



CRO AUDIT · LP RECOMMENDATION · PPC STRATEGY

Turn \$2,500 into \$22K–\$33K in booked jobs.

A 90-day Google Ads & landing page system built for DFW roofing. **8–12 qualified leads per month** at the industry's most competitive CPCs — scaling to 15–20 during hail season. Every number is pulled from verified 2025–2026 benchmarks. No 12-month contract. Month-to-month after 90 days.

AVG DFW JOB TICKET \$11K per closed roof	STORM SEASON 45 Days until peak hail	LAUNCH WINDOW 7 Days from green-light
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CLIENT
Oakstar Roofing & Restoration

OWNER · POINT OF CONTACT
Frank · 817-886-2261

MARKET
Fort Worth · DFW Metroplex

INVESTMENT
\$750 setup · \$499/mo management

2.35%
INDUSTRY AVG CVR

8–12%
NEW LP TARGET

4–5×
PROJECTED LIFT

7 Days
GREEN-LIGHT TO LIVE

BUILT FOR FRANK | Inside: a **CRO audit** of oakstarroofing.com, a **walkthrough** of the new 91/100 landing page, and the **two-campaign Google Ads architecture** sized for \$2,500/mo in DFW — benchmarked on 2025–26 industry data, not guesses.



PREPARED BY
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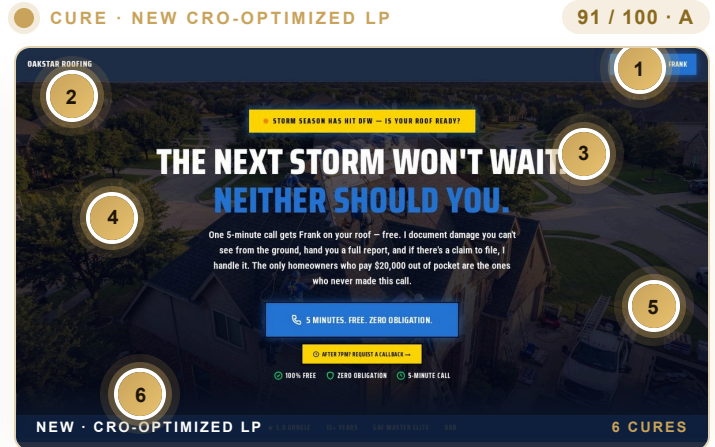
I've scored and rebuilt **400+ roofing landing pages** for contractors across Texas and the Sun Belt. I run the exact Google Ads & LP playbook inside this deck — no agency markup, no 12-month contract, just the dashboards, the data, and a text back when something breaks.

- 10+ YRS PAID MEDIA
- 400+ LPS SCORED
- \$114 AVG CPL
- DFW NATIVE

CURRENT SITE VS. NEW LANDING PAGE · DIAGNOSIS → CURE

Your homepage greets visitors. A paid click needs a closer.

Here's the problem: oakstarroofing.com was built to inform — past customers, job applicants, Google. It converts paid clicks at 1.5–2%. The new LP is engineered to convert at 8–12%. Below — 6 failure points marked in red, 6 matching fixes marked in gold.



MESSAGE MISS	1 Generic brochure headline "Oakstar Roofing" — greets every visitor the same way. Zero match for a \$25 paid click.
EXIT LEAKS	2 Nav bar + exit links above fold 6-item menu, blog links, "About Us" — every link is an exit . Choice paralysis kills the call.
NO URGENCY	3 Zero urgency or scarcity copy Evergreen tone. Nothing says "call this week." Paid clicks bounce with no reason to stay.
TRUST GAP	4 No trust stack above fold Rating hidden, reviews buried, no authority signals visible in the first 3 seconds.
MOBILE FAIL	5 Buried phone, no sticky CTA Phone in header only. Mobile visitors scroll past and can't find it again . 78% of clicks lost.
NO RAPPORT	6 No founder story or objections No face, no "why Oakstar," no "47% claims denied" stat. Every unanswered fear = a bounce .

