

Be the roofer AI recommends in Auckland.

Prepared for Mitchell La'ulu · Impact Roofing Solutions

AUCKLAND | OCTOBER 2026 · TEAM EMPATHY

1. Executive summary

The short version. Google sent your website about **2,700 clicks** in the last 12 months. **722 were branded**, people who typed your name, and **1,978 were non-branded**, people searching for a roofer. Only the non-branded slice is something a search strategy can grow. Google shows roofers in two places: the Maps pack, where your 144 Google reviews at 5.0 put you in the top three on most of the searches we checked live, and the ordinary results underneath, where you were not in the top 30 for any of them. Re-roof searches showed your site **50,235 times** in a year and produced **32 clicks**.

Three things to know

- **Search engines are already your biggest source of website enquiries.** Organic search produced **301 of the 461** form fills, call clicks and email clicks your website logged in the last 12 months, about two in three, and 289 of those came from Google. **GA4**
- **Re-roofing has no page of its own.** The work over \$15k that carries 86% of your revenue is split between your homepage and a general residential roofing page, and the old **/roof-replacements** page now redirects. That is where the 50,235 re-roof impressions go to waste. **GSC** **LIVE CRAWL**
- **AI search is already sending you work.** ChatGPT sent **171 visits and 21 enquiries** in 12 months with nothing built for it, and you told us the last four enquiries this month came that way. Google's AI Overviews named or cited you in 3 of the 6 answers we captured. **GA4** **LIVE SERPS**

The non-branded market, and the share of it you hold

177,300

non-branded roofing searches a year in Auckland, across the services you offer

35,460

of those become clicks to a roofer's website, from the Maps pack or the ordinary results

1,426

is what you win today, which is 4.0% of those winnable clicks

\$14,300

a year for every extra 1% you take, because 1% of the pool is about 18 enquiries and 1.8 jobs

You hold **4.0% of the winnable non-branded clicks for roofing in Auckland, and every extra 1% is worth about \$14,300 a year.** Your branded searches, calls made straight from your Maps listing without visiting the site, and your referrals are not part of this and do not change.

What that is worth

Built on your own numbers: about **5.1%** of non-branded clicks become an enquiry, up to **one enquiry in ten** becomes a job (your quote acceptance is under 10%, so this is the top of your range), and a job is valued at **\$7,900**, your median with call-outs left out, well under your \$16,400 average. That gives each non-branded click a value of **\$40.42**. Every column below is non-branded. **MODELLED, DIRECTIONAL**

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	4.0%	1,426	\$57,600	-
Conservative	8%	2,837	\$114,700	+\$57,100
Mid	12%	4,255	\$172,000	+\$114,400
High	18%	6,383	\$258,000	+\$200,400

The mid case is about **22 jobs a year from non-branded search**, up from about 7 today. Your 34 jobs over \$15k averaged **\$42,100**, so each extra re-roof the plan brings in is worth about five of the typical jobs this table assumes.

Where you focus, at a glance

Re-roofing, metal & cladding

~3,100 SEARCHES / MO,
AUCKLAND

THE PRIZE

The work over \$15k that carries 86% of your revenue. No re-roofing page, and not in the ordinary results.

Roofers & roofing companies

~3,900 SEARCHES / MO,
AUCKLAND

YOU WIN THE MAP

Top three in the Maps pack on your reviews. Add the ordinary results underneath and you hold both spots.

Repairs, spouting & skylights

~3,900 SEARCHES / MO,
AUCKLAND

KEEP, DON'T CHASE

Where most of your service-page clicks land today. Worth keeping, and not where the growth goes.

