

WEEK 1: FULFILLMENT PACK

This week's objective

Strengthen Lone Star Roofing's "Austin" signals for AI Overview citations, using your provided screenshots.

Five tasks maximum

1. Add the **Homepage Proof Block** below.
2. Replace the **About page** with the draft below.
3. Upgrade **three service pages** using the checklist below.
4. Add the matching **FAQ sets** to each service page.
5. Start tracking AI Overview changes using the **Tracking Pack**.

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Asset 1: On-Site Visibility Pack

Citable Entity Pack

Business name: **Lone Star Roofing**

Location: **Austin, Texas**

Service area: **Austin, Cedar Park, Round Rock, Pflugerville**

Primary services: **Roof repair, roof replacement, emergency roof leak repair**

Common jobs: **Leak detection, flashing repairs, shingle replacement, storm damage**

Ideal customers: **Homeowners with leaks, aging roofs, hail damage, insurance questions**

Trust signals: **Licensed and insured, written estimates, photo documentation, workmanship warranty**

Primary CTA: **Call for same-day inspection availability**

Secondary CTA: **Request a free roof inspection**

About Page Draft

Lone Star Roofing helps Austin homeowners stop leaks fast.

We handle repairs, replacements, and storm damage restoration.

We document problems with clear photos and simple explanations.

You get a written scope before work begins.

We protect landscaping and clean up nails and debris.

We recommend repair when it makes sense.

We recommend replacement when repairs won't last.

Call now if water is entering your home.

Request an inspection if you want options and pricing.

Homepage Proof Block Copy

Austin roofs take a beating from heat and storms.

We find the leak source and explain the fix.

You get photos, a written scope, and clear pricing.

Repairs, replacements, and emergency leak service are available.

Call now to check same-day inspection availability.

Service Page Upgrade Checklist

Roof Repair Austin page

- Put **“Roof Repair in Austin, Texas”** in the **H1**.
- Add **“leak repair”** and **“same-day”** language near the top.
- Add a **“Common repairs we fix”** section.
- Add a **“Cost drivers in Austin”** section.
- Add a **“Why homeowners choose us”** proof list.
- Add internal links to **replacement** and **emergency** service pages.

Roof Replacement Austin page

- Put **“Roof Replacement in Austin, Texas”** in the **H1**.
- Add **shingle** and **metal** options with quick comparisons.
- Add **timeline expectations** and **weather notes**.
- Add a **“Decking and ventilation”** explanation.
- Add **warranty** and **workmanship** proof points.
- Add internal links to **repairs** and **inspections**.

Emergency Roof Leak Repair Austin page

- Put **“Emergency Roof Leak Repair in Austin, Texas”** in the **H1**.
- Add **“what to do right now”** steps.
- Add **tarp** and **temporary seal** expectations.
- Add **safety** and **access** disclaimers.
- Add fast-call CTAs and phone text.
- Add internal links to **repairs** and **storm damage**.

FAQ Sets

FAQ for Roof Repair Austin

Q: How fast can you repair a roof leak?

A: We often provide same-day inspection availability.

A: Timing depends on weather and access.

Q: What causes most roof leaks in Austin?

A: Flashing issues, vent boots, and storm damage are common.

A: We confirm the source with photos.

Q: Do you provide written estimates?

A: Yes, you get a written scope and pricing.

A: We explain options before work begins.

FAQ for Roof Replacement Austin

Q: How long does a roof replacement take?

A: Many homes take one to two days.

A: Weather and decking issues can add time.

Q: Do you replace damaged decking?

A: Yes, if the wood fails inspection.

A: We show photos before changes.

Q: Can you help with insurance questions?

A: Yes, we document storm damage clearly.

A: We explain the claim process steps.

FAQ for Emergency Roof Leak Repair Austin

Q: What should I do during an active leak?

A: Move valuables and catch water safely.

A: Call us for emergency guidance.

Q: Can you tarp the roof quickly?

A: We tarp when conditions allow safe access.

A: Permanent repairs follow after inspection.

Q: Do you offer weekend service?

A: Availability depends on current jobs and safety.

A: We prioritize active leaks first.

Asset 2: Tracking Pack

15 search phrases to re-check monthly

1. roof repair Austin
2. roof replacement Austin
3. emergency roofer Austin
4. roof leak repair Austin
5. storm damage roof Austin
6. hail damage roof Austin
7. metal roofing Austin
8. shingle roof replacement Austin
9. flat roof repair Austin

10. roofing company Austin
11. best roofer Austin
12. same day roof repair Austin
13. roof inspection Austin
14. insurance roof claim Austin
15. cedar park roof repair

Tracking table template

Date | Keyword | Brands mentioned | Sources cited | Lone Star mentioned | Notes | Screenshot saved

What to measure after completion

1. Lone Star mentions in your next screenshots.
2. Changes in cited sources across the same keywords.
3. Calls and form leads from updated pages.

