

FREE GUIDE FOR ROOFERS · GREENWOOD, SC AREA

Before You Sign: Spot a Bad SEO Company and Get Found on Google Maps

A plain-English guide for roofing contractors who are tired of paying for marketing that doesn't bring in calls.

What's inside

- **Part 1:** 7 warning signs of a bad SEO company, real stories from roofers who got burned, and the questions to ask before you sign anything.
- **Part 2:** How Google decides which roofers show up on the map, and the simple things you can do yourself, for free, to show up more.
- **Last page:** A free Google Maps checkup of your roofing business.

One roof pays for a lot of marketing. Bad marketing costs you roofs.

A typical roof replacement in South Carolina runs about \$8,000 to \$25,000. That's why so many companies want your marketing money, and why it hurts when you pay for nothing.

\$107

Average cost of one roofing lead from Google's paid local ads

3 to 8

Other roofers who often get the same Angi lead you paid \$50–\$120+ for

6–12 mo

Usual contract length for SEO agencies charging \$1,500–\$4,000 a month

What we found around Greenwood

In October 2026 we looked up every roofer we could find on Google Maps in 16 towns within about an hour of Greenwood, from Abbeville and Laurens to Newberry, Edgefield and Anderson. Here's what we saw:

- **55 roofing businesses** showed up. About half of them, **27**, had fewer than 20 Google reviews.
- The middle roofer had just **23 reviews**. Only **8** had 100 or more.
- Of the 27 with few reviews, **6 had no photos at all**, 10 had no website listed, and one's top review was 14 years old.

What that means for you: you don't have to out-spend anyone to win more calls around here. A roofer who keeps a complete, active Google listing and steadily collects reviews will stand out from most of the field.

Sources: roof cost from South Carolina roofing cost guides (Roof Observations, 2026); Google ad lead cost from 99 Calls data (Sept. 2026); Angi lead prices and sharing from LeadTruffle (2026); agency pricing from The Search Sherpa and SEO Sherpa (2026). Local counts from our own Google Maps search, Oct. 2026. Google shows a limited number of results, so the real totals are likely higher.

7 warning signs

Most of these come straight from Google's own advice on hiring an SEO company. The rest come from the complaints of business owners who got burned.

- 1 They promise you #1 on Google.** Google itself says nobody can guarantee a top ranking. Anyone who does is guessing or lying.
- 2 They found you, not the other way around.** A cold call or email saying "your listing has critical errors" is a sales pitch. Google warns you to be suspicious of these.
- 3 They won't say exactly what they do.** "Our methods are proprietary" is a red flag. Google says you're responsible for anything a company does in your name, so you need to know what it is.
- 4 They want a long contract.** A 12-month lock-in with an early-cancel fee protects them, not you. Good work keeps clients without a contract.
- 5 Their reports are full of numbers you can't use.** "You rank for 300 keywords!" means nothing if nobody searches those words. Ask how many *calls* came in.
- 6 They control your accounts.** If they own your Google listing, website or domain, you can't leave without losing them. You should always be the owner. They should only be a manager.
- 7 They claim a special deal with Google.** There's no such thing. Google says plainly:

"There's no way to request or pay for a better local ranking on Google."

Sources: Google Search Central, "Do you need an SEO?"; Google Business Profile Help, "Tips to improve your local ranking on Google."

What getting burned looks like for roofers

Real situations roofing contractors have run into, told in our own words. Company names are left out.

A roofing company lost its Google listing, and its reviews went with it. One of the company's own roofers used the same business name and address, but with his own website and phone number. Google treated the two as duplicates, picked his listing as the real one, and moved the reviews over to it. A different marketing company controlled that listing, and the owner's requests to take it back were turned down twice. *(Warning sign 6)*

The leads stopped the day the payments did. Some agencies build and rank a website in their own name, then "rent" the leads to a roofer. When the roofer stops paying, that same site starts sending calls to a competitor, and the roofer owns nothing. Roofers on contractor forums also describe being locked out of their own websites. *(Warning sign 6)*

Locked in for two or three years. Roofing marketing guides warn about contracts of 24 to 36 months with no promise of more calls, traffic or rankings, just the monthly bill. One calls it the most expensive mistake roofers make. *(Warning sign 4)*

The pattern

In every case the roofer couldn't see what they were paying for, or didn't own what they paid for, until it was too late. The fix is simple: **keep ownership of your listing and website, and only work with someone who shows you every task, every month, and lets you leave any time.**

Sources: Local Search Forum thread, "Lost ownership of listing, not sure how to get back" (an agency describing a roofing client's case); PipelineOn, "Roofing SEO Pros and Digital Marketing: How to Vet an Agency Without Getting Burned" (citing ContractorTalk and Roofing Talk forum threads). These are individual accounts, not proof of how common the problems are.

8 questions to ask, and what a good answer sounds like

Ask this	A good answer
Can I see work you've done for other contractors, and call one of them?	"Sure, here are two names and numbers."
Exactly what will you do each month?	A written list: posts, photos, review replies, pages. Not "optimization."
How will I know it's working?	"We'll show you calls, direction requests and website clicks from Google every month."
How long until I see results?	An honest range, like "a few months," with no guarantee of #1.
Do I have to sign a contract?	"No," or a short trial period. Never a year with a cancel fee.
Who owns my Google listing, website and domain?	"You do. We only get manager access."
Do you follow Google's rules?	"Yes," and they can explain how, in plain English.
What do you know about roofing in my area?	They know your towns, your competitors and what homeowners search for.