Triangulated search volume, scaled to Auckland using Google Keyword Planner's own Auckland split for each term, October 2026. Roof painting is left out because you do not offer it. The full keyword research behind every number is in [The data](#) tab. **GKP + AHREFS + SEMRUSH**

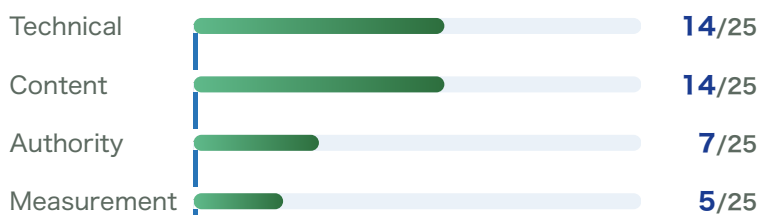
2. How AI-ready you are today: the AEO scorecard

We score every business out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 40 today. The site and the content are halfway there, and the climb is authority and measurement.

Impact Roofing

STRUCTURED ON THE SITE · EMERGING OFF IT

40/100

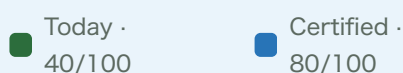


+40

points to Certified. Most of the climb is getting what your customers already say about you onto the site.

WHERE YOU ARE · WHERE YOU NEED TO BE

Impact



40/100

The detailed findings, how the scoring works, and where every number comes from are in the [appendix](#).

3. The market you are missing: search and AI

A new roof is a big, infrequent and slightly scary purchase. Homeowners research it first: what it costs, metal or tile, whether they need consent, and who they can trust not to cut corners. They ask those questions in a search box, and more and more often in an AI chat. Your licence, RANZ membership and five-year warranty are on the site as plain text, but nothing marks them up for Google and AI to read, and your \$10m liability cover and NZ Certificate Level 4 are not there at all.

Validated demand, and where you rank today

Search	Searches / mo (Auckland)	Maps pack	Ordinary results	AI Overview
roofers auckland	~590	#2	Not in top 30	Yes, names you
roof replacement auckland	~170	#2	Not in top 30	-
reroofing auckland	~170	Not in the pack	Not in top 30	-
standing seam roofing auckland	Below tool threshold	#3	Not in top 30	-
roof replacement remuera	Below tool threshold	#1 (mobile)	Not in top 30	-
reroof mt eden	Below tool threshold	Not in the pack	Not in top 30	-
how much does a reroof cost in auckland	Below tool threshold	No pack shown	Not in top 30	Yes, cites your cost post

Live Google results for Auckland, desktop and mobile, 22 October 2026, read to position 30. Volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush and scaled to Auckland. "Below tool threshold" means too few searches for the keyword tools to report, not zero: suburb and cost questions like these are the ones people ask AI. Search Console shows you at average positions of 5 to 10 on these terms; with nothing in the ordinary top 30, that will be your Maps pack placements. [LIVE SERPS](#) [GKP + AHREFS + SEMRUSH](#)

On the re-roof and roofer searches we checked live, **your reviews win you the map, and the site does not reach the ordinary results**, which is where a homeowner who scrolls past the map to read before calling ends up. The #1 sites for the re-roof terms, The Roof Crew and Mr Roofer, have domain scores of 0 and 9, no stronger than yours.

Builderscrack, NoCowboys and Facebook take most of the other top spots. The gap is targeting and technical before it is links.

Clicks dipped, enquiries halved. Google sent your website 684 clicks in July to September 2025 and 552 in the same months this year, down about a fifth. Enquiries from organic search in those months fell from 107 to 47, down more than half. People are still arriving and fewer of them are getting in touch, so the pages they land on, the forms and the tracking are worth checking together alongside the growth plan.

4. The opportunity, in dollars

The table in the executive summary is built from four numbers, all of them non-branded.

The searches NON-BRANDED, AUCKLAND	177,300
The winnable clicks MAPS PACK + ORDINARY RESULTS	35,460
What you win today 1,426 · 4.0% OF THE POOL	

We assume roughly one search in five ends in a click to a roofer's website: the rest go to ads, AI answers, directories, calls straight from the map or no click at all. You currently take one in 25 of those clicks. **ASSUMPTION, MODELLED**

Each non-branded click is worth **\$40.42** to you, the figure every case in the table multiplies. The model comes down to **winning more of the 35,460 clicks, and pointing them at re-roofs.**

The compounding curve (the mid case, arriving over twelve months)



The mid case arriving, on non-branded revenue: about 10% live by month 3, 35% by month 6, 70% by month 9 and all of it by month 12. Hover any point for the maths. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers. **The ordinary results** under the Maps pack, where you are absent on the re-roof searches today: a re-roofing page, suburb pages for the central isthmus and the guides homeowners read before they call. And **AI answers**, which already name you when they can find your reviews: marking up your credentials, warranty and process makes that dependable. The conservative case assumes only the first lever lands; the high case assumes both do.

