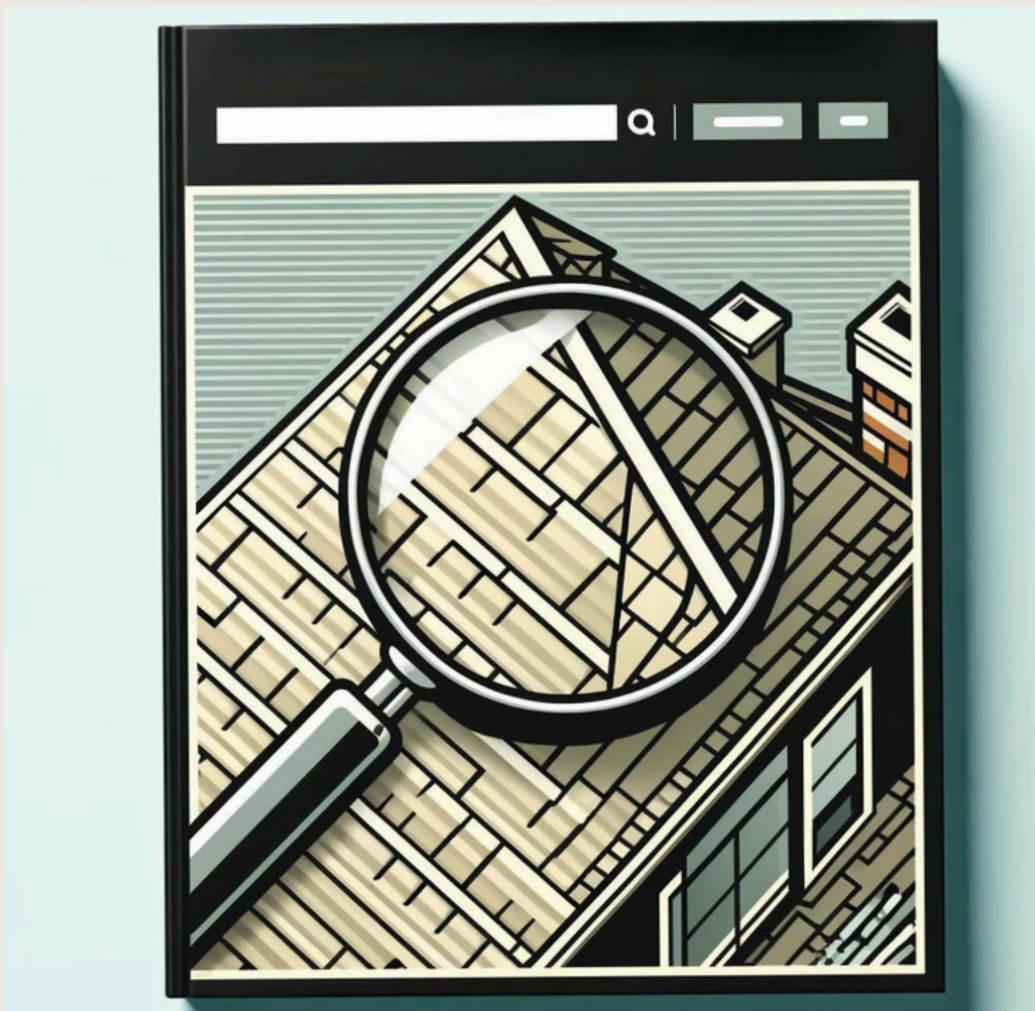# KEYWORD RESEARCH
Workbook
FOR ROOFERS

NW | NOLEN WALKER

Keyword Research Workbook for Roofers

Introduction

Welcome to the Keyword Research Workbook for Roofers! This workbook is designed to guide you through the keyword research process, helping you identify the best keywords to target for your roofing business.

By following the steps outlined here, you'll be able to optimize your website and content to attract more customers from search engines.

