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GROWTH PLAN

EXAMPLE PLAN

Sela Roofing & Remodeling

Paid Media Opportunities & Roadmap

October 23, 2026 • selaroofing.com



ACCOUNT SNAPSHOT

INDUSTRY Residential Roofing & Exteriors	**BUSINESS MODEL** Local Service (Lead Gen)
PLATFORM WordPress	**WEBSITE** selaroofing.com

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1. Your Growth Score

74

out of 100. Few roofers in the Twin Cities are as visible as you: the #1 map listing on most roofing searches we ran, 713 Google reviews at 4.9 stars, and ads on Google, YouTube and Facebook. The gaps come after the click, and on the searches for specific jobs like hail damage and roof costs.

Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.

Area	Rating	What We Found
Offer & message	Solid	Clear and well proven (since 1982, 150,000+ customers, GAF Master Elite), but the offer changes by channel: a free inspection on Facebook, 10% off on your Google listing, a free estimate on the site, and trust lines rather than an offer in your Search ad headlines.
Competitive ad position	Solid	Ads on Google Search, Local Services, YouTube and Facebook. Your Search ads lead with trust ("MN's Most Trusted Name"), the same angle Kaufman uses; T-10 leads with a money-back guarantee.
Search demand captured	Strong	On 5 money searches you held the #1 map spot on 4 and #2 on the fifth, plus the Local Services ads on "roof repair minneapolis."
Landing page readiness	Limited	Every ad page we tested takes 5-20 seconds to show its main content on a phone. The page your Facebook ads use never mentions the free inspection they promise, and its form is at the bottom.
Reviews	Strong	4.9 from 713 reviews, more than every competitor we checked (Kaufman 471, R & R Roofing 388, T-10 307).
Search visibility	Solid	#1 for your name and page 1 on 3 of 6 roofing searches. Not on page 1 for hail damage, roof replacement or roof cost searches.
AI search	Solid	Named first for "best roofing company in Minneapolis." Not named when we asked who to call for hail damage or a roof replacement.
Social	Solid	Facebook and Instagram accounts are live and running ads, but with 126 Facebook and 200 Instagram followers, behind Kaufman (863 and 414).

Red Flags

! Your Facebook and Instagram ads send people to your residential page, which took 15-18 seconds to show its main content in two phone tests. About 15 MB of background video makes up most of the page. Google's research found 53% of mobile visitors leave a page that takes longer than 3 seconds to load.

2. Your Business & Market

Sela Roofing & Remodeling is an independent Minnesota roofing and exterior contractor at 4521 MN-7 in St. Louis Park, serving the Twin Cities since 1982, with offices for Minneapolis, St. Paul and Rochester. It handles residential roofing and storm restoration, multifamily and commercial roofing, siding, gutters, windows and doors, skylights and chimney restoration, with 24/7 emergency service.

Your Core Promise

"Your Trusted Choice Since 1982" and "Trusted by More Than 150,000 Satisfied Customers" (your website), with "MN's Most Trusted Name" (your ads)

What You Offer

Service	What It Is	Posted Price
Residential roofing	Roof replacement and repair, GAF Master Elite and Owens Corning Platinum Preferred	Not posted
Storm restoration	Hail and wind damage inspections, insurance claim help	Free inspection (posted)
Siding, gutters, windows & doors	Exterior remodeling beyond the roof	Not posted
Multifamily & commercial	Roofing for property managers and businesses	Not posted
Offers	"Special Offer: 10% off your next project"; free estimates	10% off (posted)
Financing & warranty	"Financing Available" and "Ask About Our Lifetime Warranty"	Terms not posted

What Your Site Asks Visitors to Do

Element	What We Found
Main ask	A free estimate form right under the headline on your homepage and Minneapolis page, plus a 24/7 phone number in the header
On phones	A sticky phone bar and a "Free Estimate" tab on every page
Proof shown	4.9 Google rating, 150,000+ customers, GAF and Owens Corning certifications, BBB A+
Tracking	Google Ads and Google Analytics tags fire on your ad pages. We didn't see the Meta pixel load on any page we tested

Who You Are Really Talking To

- You serve two very different roof buyers: the homeowner after a hailstorm (urgent, worried about insurance, choosing fast) and the homeowner planning a replacement (comparing prices for weeks on a five-figure job). Your reputation wins the general "best roofer" question. The specific searches each of these buyers makes are where competitors show up instead.

3. Competitive Ad Landscape

We looked at who shows up when Twin Cities homeowners search for a roofer, and what roofing companies are advertising to them on Google, Facebook and Instagram.

