

Roofing Google Ads Health Checklist **FULLY ARMED** MARKETING

FOR ROOFING COMPANY OWNERS: 8 quick checks to see whether your Google Ads are set up to bring in the jobs you want. No login or technical skills needed.

Check the box for each one you can honestly say yes to. If you're not sure, count it as a no.

☐ **1. You own your Google Ads account**

You can log in any time and see everything, with you as the account owner rather than your agency.

Warning sign: you only see what someone sends you, or you'd lose the account if you left.

☐ **2. Calls and forms from your ads are tracked**

You can tell which calls and form leads came from your ads, not just clicks and impressions.

Warning sign: your report shows traffic, but nobody can say how many calls it made.

☐ **3. Ads show only where you work**

Your ads appear in the towns and zip codes you actually serve, and nowhere you can't drive to.

Warning sign: calls from outside your service area, or jobs you'd never take.

☐ **4. The right jobs are coming in**

Most leads are for the work you want, like replacements and repairs, not unrelated questions.

Warning sign: lots of calls about DIY, jobs, materials, or services you don't offer.

☐ **5. Ads land on a matching page**

Someone who clicks a roof repair ad lands on a roof repair page with your phone number up top.

Warning sign: every ad sends people to your homepage.

☐ **6. Calls get answered fast**

Ad calls are picked up during your hours, and missed calls get a callback the same day.

Warning sign: you don't know how many ad calls went to voicemail last month.

☐ **7. There's a storm-season plan**

You know how your ads will respond when hail or wind hits your area, before it happens.

Warning sign: storm response means scrambling once the phones are already ringing elsewhere.

☐ **8. You get a plain-English report**

Every month you get a clear answer to one question: what did the ads bring in?

Warning sign: reports full of jargon, or no report at all, and no one checking the account.

7 to 8 checked

You're in good shape. Keep checking each month.

4 to 6 checked

There's room to get more from what you're already spending.

0 to 3 checked

Your ads likely need attention before your next busy season.

Want a second set of eyes? Get a free review.

We'll go through your Google Ads account with you and tell you, in plain English, what we see. No obligation.

(888) 593-9326

Call Fully Armed Marketing

Know a roofer who'd benefit? Refer them and get paid every month they stay: fullyarmedmarketing.com/referral-program/