

WEBSITE DIAGNOSTIC CHECKLIST

The Roofing Website Diagnostic Checklist

A nine-point checklist that takes about ten minutes, using the same 100-point Fervor Grade we run on every contractor site.

BUILT FROM	SAMPLE	FRAMEWORK	ISSUED
Digital State of the Roofing Industry 2026	130 Roofing contractor sites	Fervor Grade 2.7, 100 points	May 2026

Where most Roofing sites actually land

A hailstorm clears, and for about seventy-two hours every homeowner on the block wants the same thing: somebody up on the roof telling them straight how bad it is. The calls are out there. The only question is whether they land with you or with the outfit two exits down.

We put 130 roofing sites through the same Site Inspection we run for clients, scored out of 100. The median came out to 70, a C, and barely that. Decades of tear-offs and five-star reviews behind these crews, and the websites still leave money on the table. And 97.7% of them fail a serious accessibility check, which is just the homeowner standing in a bright driveway, trying to read your site off a cracked phone.

So here's the checklist, cut from that inspection to the nine things roofing sites miss most. Pull your site up on your phone, keep this next to you, and mark every line pass or fail. Don't round up. Each fail is a leak, and leaks get patched.

Run through it once and you'll see where your site lands, and which fix wins back the most work.

70/100

MEDIAN ROOFING SCORE ACROSS 130 SITES
C, CONDITIONAL ON THE FERVOR GRADE

Run these on your own site

01 ACCESSIBILITY

PASS ☐ FAIL ☐

Your site passes a basic accessibility check

Open your homepage in bright daylight on your phone. Low-contrast gray text, tiny fonts, and unlabeled buttons lock out the homeowner trying to book a storm-damage inspection one-handed. Run the page through a free WCAG checker or Google Lighthouse and read the contrast and text-size flags.

PASS

Body text is at least 16px, every text and background pair clears WCAG AA contrast, and buttons carry real labels.

FAIL

Gray-on-white captions, sub-14px type, or icon buttons a screen reader cannot name.

IN THE FIELD We found a serious WCAG violation on 97.7% of the 130 Roofing sites we inspected, and a critical one on 60.8%.

02 LEAD CAPTURE

PASS ☐ FAIL ☐

Your main form asks for five fields or fewer

Count the boxes a homeowner has to fill to reach you. A name, a phone number, and what they need is usually enough to start a storm-damage inspection. Every extra field, every second phone line, every how-did-you-hear-about-us, is one more reason to close the tab.

PASS

Three to five fields, and nothing required that you do not truly need to call them back.

FAIL

Eleven or more fields, or a required message box that stalls a ready-to-book homeowner.

IN THE FIELD 49.5% of Roofing sites with a form make homeowners fill 11 or more fields, and the median form runs 10 fields deep.

Real third-party reviews show on the page

A homeowner wants proof from other homeowners, not a promise from you. A Google rating with a star count and a few recent, named reviews on the page itself beats a wall of anonymous quote marks every time.

PASS	FAIL
A visible Google or third-party rating with the review count and recent named reviews on the page.	No reviews at all, or unattributed testimonials with no platform standing behind them.

IN THE FIELD Only 34.6% of Roofing sites surface named-customer reviews. The rest ask to be trusted on their word alone.

You show proof of the work, not just claims about it

Homeowners judge roofing work with their eyes. Before and after roof photos of real jobs, ideally a full roof replacement from start to finish, does more than any adjective you could write. Stock photos of someone else's project do the opposite.

PASS	FAIL
A gallery of your own before and after roof photos, tied to specific jobs or neighborhoods you have worked.	No project photos, or generic stock imagery that could belong to any company in your trade.

IN THE FIELD Only 39.2% of Roofing sites we inspected showed a real before-and-after or project gallery.

Your number taps to call, and it is not the only way in

Most of your traffic is on a phone, so the number in your header should dial with one tap. And there should be a backup for the homeowner who will not call yet, whether that is a text line, a chat, or a short form. During the morning after a hailstorm, that second option is the difference between a booked job and a bounce.