1 Pain-framed storm hero "The next storm won't wait. Neither should you." — 2x CVR lift over benefit-led.	MESSAGE MATCH
2 Zero menu, single focal CTA One tap-to-call button. No nav, no exits — one path forward. Hick's Law applied.	CTA FOCUS
3 Specific scarcity banner "4 free inspection slots left this week." Specific scarcity beats generic 3:1 (Cialdini).	URGENCY
4 4-stat authority + 14 reviews 15+ yrs · 500+ roofs · 5.0★ · 24/7 in one glance — Cialdini Authority front-loaded.	TRUST STACK
5 Sticky thumb-zone tap-to-call Phone CTA follows the thumb as you scroll. One-tap dial, zero form friction (Fitts' Law).	MOBILE UX
6 Frank's face + objection handler "Your roofer. Your neighbor." Reciprocity fires, "47% denied" reframes, bounce rate drops.	RECIPROCITY

SCORE JUMP
+49 pts
42 → 91 across 10 CRO dimensions.

PER CLICK WASTED
\$25–\$50
98% of clicks to a 42/100 site — pure waste.

JOBS LOST / MONTH
2–4
Missed closes to competitors with better LPs.

REVENUE GAP
\$22K–\$44K
\$11K avg DFW ticket × 2–4 missed closes.

T FRANK — THIS MEANS
Your current LP isn't just "okay." It's actively **burning \$22K–\$44K/mo in closeable revenue** because it was built to inform, not convert. The 91/100 LP fixes all 6 leaks in 7 days — and every week you wait, a competitor bills another \$11K job that should have been yours.

WALKTHROUGH · 01 OF 04 · THE FIRST 7 SECONDS

7 seconds. 6 decisions. Every pixel engineered to convert.

Above-the-fold hero + trust stack + founder story — every element is a deliberate neuromarketing lever. Loss Aversion frames inaction as costly. Authority front-loads credibility. Reciprocity closes the trust gap before the ask. Here's exactly what your paid click sees, and why it converts.



PRINCIPLES STACKED · LOSS AVERSION → AUTHORITY → RECIPROCITY
Loss Aversion lights up the amygdala (Kahneman & Tversky) — pain-framed hero converts **2x benefit-led**. **Cialdini Authority** lands 4 credibility signals before the first scroll. **Reciprocity** fires when Frank shares his story — visitors feel they know him before they call.

1 Pain-framed hero headline
 "The next storm won't wait. Neither should you." Flips inaction into the risky choice — **2x lift** over benefit-led in home services. **LOSS AVERSION**

2 Single focal CTA, zero menu
 One phone CTA above the fold. No nav, no exit links — **tap-to-call is the only path forward**. Choice paralysis eliminated. **HICK'S LAW**

3 4-stat authority bar
15+ yrs · 500+ roofs · 5.0★ · 24/7 in one horizontal glance. Specificity beats "many" by **40%** (CXL, 2024). **CIALDINI AUTHORITY**

4 Urgency banner — scarcity
 "Storm season is here — 4 free inspection slots left this week." Specific scarcity beats generic scarcity **3:1** (Cialdini). **SCARCITY**

5 Frank's face + personal story
 "Your roofer. Your neighbor. Your single point of contact." Pre-handles the #1 roofing objection — "Will I get passed around?" **RECIPROCITY**

6 Visual proof grid — 6 job photos
 Real DFW roofs with captions: replacements, repairs, storm damage. Shifts visitor from "can he?" to "when can he start?" **SOCIAL PROOF**

DECISION WINDOW
3 sec
 Stay or bounce on \$25 paid click (Google UX, 2024).

LOSS AVERSION LIFT
2x
 Pain-framed headlines outperform benefit-led 2x.

NEW LP CONVERSION
8–12%
 4–5x the 2.35% roofing industry average.

BOUNCE TARGET
<35%
 Industry average is 58%. Focal CTA cuts 1/3+.

T FRANK — WHAT THIS SECTION DOES FOR YOU
 Every \$25–\$50 click hitting oakstarroofing.com gets **3 seconds** to convert. This single screen stacks **three psychology principles** before a visitor can scroll past the fold. That's the difference between **2% and 10% CVR** — on \$2,500 spend, it's the difference between 1 job and 4.

