COMPETITOR BREAKDOWN AND 12 MONTH GAME PLAN

KINGDOM ROOFING VS THE FIELD

Who is ahead of you in Appleton search and AI answers today, exactly why, and the pages, reviews and listings it takes to pass them.

Prepared by Anthony Scott Digital

Checks run Nov 25, 2026

PART 01

THE SHORT VERSION

WHERE YOU STAND

You have the best rating of any large roofer in Appleton: 5.0 stars across 241 Google reviews. When someone searches "best roofer in Appleton", Google puts you in the map box and its AI answer has named you first. But most people type plainer words, like "roofers appleton wi" or "roof replacement appleton wi". For those you are missing from the map box and the AI answer, so customers who would pick you on reputation are not being shown your name.

1 of 4

Google map boxes you appear in across the four searches checked. Only the "best roofer" search shows you.

5th

of 6 in ChatGPT on Nov 25. Two days earlier the same question put you 2nd. AI answers move.

414

Google reviews between you and the market leader. Your rating is higher than theirs.

THREE REASONS, IN ORDER

1. Review count. The two companies that hold the map box for both searches have 655 and 559 reviews. You have 241. Rating gets you chosen. Count and a steady monthly flow get you shown.

2. Your town pages are copies of each other. Your site has about 160 pages and 48 blog posts, more than any competitor we looked at. But the Neenah and Menasha roofing pages share 33 of their 48 sentences word for word once the town name is swapped. Google treats pages like that as one page repeated, so most of them do not rank.

3. The pages point the wrong way. You have pages for Milwaukee, Stevens Point and Sturgeon Bay, and county pages spelled "Outgamie" and "Kawaunee". There is no page for Grand Chute, Little Chute, Kimberly, Combined Locks, Darboy or Fox Crossing, the towns that touch Appleton.

The good news. None of this is a reputation problem. The hard part, earning a perfect rating from hundreds of customers, is done. What is left is fixable work, and it is listed page by page in this report.

PART 02

WHO SHOWS UP TODAY

Checked Nov 23 and Nov 25, 2026, with Google set to Appleton, WI. This builds on the three searches in your first website audit and adds two more. Results shift with the searcher's exact location and from one AI answer to the next, so we re run this every month.



THE FULL PICTURE

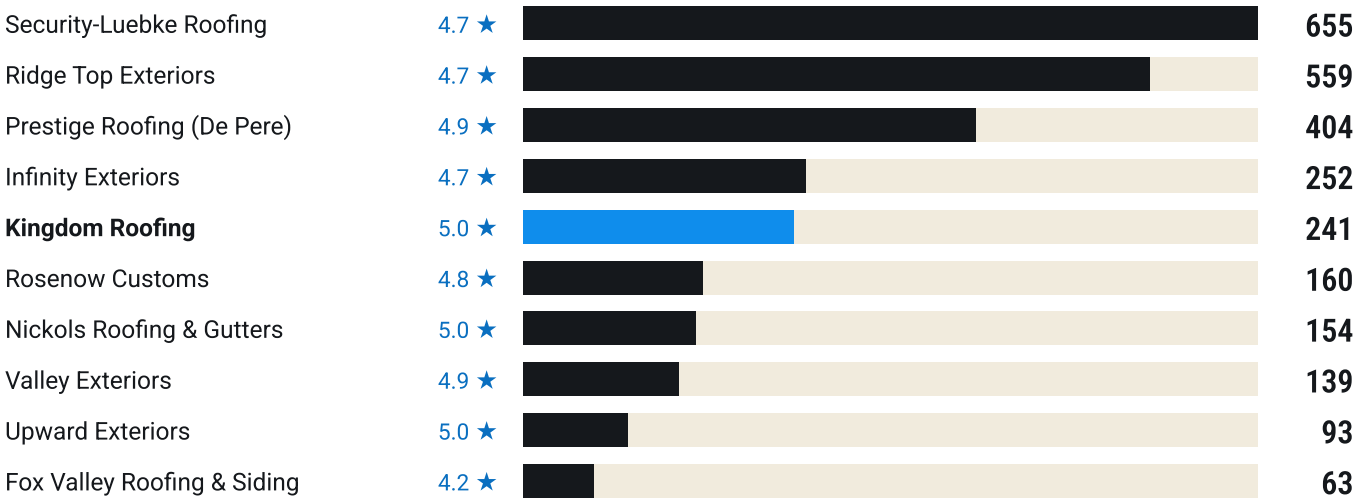
WHERE	WHO WAS SHOWN, IN ORDER	KINGDOM ROOFING
Google map box and AI answer "best roofer in Appleton WI" · Nov 23	You were in the top 3 and Google's AI answer named you first. Your website was not on page 1. Your Facebook page showed in its place.	IN TOP 3 NAMED FIRST
Google "hail damage roof repair Appleton WI" · Nov 23	Not in the map box. Your website was about third in the regular results. No AI answer was shown.	WEBSITE ABOUT 3RD
Google map box "roofers appleton wi"	Security-Luebke Roofing, Ridge Top Exteriors, Nickols Roofing & Gutters	NOT SHOWN
Google AI Overview same search	The same three, each with a one line description	NOT NAMED
Google regular results same search	Yelp, GAF, BBB, Security-Luebke, Upward Exteriors, Valley Exteriors, Angi, then your Facebook page	FACEBOOK PAGE ONLY Your website was not on page 1.
Google map box "roof replacement appleton wi"	Ridge Top Exteriors, Nickols Roofing & Gutters, Prestige Roofing (De Pere)	NOT SHOWN
Google regular results same search	Security-Luebke, GAF, Yelp, Valley Exteriors, BBB, Upward Exteriors, Ridge Top, then you	BOTTOM OF PAGE 1
ChatGPT "best roofing companies in Appleton, Wisconsin"	Nov 25: Security-Luebke, Ridge Top, Schabel Exteriors, Keeney Home Services, Kingdom Roofing, Infinity Exteriors. On Nov 23 the same question placed you 2nd of 6. For storm and hail work it recommended Ridge Top and Security-Luebke, not you.	NAMED 2ND, THEN 5TH both times with a phone number that is not the one on your website.
Paid spots above everything	Local Services Ads: Keeney Home Services, Overhead Solutions. Search ads: ARC Contracting, Rooster Roofing, MAS Roofing.	NOT RUNNING