5. The six-month transformation

A done-for-you search and AI transformation over six months, built and run on our side, with your time going into what only you know: the jobs, the suburbs and the standards. It moves through three phases: **foundations** (the canonical fix, mobile speed, the markup that puts your licence, RANZ membership, warranty and reviews in front of Google and AI, and a clean measurement baseline), **owning your territories** (a re-roofing page, standing seam and cladding pages, central isthmus suburb pages built on your real project case studies, and cost and decision guides written in your voice and to your standards), and **authority and compounding** (real trade links to replace the spam pointing at your site, supplier and association listings, and the Google Business Profile lined up with where you actually work). We move into each phase as your site is ready for it. Everything we build is yours to keep.

How we would run it, and what it takes from you, is what we will walk through together on our call.

Traffic, enquiries and rankings are from your own Google Analytics 4 and Search Console (last 12 months). Revenue, job counts and job values are from the Xero-based business snapshot you shared on 22 October 2026. Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ, scaled to Auckland), October 2026. Live search results and competitor footprints from DataForSEO, Auckland, 22 October 2026. AEO score from our AEO Maturity Model against a live crawl. Revenue figures are directional, modelled from your own job values and enquiry rate, and are not a guarantee of results.

Appendix A: your channels and current position

You have built a real business: about \$2M a year for two years, 144 Google reviews at 5.0 and 119 five-star reviews on NoCowboys, and licensing and a documented process to back them. The last six months are down 31% on the same months last year, so the job now is getting the right work back through the door on a proven base.

Where your website enquiries come from

Source	Visits / yr	Enquiries	Read
Google (organic)	7,144	289	Your biggest source by far, mostly through your homepage
Direct	5,185	72	People who already know you
Google Ads	547	36	GA4 shows ads running October to January only
ChatGPT	171	21	One enquiry for every eight visits, with nothing built for it
NoCowboys	199	20	Your reviews working
Bing (organic)	105	8	Small, and comes free with the Google work

GA4, last 12 months. An enquiry is any form submitted, phone number clicked or email address clicked, so one person can count twice. Across all organic search (301 enquiries), 137 were forms and 75 were call clicks. Your snapshot has ads running April 2025 to March 2026, and GA4 only records them from October, which is worth confirming. GA4

Automated traffic in GA4. In July 2026 GA4 recorded about 3,200 organic visits, more than four times a normal month, with no rise in enquiries, and over the year GA4 logged more than 1,000 organic visits from Ashburn, Dallas and New York alone, the data-centre cities bots run from. Search Console shows no matching rise in real Google clicks that month. We have built the model on Search Console clicks rather than GA4 visits, and filtering the bots out of GA4 is part of cleaning up measurement.

Across the year your site was shown on about **561,000 non-branded searches** and clicked on **0.4%** of them. GSC

Appendix B: the scorecard in detail

Behind the score sit a handful of technical fixes, the missing pages and authority. Your site is on Webflow, and most of the fixes are settings and new pages.

