

WEBSITE & SEO AUDIT

Turning Website Traffic Into Booked Reroofing Jobs

A full review of search visibility, on-site experience, technical health and local presence, measured against your closest competitor.

PREPARED FOR

Action Reroofing — actionreroofing.co.nz

01 The Gap: What Your Competitor Is Earning That You Are Not

Your main competitor, [reroofingspecialist.co.nz](#), is a much newer and weaker site on paper. But it is out-earning you where it counts.

THEIR DOMAIN RATING	YOUR DOMAIN RATING	THEIR TRAFFIC VALUE	YOUR TRAFFIC VALUE
8	15	\$284/mo	\$96/mo

Metric	reroofingspecialist.co.nz	actionreroofing.co.nz
Domain Rating (site authority)	8	15 — you are stronger
Backlinks	667	3,200 — you are stronger
Linking websites	186	1,300 — you are stronger
Monthly organic visits	102	126 — you have more
Monthly traffic value	\$284	\$96 — worth a third as much
Where the traffic lands	100% on the homepage	90%+ on blog articles

The takeaway: you are not losing on authority. You have double the backlinks and almost double the domain strength of your competitor, and slightly more visitors overall. But their traffic is worth three times as much money, because every one of their visitors lands on a homepage built to get a phone call. Almost all of yours lands on a blog post about roofing terminology. You are losing on where people land and what they came to do, not on how strong your site is.

02 The Keywords Bringing Them Paying Customers

Your competitor ranks for the exact phrases someone types when they are ready to hire a roofer this week.

Their top keywords

Keyword	Their Position	Monthly Searches
re roofing	2	200
roofing companies christchurch	6	150
roofers christchurch	7	100
reroofing	4	30
reroof	10	100

Your top keywords

Keyword	Your Position	Monthly Searches
roof parts	1	30

reroof	5	100
long run metal roofing	5	100
parts of a roof	1	70
long run roofing nz	9	100

Notice what is missing from your list: no "christchurch," no "roofers," no "roofing company." You are winning the keywords a homeowner types when they are curious about roofing. Your competitor is winning the keywords a homeowner types when they are about to pick up the phone. "Parts of a roof" and "roof parts" bring visitors, but almost nobody searching that is calling a roofer the same week.

03 What This Is Actually Costing You in Dollars

These are estimates built from standard industry conversion benchmarks and real Christchurch reroofing prices, not numbers pulled from your own call tracking. Once tracking is in place, we can replace these with exact figures. Every assumption below has been kept conservative on purpose.

The building blocks used for this estimate:

- A standard reroof in Christchurch realistically costs between \$15,000 and \$22,000 fully installed. This uses \$18,000 as the midpoint.
- A local trade website receiving genuinely commercial, ready-to-buy traffic typically converts 2 to 4 percent of visitors into an enquiry. This uses 3 percent.
- Roofing companies typically close between 20 and 30 percent of quoted jobs. This uses 25 percent.

COMPETITOR — ESTIMATED ANNUAL REVENUE FROM ORGANIC SEARCH

~\$160,000

102 visits/mo, all commercial intent → ~3 enquiries/mo → ~9 jobs/year

YOU — ESTIMATED ANNUAL REVENUE FROM ORGANIC SEARCH

\$20,000 – \$35,000

126 visits/mo, ~10-15% commercial intent → 1-2 jobs/year

Same industry. More backlinks. Higher authority. Similar total traffic. But a gap of well over **\$100,000 a year** in what that traffic is actually worth, because it is landing in the wrong place on your site.

04 Homepage Audit, Section by Section

FIX

No clear call-to-action in the header or the hero section

This is the biggest conversion gap on the page. The header only shows a phone number and an email address as plain text links, there is no styled "Call Now" or "Get a Free Quote" button that stands out visually. In the hero section, directly under the headline, the only two buttons are "View testimonials" and "View gallery." Neither of those asks for the sale. A visitor who has just searched "roofers christchurch" and is ready to act has no obvious next step until they scroll well past the service sections. Every one of those visitors should be met immediately with a clear, high-contrast "Get a Free Quote" button in both the header and the hero, since this is the single easiest fix to turn more of your existing traffic into enquiries.

GOOD

H1 — "Christchurch & Canterbury Re-Roofing Specialists"

Includes your service and your location in the very first thing Google and visitors both see.

FIX

Owner intro paragraph (James's welcome message)

Good for trust and warmth, a personal touch most competitors skip. But it's a wall of text with no photo of James next to it, and the line "please feel free to read our reviews here" has no link attached at all — a dead end right when someone was about to go check your reviews.

IMPROVE

Service sections — Reroofing & Respouting / Tile Conversions / Roof Repairs

Clear, and each has its own call to action. But they're short and generic: no starting price range, no typical job timeline, no photos tied to each specific service. "Take a look at our portfolio" under Tile Conversions links to Testimonials instead of the Gallery — a small but confusing mismatch.