Who Is Advertising Against You

Competitor	Google Ads	Meta Ads	What They Lead With	Threat
T-10 Construction & Roofing	Text ads on 4 of 6 money searches we checked	None seen	"30-Day Money-Back Guarantee. #1 Minneapolis Roofing Contractor. 300+ 5-Star Reviews"; 25-year workmanship warranty	High
Erie Home Roofing (national)	Local Services ads above you on "roof repair near me" and "roof replacement near me"	Active	Metal roofs "in as little as one day"; "50% off installation" and "no payments for 90 days"	High
Kaufman Roofing	9 Search ads in 30 days; top 5 unpaid on 2 searches	Active since Apr 8	"Twin Cities Premier Roofers Since 1930"; Facebook: "Think your roof made it through the last storm?"	Medium
Walker Roofing Company	15 Search ads in 30 days; top 5 unpaid on 5 searches	Active since Sep 18	"$0 Down"; Google listing: "Save 10% on a Full Residential Roof Replacement"	Medium
Stinson Services	4 Search ads in 30 days; #2 unpaid for hail damage	None seen	Hail damage repair, free inspections, hail maps	Medium

Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.

What Their Ads Promise

- A guarantee instead of a price cut. T-10's ads lead with "30-Day Money-Back Guarantee" and a 25-year workmanship warranty.
- A price hook. Erie Home: "50% off installation" and "no payments for 90 days." Walker: "$0 Down."
- Storm urgency. Kaufman on Facebook: "Think your roof made it through the last storm?"
- Review counts as proof. T-10 advertises "300+ 5-Star Reviews." You have 713 at 4.9.

Where the Field Is Open

→ Nobody else can claim your review count. T-10 builds its ads around 300+ reviews; your Search ads we saw don't mention your 713.

→ Your Facebook ads offer a free roof inspection. Your Search ads and the page your Facebook ads use don't carry that offer.

→ On the hail damage search we saw one roofer's text ad in three checks, and you weren't in the unpaid results.

→ People pricing a new roof cost $3-$17 a click, and on our roof cost search we saw at most one ad per check.

4. Paid Media Opportunities

How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the Twin Cities, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.

Your business is a local, lead-generation service with two kinds of roof buyers: storm-driven repair and insurance work, and planned replacements. Success is measured in booked inspections and signed jobs, not clicks.

Your Current Ads

Google's public ad library shows 45 of your Search ads and about 200 YouTube ads in the last 30 days, and Meta's library shows 7 Facebook and Instagram ads running since October 1. A sample of what they say:

Your Ad	What It Says	Where It Sends People
Google Search	"MN's Most Trusted Name" / "Beautiful, High Quality Roofing & Siding Friendly, Professional and Affordable"	Your homepage
Google Search (seen live on "roof replacement minneapolis")	"Minneapolis, MN | Roof Repair & Replacement | Sela"	Your Minneapolis page
Google Local Services	"4.9 (708) · 43+ years in business · Free in-home estimate"	Google's own quote form
Facebook & Instagram video, since Oct 1	"Schedule a FREE roof inspection with Sela Roofing... No pressure. No obligation."	Your residential page
YouTube video	Homeowner testimonials	Your website

This is a full-funnel program: few roofers we checked run on this many channels. A few of the 45 Search ads recruit crews rather than customers. The gaps we found are in what happens after the click, which we cover below. A full read of performance needs access to your ad accounts.

Where You Show Up Today

Channel	What We Found	Checked
Google Search ads	45 ads in 30 days; seen live on your name and on "roof replacement minneapolis"	Oct 23, 2026
Google Local Services	In the top box on "roof repair minneapolis" and both "near me" searches; two gutter companies held it on "roofing companies minneapolis" on 2 of 3 checks	Oct 23, 2026
Google map listing	#1 on 4 of 5 money searches, #2 on the fifth	Oct 23, 2026
Facebook & Instagram ads	7 active since Oct 1 (free inspection, storm damage, before and after)	Oct 23, 2026
Google reviews	4.9 from 713	Oct 23, 2026

Which Platforms Fit

Platform	Fit	Why
Google Search	High	Already your strongest channel. The cheapest gap is homeowners pricing a new roof: $3-$17 a click versus $15-$122 for ready-to-hire searches.
Google Local Services	High	Pay per lead and the top of the page. You're in it on repair searches; gutter companies and Erie Home take spots on others.
Facebook & Instagram	High	Running since Oct 1. Competitors are pitching storm checks and payment offers there now. Results depend on the page and tracking behind the ads.
YouTube	Medium	You run about 200 testimonial videos, a strong asset. It pays off most when the pages it drives people to load fast on phones.

Searches From People Ready to Book

Searches from Twin Cities homeowners ready to hire a roofer. These cost the most because every roofer, and the lead sellers, want them.

