Case study

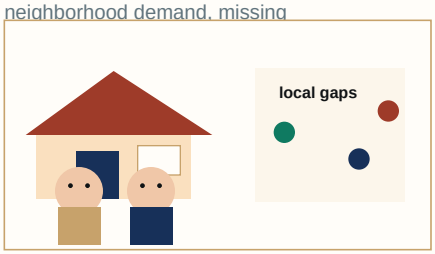
Roofing contractor: finding the local search gaps before scaling content

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.

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.

Measured proof

1/100

AI visibility baseline: Measured starting score at audit time.

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,...

Measured change

Bounded claim

This proves diagnosis and readiness work: the local competitor map, the ...

Next evidence

Proof boundary

This case study covers local visibility diagnosis and the readiness work t...

Proof boundary

This proves diagnosis and readiness work: the local competitor map, the service-content gaps, and the measurement fix to make first.

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...

Measured signals

AI visibility baseline 1/100	Benchmark questions 6
Competitors mapped 6	Content gaps 10
Recommendations 8	Readiness asset groups 23

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 case study covers local visibility diagnosis and the readiness work that follows it.
- The February 2026 run used a 6-question fallback set; the expanded local-intent set is the next ...

What remains bounded

- This proves diagnosis and readiness work: the local competitor map, the ...
- This case study covers local visibility diagnosis and the readiness work that ...

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...