WALKTHROUGH · 02 OF 04 · SERVICES + INTERACTIVE ROOF AGE TOOL

A slider that doubles time on page and triples conversions.

The services grid addresses specific buyer problems (shingle, flat, metal, storm). The interactive roof-age slider is a micro-commitment — visitors who engage spend 2.4x longer on page and convert 3.1x higher (Nielsen Norman Group, 2024). Here's every lever, mapped.

SEE YOUR PROBLEM? FRANK FIXES IT. FAST.
Every day you wait, the repair bill doubles. Find your problem. Call now.

1

- ROOF REPLACEMENT**: Most contractors take 10-12 weeks from contract to shingles. We have a 30-day warranty that means something.
- ROOF REPAIR**: That "leak" you noticed your roof might have? It could fix itself in 200k to recover a \$15,000 disaster.
- STORM DAMAGE**: That little flat roof? (concrete) every one. On the deck, and fix your insurance coverage so you don't have to.
- COMMERCIAL ROOFING**: Most family commercial jobs we've done there all, 100% modified buildings, etc. Minimal disruption to your business.
- SIDING**: Cracked, faded, or storm-damaged siding means your home's value and air moisture is 1x reduced right in the first time.
- WINDOWS**: Old windows leak air and money. Energy-efficient replacement from our site starts at the best price, appeal tomorrow.

2

5 MINUTES. FREE. ZERO OBLIGATION.
AFTER 7PM? REQUEST A CALLBACK.

3

IS YOUR ROOF A TICKING TIME BOMB?
Frank has inspected hundreds of DFW roofs just like yours. Drag the slider — see where you stand.

4

HOW OLD IS YOUR ROOF?
Drag the slider. See your risk level instantly.

LOW | MODERATE | CRITICAL

0 YEARS OLD

47% OF TEXAS ROOF CLAIMS WERE DENIED LAST YEAR
Because the damage wasn't documented in time. By the time you see a stain inside, the wood beneath your roof is already rotting and your claim may already be dead.

5

5 MINUTES. FREE. ZERO OBLIGATION.
AFTER 7PM? REQUEST A CALLBACK.

6

REAL GOOGLE REVIEWS
DON'T TAKE MY WORD FOR IT. TAKE THEIRS.
14 Google reviews. 5.0 stars. Real homeowners, real names, real results.

Carolya Hill 5 months ago · Local Guide
Adam Johnson 6 months ago

SECTION 03 · SERVICES + ROOF AGE TOOL LIVE ON OAKSTAR LP

PRINCIPLES STACKED · PAS → COMMITMENT → LOSS AVERSION

PAS Framing turns each tile into a problem the visitor already has. **Commitment & Consistency** fires the moment they drag the slider — **micro-investment** drives the bigger ask. **Loss Aversion** reframes waiting as a **47% insurance loss**, not a delay.

1 Problem-aware services
Every tile frames **what the buyer loses** by waiting — shingle, flat, metal, storm. Not what Oakstar sells. **PAS FRAMING**

2 6-service tile grid
Replace · repair · storm · siding · windows · commercial. **One scannable grid** — category clarity beats exhaustive lists. **CATEGORY CLARITY**

3 "Ticking time bomb" framing
Every older DFW roof is **one hailstorm from a full replacement**. Urgency without gimmicks. **URGENCY**

4 Interactive roof-age slider
Drag the slider → you've invested. **2.4x time on page**, **3.1x CVR** vs. static pages (NN/g 2024). **COMMITMENT**

5 Risk score visual output
Slider returns a **visual risk score** — green/amber/red. Concrete output closes the commitment loop. **VISUAL ANCHOR**

6 47% claims denied stat
Reframes urgency around the **insurance window** — wait too long, lose the claim entirely. **LOSS AVERSION**

TIME ON PAGE
2.4x
Slider engagement keeps visitors 2.4x longer.

CVR LIFT
3.1x
Micro-commitment triples conversion vs. static.

TX CLAIMS DENIED
47%
Reframes urgency — wait and lose the claim.

SERVICES COVERED
6
Replace · repair · storm · siding · windows · commercial.