FIX

Trust H3s — On time & on budget, High quality, Clean & tidy, Fully licensed, Competitive pricing, Outstanding service

Good trust content that reduces buyer hesitation. But these six sit without a proper H2 parent like "Why Choose Us" above them. That weakens the page's structure for Google and makes it harder to skim.

IMPROVE

"Struggling to find a roofing specialist you can trust?"

Genuinely good copy that speaks to real frustrations. It just isn't marked up as a heading at all, so it's invisible to anyone scanning the page structure, including Google.

FIX

Footer — "Design by Muse Marketing Agency," Copyright, Privacy Policy, Sitemap

All four of these are marked as H2 headings, the same structural weight as your actual service sections. Right now Google sees "Design by Muse Marketing Agency" as being just as important as "Reroofing & Respouting." This needs to be fixed.

05 What's Missing From the Homepage

This connects directly to the revenue gap in section 3. Even the visitors who do reach your commercial pages have to work harder than they should to actually ask for a quote, since neither the header nor the hero gives them an obvious button to click. Fixing the keyword and content problem brings more of the right visitors in. Fixing this fixes what happens once they arrive.

Compared to what a strong roofing company homepage usually includes, you are missing:

- Google reviews or testimonial carousel shown on the homepage (your 4.7★ from 70+ reviews lives only on Google)
- A jobs-completed or years-in-business counter
- Before/after project photos directly on the homepage
- An FAQ snippet, despite already having a full FAQ page
- Trust badges beyond the two supplier logos (licensing, insurance, guarantees)
- A visible business address and embedded Google map
- A clear step-by-step process (quote, schedule, install, warranty)
- A list of suburbs and areas covered across Canterbury
- A "latest from the blog" section
- Awards, media mentions, or "as featured in" recognition, if any exist

06 Technical Issues

Based on the Google PageSpeed report, run on mobile.



- **Largest Contentful Paint: 11.9 seconds.** This is the single biggest problem on the site. Google recommends under 2.5 seconds. Right now the main visible content of the page takes almost 12 seconds to fully appear on a phone. Most visitors leave before that happens.
- **Speed Index: 12.3 seconds.** Also very slow, confirming the page feels sluggish the whole way through loading, not just at one point.
- **First Contentful Paint: 3.2 seconds,** above the ideal of under 1.8 seconds.
- **Total Blocking Time: 350ms,** in the "needs improvement" range, meaning the page can feel unresponsive to taps while still loading.
- **Cumulative Layout Shift: 0.** This is good — nothing jumps around on the page as it loads.
- **SEO score of 100 in the tool** only checks technical basics like mobile-friendliness and meta tags. It does not mean rankings are fine, it means the page passes a checklist.

The site runs on WordPress with the Elementor page builder, a common cause of exactly this kind of slowdown when images and scripts aren't optimised. Given the very poor Largest Contentful Paint and Speed Index, the hero image and page-builder scripts are the most likely culprits. Every extra second of load time has a well documented, direct cost in lost conversions, so this is not a technical nitpick, it is very likely costing enquiries right now.

07 Off-Page (Backlinks)

This is genuinely one of your strengths. A Domain Rating of 15 with 3,200 backlinks from 1,300 different websites, and roughly three quarters of those links passing authority, is a solid foundation, well ahead of your main competitor's Domain Rating of 8. The problem is not a lack of backlink strength. It is that this authority is being spent ranking blog content instead of the pages that bring in paying customers.

08 Local SEO

GOOD

Google Business Profile

You have a real asset here: 4.7 stars from more than 70 reviews. Strong social proof most competitors would want.

FIX

Reviews not shown on your own website

None of this appears anywhere on your website — no embedded map, no reviews widget, no mention of the rating. Visitors have to leave your site and find your Google listing themselves, and many won't bother.

FIX

No visible business address

Your homepage and footer show a phone number and email but no physical street address. Directories list you at 20A Dumbarton Street, but this isn't shown on your own site. A visible, consistent address builds both visitor trust and Google's local trust signals.

CHECK

Phone number inconsistency

One directory listing shows 027 273 7667, your website shows 027 273 7663. Worth confirming which is correct and matching it everywhere online — inconsistent numbers across directories can quietly work against local rankings.

OPPORTUNITY

No suburb or town-specific pages

You describe yourself as covering "Canterbury," but there are no pages targeting Rolleston, Rangiora, Lincoln, or Selwyn. These searches carry real, low-competition volume currently left entirely to competitors.

09 Schema (Structured Data)

No structured data was detected on the homepage during this review — no LocalBusiness schema, no Service schema, no FAQ schema despite already having a full FAQ page, and no Review schema linking to your strong Google rating. This should be confirmed with a full technical crawl as a next step, but as it stands, FAQ schema and review schema in particular look like quick wins that can improve how you appear directly in Google search results.

This audit reflects data available as of 29 July 2026 and is intended as a working document to guide the next phase of work.