Finding	Status	Fix
AI crawlers allowed (GPTBot, ClaudeBot, Perplexity)	All allowed	Done
Sitemap (52 pages, all live)	Clean	Done
Canonical tags	Every page points Google at an address that redirects back, since May 2025	One setting
Business markup (licence, address, area, reviews)	Homepage only, no street address, area includes Pukekohe	Days
Service and FAQ markup	FAQ blocks on 23 pages, marked up on 1	Days
Mobile speed (Google's Lighthouse lab test)	Main content at 10.6s on the homepage, 14.9s on the residential roofing page	Weeks
Re-roofing, wall cladding and suburb pages	None	The main build
\$10m liability and NZ Certificate Level 4	Not mentioned anywhere on the site	Hours
Links pointing at the site	57 sites, about 8 genuine; the rest spam	Ongoing
Enquiry and AI-visibility measurement	Tracked, but automated traffic in GA4 and no AI tracking	Baseline + monthly panel

Mobile speed is Google's Lighthouse lab test, simulating a mid-range phone on a slow connection. There is not yet enough Chrome traffic for Google's real-user data, so the lab test is the best guide for now, and the site may well feel fast on a good connection. [LIVE CRAWL](#) [PAGESPEED INSIGHTS](#)

The order of work. The technical fixes are small and land first, the missing pages are the main build, and authority runs alongside and compounds. The destination stays fixed: Certified at 80 out of 100.

Measured the whole way. From the start we track your enquiries by source, your rankings in both the Maps pack and the ordinary results, and a fixed panel of the questions homeowners ask AI about roofing in Auckland, agreed with you at the start. Every month is measured against a baseline taken before we change anything.

Appendix C: the demand detail

From category demand to dollars

Full category
SEARCHES / MO, AUCKLAND

~14,800

Winnable pool
WEBSITE CLICKS / MO

~2,955

You today
~119 / MO • 4% OF THE
POOL

The validated core of 10,946 searches a month across the services you offer, scaled to Auckland term by term, grows to about 14,800 once the long tail is counted. The 1.35 long-tail factor and the one-in-five click share are our standard assumptions, not measurements. Your clicks today are your non-branded Google clicks from New Zealand, with blog-post clicks taken out so we compare like with like. **MODELLED**

The questions people already ask, where you already appear

Search Console shows the real questions people typed when your site came up. AI answers the same questions, and most of them sit below what keyword tools can measure.

Real search	Times shown / yr	Your position
when to replace roof nz	524	17
who repairs roof leaks	131	10
when to replace your roof	104	27
what roof colours work in auckland	18	9
how much does a commercial roof cost	17	19

Real search	Times shown / yr	Your position
how to choose a roofer auckland	10	13
is tile roof better than metal	9	3

Search Console, last 12 months: more than 300 searches starting with a question word. Some arrive as whole sentences, such as "who provides roof inspection reports in auckland? my location is..." That is what AI assistants type into Google on someone's behalf. GSC

Appendix D: where to play, your content territories

The same demand, grouped into the territories a plan works through. Priority weighs demand, job value and whether you can win it.

Territory	Searches / mo (Auckland)	Coverage today	Priority /5	What we build
Re-roofing & replacement	~1,000	Split across homepage and residential page	5	A re-roofing page, then cost, consent and repair-or-replace guides, each linked to real projects. The work that carries the revenue.
Central isthmus suburbs	Below tool threshold	13 project pages, no suburb pages	5	Suburb pages for Mt Eden, Epsom, Remuera, Grey Lynn and their neighbours, built on your case studies there. Where 68% of your jobs are.

Territory	Searches / mo (Auckland)	Coverage today	Priority /5	What we build
Standing seam, metal & cladding	~2,100	Standing seam page only	4	A wall cladding page, metal and colour guides, standing seam vs corrugate. Keyword tools flag an AI Overview on 13 of these 30 terms.
Roofers & roofing companies	~3,900	Strong in the Maps pack	4	Defend the map, and get the homepage and about page into the ordinary results with your credentials and process marked up.
Repairs, leaks & inspections	~1,400	Pages exist	2	Keep and tidy. Useful as the door to a re-roof conversation, not the growth target.
Spouting, skylights & ventilation	~2,400	Spouting and skylight pages	2	A ventilation page that names Dry Space; leave spouting volume alone, much of it is DIY shoppers.

Priority is a 1 to 5 score, where 5 means lead with it now. Content requirement: roughly **40 to 60 pieces** over six months, most of it new pages and guides, with the existing 19 blog posts given dates, an author and links to the new pages. Body corporate re-roofs fit inside the re-roofing territory. **CLUSTER MODEL**

Lead with three. A re-roofing page, so the 50,235 times Google already shows you for re-roof searches have somewhere to land. **Central isthmus suburb pages**, built on the projects you have already done there. **The cost and decision guides**, answered by a licensed roofer.