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1. Understanding Keyword Research

Keyword research is the process of finding and analyzing search terms that people enter into search engines. This information helps you understand what your potential customers are looking for and how you can tailor your website and content to meet their needs.

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2. Foundation Keywords

Foundation keywords are the primary search terms most relevant to your roofing business. These typically include your primary services and the locations you serve.

Template for Logging Foundation Keywords:

Keyword	Volume	Difficulty	Notes
Roofing + City			
Roof Repair + City			

Roof Installation + City			
Roof Replacement + City			

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3. Specialty Keywords

Specialty keywords are more specific to the unique services your roofing company offers. These can include different types of roofing materials, specific service types, or niche markets you serve.

Template for Logging Specialty Keywords:

Keyword	Volume	Difficulty	Notes
Residential Roofing			
Commercial Roofing			
Metal Roofing			
Tile Roofing			
Emergency Roof Repair			

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4. Hidden Keywords

Hidden keywords are long-tail keywords that may not show up in traditional keyword research tools but are highly relevant to your business. These often include very specific queries or job-related terms.

Template for Logging Hidden Keywords:

Keyword	Volume	Difficulty	Notes
Metal Roof Repair + City			
Roof Leak Repair After Storm			
Polymer Infused Shingle + City			

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5. Using Keyword Research Tools

Semrush
- **Step 1**: Enter your foundation keywords into Semrush.
- **Step 2**: Analyze the search volume, keyword difficulty, and competition.
- **Step 3**: Use the "Keyword Magic Tool" to find related keywords and variations.

DataPins
- **Step 1**: Use DataPins to tag job-specific keywords directly on your website.
- **Step 2**: Ensure each pin includes unique photos, job descriptions, and geo-coordinates.
- **Step 3**: Monitor the performance of these pins to identify hidden keyword opportunities.

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6. Understanding User Intent

User intent refers to a searcher's goal when typing a query into a search engine. Understanding user intent helps you create content that meets the needs of your audience.

- **Informational Intent**: Searchers looking for information (e.g., "How to fix a roof leak").
- **Navigational Intent**: Searchers looking for a specific website (e.g., "ABC Roofing Company").
- **Commercial Intent**: Searchers ready to purchase or hire a service (e.g., "Hire roof repair service").

Tips for Understanding User Intent

- Look at the search results for your target keywords to see what type of content is ranking.
- Analyze the questions your customers ask frequently.
- Use tools like Google Analytics to see which pages are performing well and why.

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7. Creating a Keyword Map

A keyword map is a plan that assigns specific keywords to individual pages on your website. This helps ensure each page is optimized for a unique set of keywords, avoiding keyword cannibalization.

Steps to Create a Keyword Map

1. **List Your Website Pages**: Write down all the main pages on your website.
2. **Assign Keywords**: Assign foundation, specialty, and hidden keywords to the relevant pages.
3. **Optimize Content**: Ensure each page's content is optimized for its assigned keywords, including title tags, meta descriptions, headings, and body content.

Keyword Map Template:

Keyword	Rank	Volume	Traffic	Notes
Roofing + City				
Metal Roofing + City				
Roof Leak Repair After Storm				

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8. Keyword Tracking Template

Tracking the performance of your keywords over time helps you understand which strategies are working and where you need to adjust.

Keyword Tracking Template:

Page URL	Assigned Keywords	Notes
/services/roofing	Roofing + City, Roof Installation + City	Primary service page
/services/metal-roofing	Metal Roofing + City	Specialty service page
/blog/roof-leak-repair-tips	Roof Leak Repair + City, Roof Leak Repair After Storm	Informational content

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Conclusion

Effective keyword research is the foundation of a successful SEO strategy for roofing companies. By following this workbook, you'll be able to identify and target the most valuable keywords for your business, optimize your content, and ultimately attract more customers through search engines.

Additional Resources

- **Semrush**
- **DataPins**

Feel free to customize this workbook better to fit the specific needs of your roofing business. Happy optimizing!