



LEAD SYMPHONY

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Best Keywords & Hashtags For The Roofing Industry



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Getting Started

This ebook contains the most popular keywords & hashtags for roofers. To get the most current keywords or to target your search further, use Google Keyword Planner.

Short-tail Keywords: One word used as a keyword. Example: roof.

Long-tail Keywords: Two or more words used as a keyword phrase. Example: roof repair near me.

Long-tail keywords should resemble what your customer will type into the search box of a search engine.

To target a keyword phrase, build a job story, video or graphic around the keyword phrase. Use the phrase in your title, and at least 3 other times in your text. Use the keyword phrase in some of your image alt tags & descriptions.

NOTE: Don't use it in every image or you'll get penalized for "keyword stuffing." If you have 5 images, use the keyword phrase in 3 of them.

Create multiple job stories around the same keyword phrase to get maximum benefit.



Tip

Use a target keyword phrase in your title, and at least 3 other times in your job story. Also use it in some alt tags, descriptions and in the title of videos on Youtube.



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High Traffic Keywords

Roof – 90,500

Roofing – 90,500

Rofer – 90,500

Metal roof – 74,000

Roof shingles – 49,500

Roofing contractors – 33,100

Roofing companies – 33,100

Roof repair – 27,100

Roofing supplies – 22,200

Roofing materials – 14,800

Tile roof – 12,100

TPO roofing – 12,100

Rain gutter – 12,100

Roof tiles – 12,100

Asphalt shingles – 9,900

Roll roofing – 8,100

Rubber roofing – 8,100

EPDM roofing – 6,600

Green roof – 6,600

Commercial roofing – 5,400

Roof replacement – 5,400

Flat roof – 4,400

Roof installation – 3,600

Roof inspection – 3,600

Metal shingles – 3,600

Composition roof – 3,600

Roof coating – 3,600

Roof membrane – 3,600

Types of metal roofs – 3,600

Roofing services – 2,900

Roofing systems – 2,900

Quality roofing – 2,400

Best roofing – 1,900

New roof – 1,900

Built up roof – 1,900

Residential roofing – 1,900

Roofing prices – 1,600

Types of shingles – 1,600

Local roofers – 1,300

Reroofing – 1,300

Slate shingles – 1,000

Concrete tile – 1,000

Roof maintenance – 880

Residential roofing company – 720

Shingle repair – 720

Roof repair service – 720

Roof damage – 480

Residential roofers near me – 320

Commercial roofers near me – 390

Leaky roof – 320



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Best Hashtags

#roofers #roofer #roofing #roofingcontractor #construction #roof #roofersofinstagram
#roofingcompany #rooferslife #roofinglife #roofrepair #life #rooftop #commercialroofing #newroof
#roofershelper #shingles #roofreplacement #homeimprovement #contractor #residentialroofing
#flatroof #roofs #rooferlife #roofingcontractors #metalroofing #roofersdream #roofergirl
#roofersforum #roofersdoitontop #gutters #rooferman #roofersunion #rooferproblems #architecture
#home #reroof #siding #building #roofingworld #roofersofinsta #roofingculture #roofinstallation
#chasing #crane #roofersproblems #metalroofer



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Job Story SEO Planner

Keyword Phrase _____

Title _____

Body Key Words _____

ALT TAG _____

Description _____

Hashtags # _____

Social Media Post

- Youtube Video
- Facebook
- LinkedIn
- _____
- _____



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Promotional Outlets

1. Search Engines
2. Image Searches
3. Video Searches
4. Product Searches
5. Social Media Post
6. 3rd Party Sites
7. Email
8. Advertisement



Tip

Use these outlets to reach your customer. Creating content is just the start. SEO-rich content needs to be distributed in multiple formats by as many methods as possible.

Image Alt Tags

While ALT tags need to be **descriptive**, they also need to be brief. They should not be full sentences or paragraphs. With a limit of about 125 characters, an ALT tag should provide enough detail for users and search engines to relate the image to the context of the page.



Okay: ``

Better: ``

Image Description Tags

Allows website owners to describe the image in plain text. The main purpose of the alternate text is to improve accessibility by enabling screen readers to read out the alt text for visually impaired users.

Alt text is also crucial for image SEO. It helps search engines understand the context of the image.



Tip

Don't overload your images or "keyword stuff." Make the language sound natural.

6 SEO Tips

1. **Research Keywords & Target Your Buyers By Product**
2. **On-Page Optimization** - Make Sure Keywords Are In Story
3. **Information Architecture & Internal Linking** - Make Your Site & Page Easy To Use
4. **Page Speed** - Faster Sites Get Placed Closer To The Top Of Search Engines
5. **YouTube** - Use Video To Climb Google Ranks Faster
6. **Track & Measure** SEO Results Using Google Analytics



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#leadsymphony: When you want to appear alongside Lead Symphony.

Think of **hashtags** as a way to connect social media content to a specific topic, event, theme or conversation. They also make it easier to discover posts around those specific topics, because **hashtags** aggregate all social media content with that same **hashtag**.

Let's pick something specific, in a specific circumstance. **#leadsymphony.** **When you use #leadsymphony, it links that post with any other post by anyone, anywhere with your post.** So when someone searches "lead symphony," they'll get results for any social media post using that hashtag. You see this most at play on image sharing sites (Instagram), Tumblr and Twitter.

Hashtag (#)

Technically hashtags don't work on Facebook, and yet they kinda do. When the Facebook page is linked with an Instagram account, it causes the hashtags to leak over onto Facebook and have some relevance.

In the trade show we just went to, the proper hashtag to use was **#winthestorm.** **Any vendor or person taking a photo or making a post about the event or from the event would want to use #winthestorm in their post to get more attention for their post.** It gets them more publicity and exposure by pulling their content up beside other content from the same event.

When you use a hashtag on a photo on social media, it causes the image to get more exposure to people who never would have seen it otherwise. **People who don't know you can find your work when you use a hashtag that is common.**



@leadsymphony: when you are talking TO or TRYING TO GET THE ATTENTION OF Lead Symphony

Think of at symbol (@) as tagging someone or some company. That entity gets a notification that they were mentioned. On Facebook, if you take a pic of you and a friend, you would @yourfriend to create a link to them. This also puts the image on their page if their preferences are set to show tagged images. Tagging celebrities or big companies will often get your post read by that entity.

On Facebook, when you use the @ to tag someone, it let's them know they were mentioned. If you use "@leadsymphony" in a Facebook post, the system tags them as a link in your post and notifies Lead Symphony

At Symbol @

that they were mentioned. @ can be used in email, Google Docs, Facebook, Skype, Twitter, and pretty much everywhere else.

In Skype or Trello, use @person to notify that person that the post is meant for their eyes, too.

Using both works on several areas of social media. Twitter is a great example. For the trade show we just attended SVG - Win The Storm:

[#winthestorm hashtag on Twitter](#)

Essentially this pulls up everything on Twitter about the event, and notifies SVG that you mentioned them:

*"Excited to present at @SVGCorp #WinTheStorm conference March 3-4 in Las Vegas!
<http://www.WinTheStorm.com> ... **Win The Storm** is a MAJOR success."*



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