Search	Monthly Searches	Est. Cost per Click	Competition
roofing companies near me	2,900	$20.40 - $84.04	Medium
roofers near me	2,400	$17.15 - $70.00	Medium
roofing contractor	1,300	$20.39 - $70.00	Low
roof repair near me	1,000	$22.57 - $80.25	Low
roofing companies minneapolis	720	$29.14 - $93.99	Low
roofers minneapolis	720	$15.45 - $72.88	Low
roof inspection	480	$27.28 - $86.42	Low
roof replacement near me	390	$15.34 - $92.27	Low
roof repair minneapolis	260	$45.00 - $121.85	Low

Bigger, Broader Searches

Homeowners pricing a new roof. Fewer searches, but a fraction of the cost per click, and these people are shopping for your biggest job.

Search	Monthly Searches	Est. Cost per Click	Competition
roof replacement cost	320	$4.70 - $17.30	Medium
metal roof cost	170	$3.12 - $11.59	High
new roof cost	140	$4.11 - $13.41	Medium
how much does a new roof cost	140	$2.99 - $9.36	High
how much does it cost to replace a roof	90	$3.64 - $12.93	Medium

The Page Your Ads Would Send People To

We tested the pages your ads send people to. We name what we found; the fixes are part of working together.

Check	What We Found
Residential page (your Facebook and Instagram ads), phone	About 15-18 seconds to show the main content (score 35-51 out of 100). Desktop: 0.9 seconds (score 79).
Minneapolis page (your Search ad and Google listing), phone	About 19.5 seconds on both tests (score 55). Desktop: 1.1 seconds (score 84).
Homepage (your brand ads), phone	About 4.8 seconds (score 44). Desktop: 1.0 second (score 67).
Why phones are slow	An autoplaying background video, about 15 MB, makes up roughly 80% of each page (17-20 MB in total).
Match to the ad	Your Facebook ads promise a free roof inspection. The residential page never mentions one, and its form sits at the very bottom.
Tracking	Google Ads and Analytics tags fire. We didn't see the Meta pixel load on any of the four pages we tested.
What's working	A free estimate form right under the headline on your homepage and Minneapolis page, a 24/7 phone number on every page, and your 4.9 rating up front.

Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.

5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

Reviews

You lead every roofer we checked, on both rating and count:

Company	Google Rating	Reviews
Sela Roofing & Remodeling	4.9	713
Kaufman Roofing	4.8	471
R & R Roofing	5.0	388
T-10 Construction & Roofing	4.8	307
Erie Home Roofing (Bloomington)	4.6	278

The full Market Intelligence Report covers this in depth.

Search Visibility

Your map listing does the heavy lifting. Your unpaid web results are thinner, especially on hail and cost searches:

Search	Map Listing	Web Results
roofing companies minneapolis	#1	#6 on one of two checks
roofers minneapolis	#1	#7
roof repair minneapolis	#2	#7 to #9
roof replacement minneapolis	#1	Not on page 1
hail damage roof repair minneapolis	#1	Not on page 1
roof replacement cost minneapolis	#1	Not on page 1

The full Market Intelligence Report covers this in depth.

AI Search

More homeowners now ask AI assistants who to call. We asked one three questions:

Question	You're Named?
Who is the best roofing company in Minneapolis?	Yes (1st)
My roof in the Twin Cities got hit by hail. Which roofing company should I call?	No
Which Twin Cities roofer should I hire to replace my roof?	No

The full Market Intelligence Report covers this in depth.

Social

Your ads run from a Facebook page with a small following, and your website doesn't link to your social accounts:

Account	Followers	Posts
Sela, Instagram @selaroofing	200	50
Sela, Facebook	126	--
Kaufman, Instagram @kaufmanroofing	414	250
Kaufman, Facebook	863	--

The full Market Intelligence Report covers this in depth.

6. Budget & Performance Benchmarks

What You Can Afford to Pay for a New Client

For a local service business, a common rule of thumb is to spend no more than 20-25% of a job's value to win the customer. You don't post prices, so we used a published local figure.

Average Minneapolis roof replacement, as published by Keystone Builders, a Twin Cities roofer: approximately $19,500 x 20%-25% = a ceiling of approximately $3,900 - $4,875 to win a new client.

That ceiling is per replacement customer. Repairs are worth less up front, but storm repairs often turn into insurance-paid replacements, and many of your customers come back for siding, gutters and windows.

Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $50.37, then multiplied by a 5% - 8% conversion rate. Source: the cost per click is the search-volume-weighted average of the 9 ready-to-book searches in Section 4 (Google's own data for the Twin Cities). The 5%-8% conversion range is our assumption for home services search ads, not a measured figure for your account.