Appendix E: who you are up against, and the authority play

Business	Est. organic visits / mo	Keywords	Top-3	Rank /100	Read
Auckland Roofing Solutions	~1,300	141	13	11	Leads the Maps pack on 197 reviews
Aspect Roofing	~925	116	8	19	More links than anyone in the set
Roof Auckland	~670	79	5	18	In the Maps pack for re-roofing
Shamrock Roofing	~645	86	5	16	Ranks with a dedicated re-roofing page
Solution Roofing	~590	212	6	20	Cited in the cost AI Overviews
Delta Roofing	~245	136	2	9	Same authority as you
Impact Roofing	~600	127	2	9	Strong reviews, missing pages

The six competitors you named that we could find online (we could not find a website for Metal Heart Roofing), New Zealand, 22 October 2026. Visits are modelled estimates. Rank is DataForSEO's domain score folded to 100, not an Ahrefs DR. [DATAFORSEO](#)

The sites ranking first for re-roofing are a different set: small operators like The Roof Crew and Mr Roofer, plus Builderscrack, NoCowboys and Facebook groups.

Authority is where your reviews start working twice. AI engines lean on what other sites say about you: NoCowboys, Builderscrack, Finda, supplier installer lists, RANZ and local press. Google's AI Overview for a Mt Eden re-roof question already named you by quoting your NoCowboys score. Replacing the spam links with real trade, supplier and association links, and making sure every directory tells the same story about where you work, is the lever that compounds for years.

Appendix F: where the numbers come from

Input	Figure	Source
Non-branded searches / yr, Auckland	177,300	10,946 / mo core, scaled to Auckland per term with Keyword Planner's Auckland split, x 1.35 long tail (assumption), x 12
Winnable website clicks / yr	35,460	1 search in 5 (assumption), Maps pack and ordinary results together
Your non-branded clicks / yr	1,426	Search Console: 1,978 non-branded clicks, less 423 to blog posts and 20 on competitor names, NZ share 92.9%
Non-branded enquiry rate	5.1%	GA4: 137 organic forms + 75 call clicks, with branded searchers assumed to enquire at 3x the rate of non-branded
Enquiry to job	10%	The top of your under-10% quote acceptance; at 8% every dollar figure is a fifth lower
Value of a job	\$7,900	Your Xero median, call-outs under \$1k left out; your average is \$16,400
Value of a non-branded click	\$40.42	$5.1\% \times 10\% \times \$7,900$
Value of 1% of the market	\$14,300	$354.6 \text{ clicks} \times \$40.42$

Branded searches are those containing "impact" or your name, misspellings included. The anonymised queries Google does not show are counted as non-branded: they are rare long-tail searches by definition. The softest inputs are the enquiry rate, because GA4 cannot split branded

from non-branded enquiries directly, and the win rate. Both get replaced with measured figures once enquiry source is tracked, which you started this month. [METHOD](#)

Source	What it provides
Keyword volumes, triangulated	Google Keyword Planner, SEMrush and Ahrefs, taken as the median of three (DataForSEO stands in as the third source where Ahrefs could not be pulled). Single tools undercount local terms badly: Ahrefs puts "roofers" at 200 a month, Google at 1,300.
Live search results	Google results for Auckland on desktop and mobile, read to position 30, including the Maps pack and AI Overviews. The marks in the section 3 table were observed live; the AI Overview count in Appendix D comes from keyword-tool flags.
Citation tracking	A fixed panel of the roofing questions Aucklanders ask, run monthly across ChatGPT, Claude, Perplexity and Google's AI answers, logging which businesses get named, with the baseline taken in week one.
Your own ground truth	Search Console, GA4 and the Xero-based snapshot you shared, which the measured inputs above are drawn from.

The full research behind every table here is in [The data](#) tab. [METHOD](#)

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