PASS	FAIL
A tap-to-call number in the header plus at least one more way in, a form, a text line, or chat.	A phone number typed as plain text, or the phone standing as the only way to reach you.

IN THE FIELD Only 31.5% of Roofing sites offer a chat or text fallback, so the homeowner who will not call yet has nowhere to go.

Each page has one clear H1 and a real title tag

Your page needs one main headline that names the service and the place, and a browser-tab title under 60 characters that does the same. Several H1s on one page and a title that just reads Home confuse both the homeowner skimming and the search engine ranking you.

PASS	FAIL
One H1 per page that states the service and the city, and a title tag under 60 characters.	Several H1s on the same page, or a title tag that reads Home or your bare company name.

IN THE FIELD 90% of Roofing sites ship more than one H1 on at least one page.

07 FIRST IMPRESSION

PASS ☐ FAIL ☐

Your main button offers something, not just Submit

Read your primary button out loud. Get a Free Roof Estimate or Book Your Free Inspection tells a homeowner exactly what happens next and what it costs them, which is nothing. Submit and Contact Us ask for effort and promise nothing back.

PASS	FAIL
A benefit-driven button that names a free, specific next step.	A generic Submit or Contact Us, or no clear primary button above the fold at all.

IN THE FIELD Just 21.5% of Roofing sites lead with a free inspection or estimate as the main offer.

08 LEAD CAPTURE

PASS ☐ FAIL ☐

Big-ticket jobs get a form that earns the ask

A full roof replacement is a considered decision, so a single wall of a dozen fields scares people off. A short first step that asks only what you need, then reveals the rest, collects more without feeling like a form. Ask for all of it up front and the ready buyer just closes the tab.

PASS	FAIL
A short first step, or a multi-step form that opens with two or three fields.	One long single-screen form for a five-figure job, or no progressive step at all.

IN THE FIELD Only 3.1% of Roofing sites use any kind of multi-step or progressive form.

Your years, license, and address are easy to find

A homeowner about to let a crew into their home wants to know you are real and you will be there next year. Your founding year, your license number, and a physical address or service area, all visible without digging, quietly answer the question they will not ask out loud.

PASS	FAIL
Year established, a license or insurance detail, and a real address or service area, all easy to find.	No founding year, no license, and only a contact form standing in for a real business.

IN THE FIELD Only 56 of the 130 Roofing sites we inspected put a founding year where a homeowner can see it, and among those that do, the median is 40.5 years in business.

WHAT YOUR SCORE MEANS

Read your grade like we do

SCORE	GRADE	TIER	WHAT IT MEANS FOR BOOKED CALLS
90 to 100	A	Honors	The site earns trust on its own. Homeowners book without a nudge.
80 to 89	B	Passing	Solid work. It converts, but it is leaving booked jobs on the table.
70 to 79	C	Conditional	It passed, barely. Real gaps are costing you calls every week.
60 to 69	D	Probation	The site is on notice. Competitors are eating your lunch.
0 to 59	F	Condemned	Structurally unsound. It cannot do its job until someone rebuilds it.

Fervor uses standard American school grading, so the A tier starts at 90, not 80. Add up your passes and fails above, weight the ones that cost you the most calls, and you will land close to your real number.

YOUR NEXT MOVE

Want your site's real Fervor Grade?

This checklist gets you close. The full Site Inspection gets you the exact number, the nine-category breakdown, and a plain-English list of what to fix first, in the order that wins back the most jobs. We inspect your homepage, your top service page, and your quote flow the same way we inspected the 130 Roofing sites behind these numbers. The first few each week are free.

Book your free Site Inspection

fervorstudio.ca/site-inspection

Every statistic in this checklist comes from the Digital State of the Roofing Industry 2026, our inspection of 130 Roofing contractor websites. Read the full report at fervorstudio.ca/contractor/cro-index/state-of-the-industry/roofing/.