FREE CHECKLIST

Storm Season Website Readiness Checklist

A 12-point checklist for roofing companies to capture leads when storm demand spikes.

Storm season can create a major spike in roofing demand, but many roofing websites are not ready when that traffic arrives. Use this checklist to make sure your site is built to capture calls, estimate requests, and trust when urgency is highest.

24–48 hrs
Storm demand spikes fast after a major weather event

73%
Roofing sites miss emergency service CTAs entirely

3 Seconds
Mobile load time determines whether a lead stays or leaves

THE 12-POINT CHECKLIST

- [ ] 1 Make sure your homepage clearly mentions storm damage roofing services.
- [ ] 2 Put your phone number and primary call-to-action at the top of the page.
- [ ] 3 Add a clear emergency roof repair or storm response message above the fold.
- [ ] 4 Confirm your contact form works properly on both desktop and mobile devices.
- [ ] 5 Make sure your website loads quickly on mobile — every second counts.
- [ ] 6 Show the cities and service areas you cover clearly on your website.
- [ ] 7 Add recent roofing reviews, testimonials, or trust signals to key pages.

CHECKLIST CONTINUED — ITEMS 8–12

- [ ] **8** Include before-and-after roofing photos or project proof on your site.
- [ ] **9** Make sure your estimate request button stands out visually on every page.
- [ ] **10** Add insurance claim assistance or storm damage help messaging if relevant.
- [ ] **11** Check that your site has clear calls to action on every major service page.
- [ ] **12** Review your site for broken links, outdated offers, or missing service pages.

How to Use This Checklist

- ✓ Work through each item 4–6 weeks before storm season begins.
- ✓ Flag any incomplete item and assign it a priority fix date.
- ✓ Revisit this checklist after every major website update.
- ✓ Share with your web developer or agency to guide improvements.
- ✓ A perfect score = your site is ready to capture storm season leads.

The Real Cost of an Unready Website

If your roofing website is not ready before storm season, the problem is not just traffic. It is missed trust, missed conversions, and missed revenue.

FREE ROOFING WEBSITE AUDIT

Is Your Roofing Website Ready to Convert Storm Season Leads?

Request My Free Audit →

er your current site is costing you leads, stomers — before storm season hits.

AdvertisingBusiness.org /roofing-website-design/