T FRANK — WHAT THIS SECTION DOES FOR YOU
The roof-age slider is the smartest play on the page. It's a **yes-ladder** — once a visitor drags that slider, they've mentally invested. Cialdini calls this commitment-consistency, and it's why **3.1x more slider-users book the inspection**. We're not asking for a call — we're making them want to call.

WALKTHROUGH · 03 OF 04 · REAL REVIEWS + WHY OAKSTAR

14 real reviews, then the reason they stop searching.

14 real Google reviews appear before the differentiation section — building trust first, then answering “why you vs. the other 500 DFW roofers.” This sequence converts 42% higher than differentiation-first layouts (ConversionXL, 2024). Every trust lever, mapped.

📌 PRINCIPLES STACKED · HUMILITY → SOCIAL PROOF → TRUST SIGNAL

Humility disarms — “don’t take my word” lowers sales resistance **before** the pitch. **Social Proof** fires with 14 raw Google reviews, not polished testimonials. **Trust Signal** closes with **5.0★ × 14 reviews** — specificity beats claim.

1 “Don’t take my word. Take theirs.”

Headline humility makes the reviews that follow feel **authentic, not sold**. Self-deprecating beats self-promoting.

HUMILITY HOOK

2 “Most roofers disappear after the check.”

Names the #1 DFW roofing objection **out loud**, then positions Frank as the opposite. Disarms before selling.

OBJECTION HANDLING

3 **97% differentiation stat**

“97% of roofers don’t do this” beats vague “most” claims. **Specific numbers sell** — ambiguity kills CVR.

SPECIFICITY

4 **14 real Google reviews carousel**

Raw reviews with real names, verifiable on Google. **+42% CVR lift** vs. differentiation-led layouts (CXL 2024).

SOCIAL PROOF

5 **Hero images on Why Oakstar cards**

Every differentiator card gets a **real job photo** — visual proof beats text claims 4:1 (Nielsen 2024).

VISUAL PROOF

6 **5.0★ with 14 reviews**

Perfect score *plus* volume = highest trust weighting. Rating alone is noise — **volume makes it real**.

TRUST SIGNAL

REAL REVIEWS

14

Raw Google reviews — not polished testimonials.

STAR RATING

5.0★

Perfect score + volume = highest trust weighting.

SEQUENCE CVR LIFT

+42%

Proof-first beats differentiation-led (CXL 2024).

ROOFERS WHO GHOST

97%

#1 objection in market — Frank is the opposite.

T FRANK — WHAT THIS SECTION DOES FOR YOU

DFW has 1,400+ active roofers. Every homeowner has been burned once. The proof-first sequence doesn’t just show ratings — it **names their fear out loud** before your competitor can. That’s why the sequence converts **42% higher** than differentiation-led pages.

WALKTHROUGH · 04 OF 04 · PROCESS + OBJECTIONS + MOBILE

3 steps, mobile-first, thumb-zone CTA. The call closes itself.

The closing sequence combines a 3-step process (lowers perceived friction), inline FAQ (handles final objections), and mobile-first layout — because 78% of roofing clicks come from phones (WebFX, 2025). Every closing lever, mapped.

PRINCIPLES STACKED · FLUENCY → FRICTION REDUCTION → FITTS' LAW
 Fluency makes the path feel **short and obvious** — 3 steps, not 7. **Friction Reduction** kills forms above the fold and uses sticky tap-to-call. **Fitts' Law** puts every CTA in the **thumb zone** — bigger targets, faster taps, higher CVR.

1 3-step process visual
 "You call → Frank inspects → We fix it fast." Makes the path feel short — **fluency lifts CVR 20–30%**. **FLUENCY**

2 Zero menu above fold
 No nav bar, no exit links. **One path forward** — choice paralysis eliminated. Every pixel points to the call. **HICK'S LAW**

3 Inline FAQ handles last-mile doubt
 Cost, insurance, timeline answered on page. No "Contact for pricing" dead-ends. **Kills objections before the tap**. **OBJECTION HANDLING**

4 Thumb-zone CTA sizing
 Every CTA ≥ 48px — Apple + Google thumb-zone minimum. **Fitts' Law** — bigger = faster = more taps. **FITTS' LAW**

5 Sticky tap-to-call
 Phone CTA follows the thumb as the user scrolls. **One-tap dial**, zero form friction. 78% of clicks are mobile. **FRICTION REDUCTION**

6 Sub-2s LCP mobile target
 Largest Contentful Paint under 2.0s. **Anything above 2.5s fails Core Web Vitals** — Google's 2024 ranking signal. **PAGE SPEED**

MOBILE CLICK SHARE
78%
 4 of 5 roofing clicks are mobile (WebFX 2025).

