

Summit Ridge Roofing (EXAMPLE)

Roofing contractor · Exampleton, EX · Keyword checked: "roofer in Exampleton"

You scored **28/100** on our 11-point check against the 3 businesses Google shows first for "roofer in Exampleton". Google showed 8 other businesses above you for this search. Your biggest gaps: review count, primary category.

28/100
CRITICAL

YOU VS. THE TOP 3 Public Google Maps data, October 20, 2026

	You: Summit Ridge Roof...	Competitor A Roofing	Competitor B Exteriors	Competitor C Roof Co.
Map rank	#9	#1	#2	#3
Rating	4.3★	4.8★	4.7★	4.9★
Reviews	14	212	96	58
Newest review	May 2, 2026 (171d)	Oct 14, 2026 (6d)	Oct 2, 2026 (18d)	Sep 27, 2026 (23d)
Primary category	General contractor	Roofing contractor	Roofing contractor	Roofing contractor
Secondary categories	1	6	4	3
Hours set	No	Yes	Yes	Yes
Photos	7	148	63	41
Last post	None	Oct 9, 2026 (11d)	Sep 18, 2026 (32d)	Jul 30, 2026 (82d)

MAP RANK Google Maps



Google Maps, "roofer in Exampleton", 2026-10-20

HOW YOUR SCORE WORKS 11 checks, points shown

Primary category	matches top-3 leader = 10	0/10
Secondary categories	6+ added = 10	3/10
Review count	≥ top-3 median = 15	4/15
Star rating	4.5★ or higher = 10	7/10
Review recency	newest ≤ 30 days = 10	0/10
Owner replies	replies to most = 5	2/5
Hours + special hours	hours + holiday hours = 10	0/10
Photos	30+ photos = 10	3/10
Recent posts	post ≤ 30 days = 5	0/5
Website + NAP match	site matches listing = 10	4/10
Claimed / verified	verified owner = 5	5/5
Total		28/100

TOP 3 FIXES biggest point gains first

- 1

Start a steady, compliant review flow (you have 14; top-3 median is 96)
Why: 47% of consumers won't use a business with fewer than 20 reviews. (BrightLocal 2026)

+11 pts
- 2

Switch the primary category to "Roofing contractor" (yours: "General contractor")
Why: Primary category is the #1 local-pack ranking factor. (Whitespark 2026, score 227)

+10 pts
- 3

Get fresh reviews: your newest is 171 days old
Why: 74% of consumers only care about reviews from the last 3 months. (BrightLocal 2026; Whitespark #11)

+10 pts

AI SEARCH VISIBILITY ChatGPT, Perplexity, Google AI Mode · separate from the 100-point score

1 of 9

AI answers that named you

ChatGPT 1/3 · Perplexity 0/3 · AI Mode 0/3, 2026-10-20

Where AI tools look for you (found on 4 of 7 checked, 2026-10-20)

Yelp × not found

BBB ✓ found · A

Angi ✓ found · 4.6★, 12 reviews

Houzz × not found

Bing Places × not found

Apple Maps ✓ found

CSLB license ✓ found · active

AI crawlers robots.txt blocks GPTBot, OAI-SearchBot

AI tip: Unblock AI crawlers in robots.txt (GPTBot, OAI-SearchBot): blocked sites can't be cited.

Prompts (1 run each): "best roofer in Exampleton" · "who should I call for a roof leak repair in Exampleton EX" · "top rated roofing company near Exampleton for a roof replacement"

COMPLIANCE FLAGS Google guideline risks **Name, address or phone on your website doesn't match the listing, which sends Google mixed signals.**

The Profile Fix-Up: we make these changes for you
Categories, services, hours, description, photos, posts, review kit + 30 replies, and Yelp, Bing, Apple and BBB listings cleaned up for AI search. Staged over 2–3 weeks; you stay the owner.
We work with one roofer per service area. The Exampleton area is still open.

\$249

for our first 3 clients (founding price), then \$349