

New Reward Case Study

Roofing contractor: finding the local search gaps before scaling

Anonymized roofing contractor | Roofing contractor | February 2026 package audit

Summary

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.

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 final measurement.

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 win the job.

Proof Boundary

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

Starting Point

The measured package showed a 1/100 overall AI visibility score and only a small Perplexity signal.

Verified Result

New Reward made the weak visibility measurable, ranked the content gaps, and identified the benchmark issue to fix before stronger public claims.

Evidence Metrics

AI visibility baseline: 1/100. Measured starting score at audit time.

Benchmark questions: 6. Fallback question set; needs expansion.

Competitors mapped: 6. Local competitor set included in the package.

Content gaps: 10. High gap count for local service coverage.

Recommendations: 8. Action steps included in the package.

Readiness asset groups: 23. Schema, data, training, review, and site-root groups.

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.

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.

Source Notes

- Deep package audit: Internal package audit dated 2026-02-25
- Package audit data: Internal deployment-package audit data dated 2026-02-25

Next Step

Public URL: <https://www.newreward.com/cases/roofing-contractor-local-ai-search-gap>

See contractor pages: <https://www.newreward.com/industries/contractors>