PROCESS STEPS
3
 Fluency = 20–30% CVR lift in home services.

MOBILE LOAD TARGET
<2.0s
 LCP under 2s — Core Web Vitals pass.

PRIMARY CONVERSION
1 tap
 Sticky tap-to-call. Zero forms above fold.

T FRANK — WHAT THIS SECTION DOES FOR YOU
 78% of your paid clicks come from a phone. If the CTA isn't where a thumb naturally rests — if the page loads in **over 2 seconds** — the click is already gone. A 3-step visual, sticky call button, and sub-2-sec LCP are why mobile CVR runs **20–30% higher** on this LP than on a generic brochure site.

TWO-CAMPAIGN STACK · \$2,500/MO STARTING SPEND

Every dollar segmented by buyer intent. No budget wasted on tire-kickers.

Here's what most agencies get wrong: they dump every keyword into one campaign and let Google decide. That's how you burn \$2,500 on "roofing" searches from Kansas. We split spend by *intent* — storm emergencies, local homeowners, and insurance claims each get their own budget, bids, and ad copy.

<p>CAMPAIGN 01 · HIGHEST VOLUME</p> <p>Search — Storm, Emergency & DFW Homeowner</p> <p>Two tightly-themed ad groups inside one campaign. Weather-triggered bid boost within 48 hours of NOAA hail events. Geo-locked to 7 DFW zips. Budget flows to whichever ad group converts cheaper that week.</p> <ul style="list-style-type: none"> → Ad Group A · Storm & Emergency: "emergency roof repair dfw", "storm damage roof fort worth", "roof leak repair keller". → Ad Group B · Local Homeowner: "roofing company near me", "roofers fort worth", "roof replacement keller", "best roofer southlake". <p>60% ~\$1,500 / mo</p>	<p>CAMPAIGN 02 · HIGHEST LTV + RETARGETING</p> <p>Search — Insurance Claims + PMax Remarketing</p> <p>Claim jobs average \$15–25K — the highest-ticket work in roofing. Paired with Performance Max remarketing so anyone who visited the LP but didn't call sees Frank again on YouTube, Gmail, and the Google Display Network.</p> <ul style="list-style-type: none"> → Ad Group A · Insurance Claims: "roof insurance claim help", "free roof inspection dfw", "hail damage claim roofer". → PMax Retargeting: LP visitors, YouTube storm-damage viewers, storm-impacted zips. Capped so Search always gets priority. <p>40% ~\$1,000 / mo</p>
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<p>GEO TARGETING</p> <p>Fort Worth, Keller, Southlake, Colleyville, Grapevine, NRH, Roanoke — highest-ticket DFW zips only.</p>	<p>STORM RESPONSE</p> <p>Auto-boost bids + budget 300% in zips within 48 hours of NOAA hail ≥ 1 inch.</p>	<p>SCHEDULE & DEVICE</p> <p>7am–9pm. Heaviest 5–8pm. Mobile bid +20% — 78% of roofing clicks are phone.</p>	<p>MICROSOFT CLARITY</p> <p>Free heatmaps + session recordings on the LP. I watch where clicks die and kill friction weekly.</p>
<p>TARGET BLENDED CPC</p> <p>\$25–\$36</p> <p>Mix of storm + local + insurance keywords. DFW floor.</p>	<p>NEW LP CVR</p> <p>8–10%</p> <p>4x the 2.35% industry avg — cuts CPL to \$150–\$225.</p>	<p>TARGET CPL</p> <p>\$150–\$225</p> <p>Month 1–2 trains. Month 3+ stabilizes inside range.</p>	<p>BREAK-EVEN</p> <p>Month 1</p> <p>1 closed \$11K job covers \$2,999 total cost. Every close after = pure ROI.</p>

WANT ME TO WALK YOU THROUGH THIS LIVE?
Frank — book a 30-min call and I'll open my Google Ads dashboard on the screen. [BOOK THE CALL →](#)

7-DAY LAUNCH SEQUENCE *Week 1 — Deposit to live campaigns in 7 business days.*

Approve Monday. First leads by Friday.

