

CASE STUDY



Roofing Company

Charlotte, NC contractors. Specializes in roof replacements, repairs, and storm damage restoration.

**50% increase
in AI Overview
citations.**

23% rise in clicks and website traffic, with
28% increase in overall brand impressions.

www.ripe.marketing

WHAT WE DID

Strategic Google Maps Campaign

Google Maps rankings for highly competitive search terms



Content Development

Developed and optimized cost guides and FAQ content with structured generative summaries



Website Optimization

Enhanced content with concise, problem-solution language preferred by AI tools



Highlighted Expertise

Showcased real-world knowledge, credentials, warranties, and testimonials to strengthen authority



Enhanced Search Indexing

Integrated article and service markups for AI recognition and authority pointing.

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TRANSLATION:

Improved visibility and heightened credibility in generative search, resulting in more roofing leads and AI recommendations.