

Case study

Roofing contractor: finding the local search gaps before scaling content

This local contractor had almost no AI visibility signal. New Reward measured the gap, mapped competitors, found service-content holes, and showed what needed to be fixed before stronger local claims could be made.

Measured proof

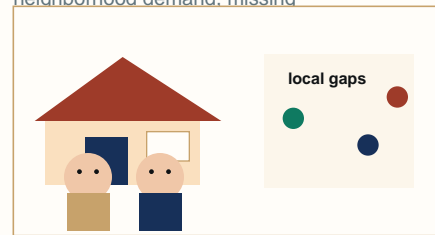
1/100

AI visibility baseline: Measured starting score at audit time.

Case-specific proof visual

Roofing local gap map

A local-service diagnosis: neighborhood demand, missing



- Roofing team reviews a local service-area map.
- Missing service pages and weak question depth are visible.
- The proof is diagnosis, not calls or lead growth.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Client	Industry	Timeframe	Outcome
Anonymized roofing contractor	Roofing contractor	February 2026 package audit	Local-service visibility diagnosis

Evidence at a glance

Measured result

Local-service visibility diagnosis

New Reward made the weak visibility measurable, ranked the content gaps,...

Return proof

Bounded claim

This proves diagnosis and readiness work. It does not prove lead growth, call ...

Next evidence

Proof boundary

This is a readiness and diagnosis case study, not proof of lead growth.

Proof boundary

This proves diagnosis and readiness work. It does not prove lead growth, call growth, or ranking improvement.

Evidence appendix

Evidence, limits, and source notes.

Problem

The business had a 1/100 AI visibility score. It had a small signal in one measured engine, but it was mostly missing from the broader answer landscape.

What New Reward did

New Reward mapped local competitors, found service-page gaps, prepared recommendations, and flagged that the question set needed more depth before ...

Result

The client received a clear local action map: what was weak, what content was missing, and what measurement issue had to be fixed first.

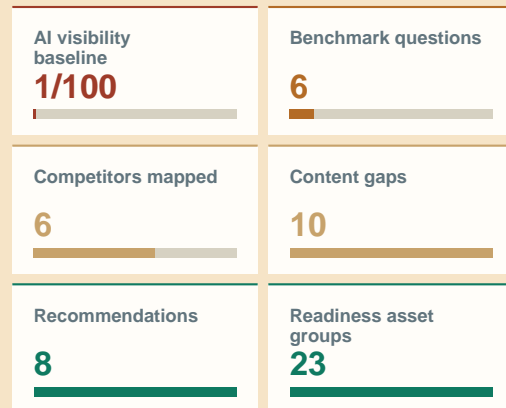
Why it matters

Contractor leads often go to the company buyers can find fast. Weak local visibility, thin service pages, and slow proof make it easier for competitors to...

Caveats

- This is a readiness and diagnosis case study, not proof of lead growth.
- The 6-question fallback pattern must be fixed before using this as a final measurement run.
- The client name remains anonymized until publish approval exists.

Measured signals



Work performed

- Mapped 6 competitors in the local service category.
- Found 10 content gaps for service and local-intent coverage.
- Prepared 8 recommendations and 23 readiness asset groups.
- Flagged the 6-question fallback benchmark set as a measurement issue to fix.

What remains bounded

- This proves diagnosis and readiness work. It does not prove lead growth, call ...
- This is a readiness and diagnosis case study, not proof of lead growth.

Source notes and download path

Download URL:
<https://www.newreward.com/cases/roofing-con...>
 Public URL:
<https://www.newreward.com/cases/roofing-contr...>

Proof visual: Roofing local gap map
 Proof image source:
<https://www.newreward.com/marketing...>
 Deep package audit: Internal package audit dated 2026-02-25 | Package au...