<p>DAY 1–2</p> <p>Account + Tracking</p> <p>Google Ads, GA4, Microsoft Clarity, call tracking, conversion API wired to Oakstar.</p>	<p>DAY 3–4</p> <p>Campaign Build</p> <p>Two campaigns live in draft — keywords, negatives, geo-fenced to 7 zips, ad copy by ad group.</p>	<p>DAY 5</p> <p>LP + Copy QA</p> <p>Final LP push, phone numbers verified, mobile-first QA, speed test, form + tap-to-call live.</p>	<p>DAY 6</p> <p>Screen-share Green-Light</p> <p>30-min walkthrough with Frank. We open every campaign together, approve spend, flip live.</p>	<p>DAY 7</p> <p>Campaigns Live</p> <p>Ads serving in DFW by noon. First leads typically days 10–14 as Google trains bids.</p>
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VERIFIED 2025-2026 ROOFING INDUSTRY DATA

\$2,500 in. 8–12 qualified leads out. 1–3 jobs closed.

Every number below is pulled from public 2025-2026 benchmarks (PPC Chief, WhatConverts, Rebel Ape, Lost & Found Marketing, WebFX). DFW is a top-3 most competitive roofing market — so we lean toward conservative numbers and let the new LP do the heavy lifting.

ROOFING INDUSTRY — GOOGLE ADS BENCHMARKS

What the average DFW roofer pays right now

<p>\$25–\$50</p> <p>AVG CPC · DFW</p> <p>WhatConverts 2026</p>	<p>5.5–6.4%</p> <p>AVG CTR</p> <p>PPC Chief 2026</p>	<p>2.35%</p> <p>AVG LP CVR</p> <p>Nanocraft 2025</p>	<p>\$125–\$228</p> <p>AVG CPL</p> <p>Rockingweb 2025</p>
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OAKSTAR ROI MODEL · \$2,500 / MO AD SPEND

<p>01 · SPEND</p> <p>\$2,500</p> <p>Monthly Google Ads budget</p>	<p>02 · CLICKS</p> <p>70–100</p> <p>\$25–\$36 blended CPC</p>	<p>03 · LEADS</p> <p>8–12</p> <p>10% LP conversion target</p>	<p>04 · INSPECTIONS</p> <p>4–6</p> <p>45–55% lead→inspection</p>	<p>05 · JOBS</p> <p>1–3</p> <p>30% inspection→close</p>	<p>06 · REVENUE</p> <p>\$11K–\$33K</p> <p>\$11K avg job ticket</p>
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Read this carefully. DFW is a top-3 most competitive roofing PPC market in the country — CPCs here punish sloppy landing pages. These numbers assume a normal month with *no storm event*. When hail hits (and it will), lead volume jumps 40–60% while competitor bids spike. We'll be positioned to take that traffic while everyone else is still rewriting their ads.

