richard Roofing Ltd.</b> theflatroofspecialist.ca	59	F	16/20	11/22	18/20	11/15	9/15	6/8
101	<b>Central Roofing</b> centralroofing.ca	59	F	17/20	18/22	17/20	11/15	11/15	2/8
102	<b>Mighty Dog Roofing</b> mightydogroofing.com	59	F	18/20	19/22	18/20	12/15	14/15	4/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AIly
103	<b>Homecraft Inc</b> homecraftinc.com	59	F	18/20	17/22	18/20	11/15	14/15	0/8
104	<b>White Castle Roofing</b> whitecastleroofting.com	59	F	19/20	20/22	17/20	11/15	14/15	3/8
105	<b>High Ridge Roofing &amp; Gutters</b> highridgepro.com	58	F	17/20	18/22	16/20	12/15	12/15	2/8
106	<b>Lon Smith Roofing</b> lonsmith.com	57	F	15/20	14/22	12/20	6/15	8/15	2/8
107	<b>J.L. Dufour Roofing Services</b> jldufour.ca	57	F	14/20	14/22	12/20	11/15	9/15	5/8
108	<b>Tri-State/Service Roofing &amp; Sheet Metal Group</b> tri-stateservicegroup.com	57	F	19/20	21/22	13/20	11/15	11/15	6/8
109	<b>Silverback Torch On Systems</b> sbtorch.ca	57	F	17/20	17/22	18/20	13/15	9/15	5/8
110	<b>Bobby Built Homes</b> bobbybuilthomes.com	56	F	16/20	15/22	18/20	11/15	10/15	6/8
111	<b>D.T Roofing Ltd.</b> dtroofing.org	55	F	19/20	18/22	10/20	14/15	10/15	4/8
112	<b>Chinook Roofing</b> chinookroofingalaska.com	54	F	14/20	12/22	8/20	9/15	8/15	2/8
113	<b>RoofConnect</b> roofconnect.com	54	F	18/20	18/22	16/20	12/15	12/15	6/8
114	<b>North American Roofing</b> naroofing.com	54	F	17/20	18/22	16/20	11/15	14/15	1/8
115	<b>True North Roofing</b> truenorthroofing.ca	53	F	16/20	17/22	16/20	13/15	8/15	4/8
116	<b>Toitures Hogue</b> toitureshogue.com	53	F	14/20	15/22	15/20	10/15	9/15	2/8
117	<b>C &amp; K Roofing Inc.</b> candkroofing.net	52	F	17/20	15/22	18/20	14/15	9/15	6/8
118	<b>Olympia Roofing</b> olympiaroofting.com	52	F	18/20	19/22	18/20	12/15	9/15	7/8
119	<b>K.J.L. Roofing</b> kjloroofing.com	51	F	16/20	14/22	13/20	12/15	11/15	5/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	A11y
120	<b>Apple Roofing</b> appleroofing.com	50	F	15/20	18/22	17/20	9/15	9/15	5/8
121	<b>Sutter Roofing</b> sutterroofing.com	50	F	16/20	14/22	13/20	9/15	8/15	5/8
122	<b>Granite State Roofing</b> granitestateroofing.com	50	F	17/20	16/22	16/20	12/15	11/15	7/8
123	<b>Signature Installs PEI</b> signatureinstalls.com	48	F	14/20	14/22	14/20	10/15	10/15	2/8
124	<b>Dakota Exteriors &amp; Roofing</b> dakotaexteriors.ca	48	F	16/20	14/22	13/20	11/15	11/15	4/8
125	<b>Prairie Roofing</b> prairieroofing.ca	47	F	12/20	4/22	6/20	8/15	9/15	7/8
126	<b>Sun Coast Roofing &amp; Solar</b> suncoastroofing.com	46	F	17/20	18/22	16/20	11/15	11/15	4/8
127	<b>True Line Roofing</b> truelineroofing.com	41	F	17/20	18/22	16/20	12/15	12/15	4/8
128	<b>Buck Roofing</b> buckroofing.com	37	F	17/20	16/22	14/20	13/15	7/15	4/8
129	<b>Albuquerque Roofing</b> albuquerqueroofing.com	32	F	17/20	15/22	18/20	12/15	11/15	7/8
130	<b>Andrew's Roofing Company</b> andrewsroofingcompany.com	30	F	15/20	8/22	6/20	14/15	6/15	5/8

Source: Fervor Studio, Contractor CRO Index 2026 (n=130 published Roofing Site Inspections). Each row is the brand's most recent published Site Inspection on the Contractor CRO Index.

## METHODOLOGY, CITATION, AND CREDITS

# Cite as.

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