Scenario	Monthly Ad Spend	Where It Goes	Est. Clicks	Est. Inquiries	Est. Cost per Inquiry
Focused	$5,000	Google Search: "near me" and Twin Cities roofer searches	99	5 - 8	$630 - $1,007
Growth	$10,000	Google Search, plus roof cost and storm searches	199	10 - 16	$630 - $1,007
Fuller	$15,000	Google Search, plus Facebook & Instagram free-inspection ads with tracking in place	298	15 - 24	$630 - $1,007

- Roof cost searches run $3-$17 a click, so the Growth and Fuller scenarios will get more clicks than shown here from that share.
- Local Services ads are paid per lead, not per click, so they aren't in this math. Google sets lead prices by market and job type.

7. Strategic Roadmap

If You Only Do One Thing

Send your paid traffic to fast pages that repeat each ad's offer.
You already pay to reach homeowners on Search, YouTube and Facebook. On phones, those clicks land on pages that take 5-20 seconds to show anything, and your Facebook ads promise a free inspection the page never mentions.

Your Quick Win: Free, and Doable This Week

Connect the Meta pixel through the Google Tag Manager you already use.
Your Facebook and Instagram ads have run since October 1, but we didn't see the pixel load on any page we tested. Without it (or a server-side connection we can't see from outside), Facebook can't tell which clicks request an estimate, and can't re-show your ads to the people your YouTube and Search ads already brought to your site.

Do These First, Ranked by Payoff Against Effort

#	What to Do	Why (What We Found)	Impact	Effort
1	Make your ad pages fast on phones	5-20 seconds on phones; a 15 MB video is about 80% of each page	High	Medium
2	Give Facebook clicks a page that repeats the free inspection offer	The page they land on never mentions it, and its form is at the bottom	High	Low
3	Bid on roof cost searches	$3-$17 a click; at most one ad per check, and you're not on page 1	High	Low
4	Use one offer and your 713 reviews across every ad	The offer changes by channel; T-10 advertises 300+ reviews	Medium	Low
5	Show up for hail damage searches and AI answers	Not on page 1 for hail; AI names Right Away, Twin City Roofing and Ungerman	Medium	Medium
6	Win back Local Services spots on general roofer searches	Two gutter companies held them on "roofing companies minneapolis" on 2 of 3 checks	Medium	Low

What Waiting Costs

! T-10's money-back-guarantee ads appeared on 4 of the 6 money searches we checked, often above your listing.

! Erie Home held the first Local Services spot on "roof repair near me" and "roof replacement near me," and is running "50% off installation" on Facebook.

! Every phone visitor your Facebook ads send to the residential page can wait 15-18 seconds.

! When homeowners ask AI who to call for hail damage or a replacement, it names Right Away, Twin City Roofing, Ungerman, eRoof Minnesota and others, not you.

! Walker ("$0 Down") and Kaufman (storm checks) are running Facebook offers as homeowners book work before winter.

Landing Pages for Paid Traffic

You reach homeowners on more channels than almost any roofer we checked in the Twin Cities. The next layer is pages built around each ad's promise, so every click lands on the offer that earned it.

Landing Page	Who It Is For	Why It Converts Better
Free Roof Inspection	People who see your Facebook and YouTube videos	Repeats the ad's offer, with the request form at the top
Hail & Storm Damage Inspection, Twin Cities	Homeowners after a storm	Insurance help is what hail searchers ask about first
What a New Roof Costs in the Twin Cities	Homeowners pricing a replacement	Cheap clicks; turns price research into an estimate
New Roof with Financing	Payment-focused buyers	Matches the payment offers Erie Home and Walker are running

PageRocket, our landing page studio, builds these: pagerocket.net

8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

Monthly Management

Plan	Monthly Ad Spend	Hands-On Optimization	Our Fee, First Channel
Starter	Up to $6,999 ad spend / channel / month	Up to 7 hours / month	$895 / mo
Most Popular	$7,000 - $14,999 ad spend / channel / month	Up to 10 hours / month	$1,095 / mo
Larger Budgets	$15,000+ ad spend / channel / month	Up to 17 hours / month	$1,795 / mo

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

One-Time Options

Service	What It Is	Price
Landing page	A done-for-you landing page built for your ads, live in 7-10 days	$1,495

Full published rates: brandrocket.net/rates

9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”

Pavel Sukhobok | Potomac Debate Academy

Watch the video



“Our inbound leads have more than doubled since before we were working with you.”

Teal Cooper | Co-Founder, VendiBean

Watch the video



“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”

Jason Beers, PsyD | Owner, Crescent Roots Psychological Services

Watch the video

What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.