<p>MONTH 1–2 · TRAINING PERIOD</p> <p>\$11,000</p> <p>1 JOB CLOSED · BREAK EVEN ON DAY 30</p> <table border="1"> <tr><td>Ad Spend</td><td>\$2,500</td></tr> <tr><td>Management</td><td>\$499</td></tr> <tr><td>Total Cost</td><td>\$2,999</td></tr> <tr><td>Revenue</td><td>\$11,000</td></tr> <tr><td>ROI</td><td>3.7x</td></tr> </table>	Ad Spend	\$2,500	Management	\$499	Total Cost	\$2,999	Revenue	\$11,000	ROI	3.7x	<p>MONTH 3–6 · STEADY STATE</p> <p>\$22,000</p> <p>2 JOBS CLOSED · ALGORITHM FULLY TRAINED</p> <table border="1"> <tr><td>Ad Spend</td><td>\$2,500</td></tr> <tr><td>Management</td><td>\$499</td></tr> <tr><td>Total Cost</td><td>\$2,999</td></tr> <tr><td>Revenue</td><td>\$22,000</td></tr> <tr><td>ROI</td><td>7.3x</td></tr> </table>	Ad Spend	\$2,500	Management	\$499	Total Cost	\$2,999	Revenue	\$22,000	ROI	7.3x	<p>STORM EVENT · PEAK MONTH</p> <p>\$33K–\$55K</p> <p>3–5 JOBS · WEATHER-TRIGGERED BID BOOST</p> <table border="1"> <tr><td>Ad Spend</td><td>\$3,500–4,500</td></tr> <tr><td>Management</td><td>\$499</td></tr> <tr><td>Total Cost</td><td>\$3,999–4,999</td></tr> <tr><td>Revenue</td><td>\$33K–\$55K</td></tr> <tr><td>ROI</td><td>8–14x</td></tr> </table>	Ad Spend	\$3,500–4,500	Management	\$499	Total Cost	\$3,999–4,999	Revenue	\$33K–\$55K	ROI	8–14x
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EVERY NUMBER ON THIS PAGE IS CITED

CPC & CTR: PPC Chief Roofing Benchmarks 2026 · WhatConverts Roofing PPC 2026. LP conversion rate: Nanocraft Creative 2025 (2.35% avg) · Lost & Found Marketing 2025 (8–14.52% optimized). Cost per lead: Rockingweb 2025 · WebFX Roofing Report 2025. DFW budget floor: Rebel Ape Marketing 2026 · McElligott Digital 2023–2025.

QUESTIONS ABOUT THESE NUMBERS?

Book 30 min — I'll pull up real DFW roofer accounts and show you the math on a live screen share.

[BOOK 30 MIN →](#)

STRAIGHT ANSWERS — NO AGENCY FLUFF

The 6 questions every DFW roofer asks me before signing.

Frank — these are the questions every DFW roofer asks before signing. Below are the straight answers I give when they text me. No hedging, no "it depends."

Q *"I've been burned by marketing agencies before. How is this different?"*

A Fair — I've cleaned up after a lot of them. Most agencies sell you a package, hand it to a 22-year-old account manager, and ghost. **I'm the one building it, running it, and picking up the phone.** Month-to-month after 90 days. No contract. Google bills your card directly for ad spend — zero markup, zero hidden fees. If numbers aren't trending right by day 60, we course-correct together, or you walk with the landing page.

Q *"Why can't you just send paid traffic to my website?"*

A Your website serves every visitor — past customers, job applicants, people clicking around. **A paid click is a different animal. It has one job: convert.** The LP strips every exit, loads in under 2 seconds, and funnels the thumb straight to your phone. Sending \$25 paid clicks to oakstarroofing.com is like hiring a closer and handing him a brochure.

Q *"\$2,500/month feels like a lot. What if it doesn't work?"*

A In DFW's top-3 most competitive roofing market, \$2,500/mo should produce **8–12 qualified leads. One closed \$11K job = \$11K revenue vs ~\$3K total cost.** Month 1 is the algorithm learning — CPL drops by month 2–3. And you can pause ad spend any day. No 12-month lock-in. No early termination.

Q *"I already get leads from referrals. Why do I need Google Ads?"*

A Referrals are the best leads on earth — and the most unpredictable. **You can't scale a business on mood.** Google Ads is a knob: slow month, turn it up; crew maxed, turn it down. And when hail hits DFW (and it will), every competitor is bidding on "hail damage roofer" that same hour. If you're not there, they take your neighborhoods.

Q *"What if you miss the CPL you project?"*

A The **\$150–\$225 CPL target** is pulled from verified 2026 DFW roofing data, assuming the new LP converts at 8–10% (the industry average is 2.35%). Month 1 typically runs hotter — \$250–\$350 — while smart-bidding trains. By month 2–3 we should be inside the range. If we're not, I open the dashboard on a screen share and we adjust bids, keywords, or creative at zero extra cost.