Your contract checklist

- ☐ Month to month, or a short trial. No long lock-in or early-cancel fee.
- ☐ Every monthly task is written down, so you can check it happened.
- ☐ You stay the **owner** of your Google listing, website and domain.
- ☐ You can cancel in writing, by email or text, with no runaround.
- ☐ No promise of a #1 ranking anywhere in the paperwork.

Questions adapted from Google Search Central, "Do you need an SEO?"

How Google picks which roofers show up

Google says three things decide who shows up on the map when a homeowner searches "roofer near me":

Relevance

Does your listing clearly match what they searched for?
Complete, detailed info helps.

Distance

How close you are to the person searching. You can't change this one.

Prominence

How well known you are, partly from how many reviews and good ratings you have.

You can't move your shop. But relevance and prominence are mostly up to you.

Step 1: Get the basics right (one afternoon)

- **Claim and verify your listing** at google.com/business, so Google knows you're the owner.
- **Main category: "Roofing contractor."** Add others only for work you really do, like gutters or siding.
- **Service area:** list the towns you actually work in, such as Greenwood, Ninety Six, Abbeville and Laurens.
- **Hours, including holidays.** Missing hours make you look closed. Update them before Thanksgiving and Christmas.
- **Phone and name exactly match your website and truck.** Same spelling, same number, everywhere.
- **Description:** two or three plain sentences. What you do, where, and why people pick you. "Family-owned, 20 years in Laurens County, free estimates."
- **Services list:** roof replacement, roof repair, metal roofing, storm damage, inspections. Whatever you really do.

Source: Google Business Profile Help, "Tips to improve your local ranking on Google."

Photos, posts and reviews: 20 minutes a week

Step 2: Photos every week

Google tells businesses to add photos. Homeowners want to see real work, not stock pictures.

- Before and after shots of the same roof
- Your crew on the job, in shirts with your logo
- Your trucks and trailers with your name showing
- Close-ups: shingles, flashing, ridge vents, clean-up

Step 3: A post every week

Posts show Google and homeowners you're open and busy.

- "Finished a full replacement in Ninety Six this week" plus 2 photos
- After a storm: "Hail in Abbeville? Here's what to check"
- Any offer you actually have: free inspections, financing

Step 4: Ask every customer for a review

Send your review link the day the job is done, while they're happy with their new roof: by text only if they've agreed to get texts from you, otherwise by email. It takes them 2 minutes. But follow Google's rules, or Google can remove reviews:

- **Ask every customer**, not just the ones you think will be happy. Asking only the happy ones breaks Google's rules.
- **No rewards.** No discounts, gift cards or freebies for a review.
- **No pressure.** Don't make them leave one while your crew stands there.

Step 5: Reply to every review within 2 days

5 stars: "Thanks, Linda! It was a pleasure working on your roof in Greenwood. Call us if you ever need anything. – Dale"

1 star: "We're sorry to hear this, Tom. That's not the experience we want anyone to have. Please call me directly at 864-555-0100 so we can make it right. – Dale"

Keep bad-review replies short and calm. The next homeowner reading it cares more about how you handle problems than about the problem.

Sources: Google Business Profile Help, "Tips to improve your local ranking on Google"; Google Maps user contributed content policy, "Fake engagement." Example replies are made up for this guide.

Your 10-minute Google Maps self-check

Search your business name on Google Maps on your phone and tick off each one. Every box you can't tick is a call you might be losing to the roofer down the road.

- ☐ My listing is claimed and verified, and I'm the **owner**, not just a manager.
- ☐ My main category is "Roofing contractor."
- ☐ My hours are listed, including holiday hours.
- ☐ My name and phone number match my website and trucks exactly.
- ☐ I list the towns I serve and the services I offer.
- ☐ I have at least 20 photos of real jobs, and I added some this month.
- ☐ I've posted something in the last 7 days.
- ☐ I have at least 20 reviews, and my newest one is from the last month.
- ☐ I've replied to every review, good and bad.
- ☐ My website link works and opens on a phone.
- ☐ I know how many calls my listing brought in last month. (Look under "Performance" in your Google Business Profile.)

Real roofer listings near Greenwood

From our own Google Maps check in October 2026. Names left out.

- **Lots of photos, few reviews:** a Newberry County roofer has 229 photos but only 9 reviews.
- **Gone quiet:** a Honea Path roofer has no photos and no website, and the top review on the listing is 14 years old.
- **Half there:** a Laurens roofer has 31 photos and a review from last month, but only 8 reviews in total and no website listed.
- **Doing it right:** a newer Anderson roofer has 145 photos and got a new review the day we looked.

How did you do? Ten or more ticks: you're ahead of most roofers around Greenwood. Six to nine: you're leaving calls on the table. Five or fewer: you're close to invisible, and the good news is it's very fixable.

Want us to do the checkup for you?

No time to go through all this? We'll look at your Google Maps listing for you, for free, and tell you exactly what's missing.

Free Google Maps checkup for roofers

- We go through your listing line by line: category, hours, photos, posts, reviews and replies.
- We compare you with the top 3 roofers showing up in your area.
- You get a short written list of what to fix, in plain English, to keep whether you hire us or not.
- A 15-minute call to walk you through it. No cost, no contract, no pressure.

Call, text or email to book yours

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If you'd rather we handled it every month: we take care of your Google Maps listing, weekly posts, photos, review requests and replies, and website service pages. Month to month, no contract. You get a plain-English report every month listing every task we did and the calls Google sent you. Plans start at \$500 a month.

We'll never promise you #1 on Google. Nobody honest can. We promise the work, and we'll show you every bit of it.