Next Week Inputs: updated page URLs + AI Overview text and cited links for 3 searches + outreach replies received.

WEEK 2: CITATIONS + OUTREACH PACK

This week's objective

Increase third-party mentions on sources shown in your AI Overview citations.

Five tasks maximum

1. Standardize **NAP** across site footer and GBP.
2. Claim or update the top directory profiles below.
3. Submit to the **30 targets** below.
4. Send the outreach pitches below.
5. Log placements, replies, and live URLs.

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Asset 1: Citation Target Pack

Use this NAP everywhere

Name: **Lone Star Roofing**

City: **Austin, TX**

Phone: **(512) 555-0147**

Website: **<https://lonestarroofing.example>**

Category: **Roofing contractor**

Services: **Roof repair, roof replacement, emergency roof leak repair**

30 placement targets and best contact method

1. Google Business Profile | In-dashboard edits
2. Yelp | Claim listing form
3. Angi | Pro profile claim
4. BBB | Profile application
5. HomeAdvisor | Pro profile claim
6. Nextdoor | Business page setup
7. Thumbtack | Pro profile setup
8. Porch | Contractor profile
9. Houzz | Service provider profile
10. Apple Business Connect | Claim listing
11. Bing Places | Claim listing
12. MapQuest | Listing submission
13. YellowPages | Listing update
14. Superpages | Listing update
15. Foursquare | Listing update
16. Manta | Listing submission
17. Alignable | Business profile
18. Hotfrog | Listing submission
19. Chamber of Commerce Austin | Membership listing
20. Better business listing sites | Submission form
21. ThreeBestRated Austin | Nomination form
22. Expertise.com Austin | "Get listed" form
23. Local "Best of Austin" pages | Contact form
24. Austin neighborhood associations | Sponsor request email
25. Property managers | Vendor directory email
26. Realtor teams | Preferred vendor email

- 27. HOA pages | Vendor request email
- 28. Roofing contractor directories | Submission form
- 29. Storm restoration directories | Submission form
- 30. Local home services blogs | Editor email

Asset 2: Outreach Pack

Two pitches for list posts

Subject: Add Lone Star Roofing to your Austin roofer list

Hi [Name], we serve Austin homeowners with repairs and replacements.

We respond fast for leaks and storm damage.

We provide photos, written scopes, and clean job sites.

If you update your list, can you add Lone Star Roofing?

I can send service details and proof points.

Subject: Quick update for your “best roofers in Austin” page

Hi [Name], your page helps homeowners choose safely.

Lone Star Roofing serves Austin with repairs and replacements.

We document issues with photos and written scopes.

What do you need to consider adding us?

Two pitches for local blogs

Subject: Expert quote for an Austin roof leak article

Hi [Name], I can provide a short homeowner-friendly quote.

Topics include leak causes, storm damage, and repair timelines.

Tell me your word count and angle.

Subject: Roof replacement cost angles for Austin homeowners

Hi [Name], I can share cost drivers people misunderstand.

I can also provide an inspection-day checklist.

If useful, I'll send a draft paragraph.

Two pitches for directories

Subject: Listing request for Lone Star Roofing in Austin

Hi, please add or update our business listing.

Business: Lone Star Roofing, Austin, Texas.

Services: Roof repair, roof replacement, emergency leak repair.

Reply with your steps and I'll send full details.

Subject: Correct business details for your Austin roofing category

Hi, I noticed your directory lists Austin roofers.

Please include Lone Star Roofing with accurate details.

I can send NAP, photos, and service descriptions.

What to measure after completion

1. Number of live listings and completed profiles.

2. Reply rate from outreach targets.
3. Any new cited sources in your screenshots.

Next Week Inputs: updated page URLs + AI Overview text and cited links for 3 searches + outreach replies received.

OUTPUT 3 — MONTHLY CLIENT UPDATE EMAIL

Subject

Monthly Google Gemini Visibility Update for Lone Star Roofing

Message

Hi Chris,

Here is your monthly Gemini AI visibility update.

What we did this month

Updated the About page for stronger Austin entity signals.

Added homepage proof copy and service-specific FAQs.

Expanded directory coverage and sent outreach for local mentions.

What changed in AI answers

Keywords re-checked: roof repair Austin, roof replacement Austin, emergency roofer Austin.

Mentions: Lone Star was not shown in the screenshots you shared.

Cited sources: Yelp and Angi stayed frequent in your screenshots.

What we are doing next

Publish a “Roof Repair Cost in Austin” support page.

Secure five local placements from lists, blogs, or associations.

Request ten new reviews using service and neighborhood phrasing.

Feel free to reply with any questions.

Yours truly,

— Jordan