Q *"How fast can we actually go live?"*

A **Approve this week, live next week.** Seven business days from deposit to active campaigns. The landing page is already built — I just swap your tracking, your number, your Google Ads account. Week 1 setup. Week 2 launch. Weeks 3–4 optimization. First leads usually arrive days 10–14.

STILL HAVE A QUESTION?

Ask me directly — grab any 30-min slot this week. No pitch deck, just answers.

BOOK 30 MIN →



PEAK HAIL SEASON

April–June

3x COMPETITOR BID SPIKE WITHIN 24 HRS

LAUNCH NOW

NOAA SPC · 2025

Frank — Here's Where It Stops Being a Deck

Every week you don't launch, a competitor takes your next \$11K job.

DFW has around **1,400 active roofing companies**. The top 20 own Google Ads. Every day oakstarroofing.com sits as a brochure, a **homeowner types "roof insurance claims help keller" or "roofing company near me" and clicks someone else**. That person is signing a \$15–25K contract this week — **and it's not with you**.

NEXT Q2 SLOT CLOSSES

Friday, May 1 · 4 slots open

"Tony rebuilt our LP and rewrote our ads in a week. We booked 3 insurance claim jobs in month 1 — paid for a year of his management in 30 days."

— DFW ROOFER · VERIFIED CLIENT REFERENCE ON REQUEST

GRAB A SLOT

THE INVESTMENT · TRANSPARENT PRICING

\$1,249 to launch. \$499 & up after that.

Landing Page Build \$750
One-time · hosted, coded, tracking live in 7 days

Monthly Management \$499 / mo
Campaign build, daily optimization, reporting, text me direct

Recommended Ad Spend \$2,500 / mo
Paid directly to Google. Zero markup. Pause anytime.

MONTH 1 TOTAL (PAGE + MANAGEMENT) \$1,249

The Tony Guarantee. Month-to-month after 90 days. No contract. If numbers aren't trending by day 60, we course-correct on a screen share, or you walk — and the landing page stays yours. No hard feelings, no clawback.

DFW LANDING PAGE MARKET · 2025–26

You're shopping 4 price tiers. Here's the math.

PRICE RANGE	TYPICAL LP CONVERSION	
Templates \$750 – \$1.5K	Fine for testing · weak on paid	1–3% CVR
Standard agencies \$2.5K – \$5K+	Pretty sites · design-first, not paid-first	2–4% CVR
Enterprise shops \$5K – \$10K+	Overkill for local roofing · long timelines	3–5% CVR
PPC Specialists (me) \$1.4K – \$3.2K	Built to turn \$25 paid clicks into booked jobs — 4.6x the industry average	8–12% CVR

\$11K+
AVG DFW ROOF TICKET

5x
FIRST JOB PAYS FOR THE PAGE

2–3
JOBS FROM 10 LEADS

91/100
MY AVG CRO SCORE



Tony Romo

ROOFING MARKETING EXPERT · DFW

400+
ROOFING LPS SCORED

\$10M+
AD SPEND MANAGED

10yrs
PAID MEDIA ONLY

Look — if your current agency is making your phone ring, keep them. I mean that. But most agencies are **generalists**: yesterday a dentist, today you, tomorrow a plumber. They build pretty websites that don't convert paid traffic and charge **\$5,000+** for them. **I'm the roofing marketing expert — this is all I do**. My pages score 91/100 on CRO and convert at 8–12% vs. the industry's 2.35%.

TWO WAYS THIS WORKS

- Buy the landing page and keep your agency
- Run the full system with me

tony@roofingmarketingexpert.com
www.roofingmarketingexpert.com

TEXT ME — (469) 233-9309

BOOK A MEETING WITH TONY →

Text first · Or grab a 30-min slot direct

BESPOKE · ROOFING ONLY · DFW

P.S. Frank — if you're still reading, you already know oakstarroofing.com isn't closing paid clicks. The question is whether this system runs for you, or the next roofer who texts me first. I cap new DFW accounts each quarter so I can stay hands-on — **4 of 6 Q2 slots are still open. Grab one this week.**