Two things working for you already. Yelp's "best roofing in Appleton" page ranks first in the regular results and lists Kingdom Roofing first. Angi's Appleton list also names you. AI tools read both pages. We protect and build on those.

PART 03

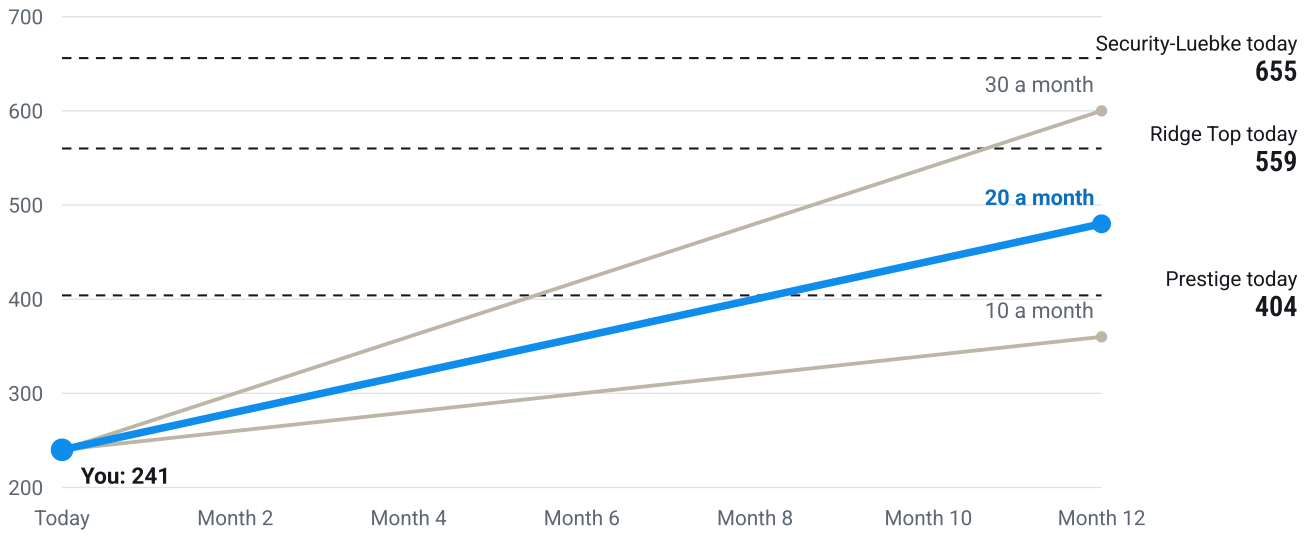
THE REVIEW RACE

Google reviews as of Nov 25, 2026. Gold is you. Highest rating in the top five, fifth in count.



YOUR REVIEW TARGET

PACE	COUNT AT MONTH 12	WHERE THAT PUTS YOU
10 new reviews a month	About 360	Clear of Infinity, closing on Prestige
20 new reviews a month (our target)	**About 480**	**Third largest count in the market with the best rating of the top three**
30 new reviews a month	About 600	Level with Ridge Top, in reach of the leader



Your review count at three paces against where the leaders stand today. They will keep adding reviews too, which is why pace matters more than any single push.

The pace depends on how many jobs and inspections you complete, so we set the final number with you in month 1. Every finished job and every free inspection gets an ask. We also prompt customers to mention the service and their town, because Google reads the words in reviews.

Nickols holds a map box spot with 154 reviews, fewer than you. Count is not the only factor. Category choice, distance to the searcher and how well the website backs up the profile decide the rest, and those are sections 05 and 06.

PART 04

COMPETITOR BY COMPETITOR

SECURITY-LUEBKE ROOFING · APPLETON · 4.7 FROM 655

What they have: founded 1934, Owens Corning Platinum Preferred, a 50 year warranty page, 13 service pages with titles aimed at "Green Bay and Appleton", a projects gallery, a maintenance plan, Fox 11 TV segments, a Fox Cities Chamber listing. No separate town pages.

Why they win: the most reviews, the longest history and the most local mentions. First in the map box, the AI Overview and ChatGPT.

How we pass them: not on age. On rating (5.0 against 4.7), on town coverage where they have none, and on review pace. Their weak spot is every town outside Appleton proper.

RIDGE TOP EXTERIORS · APPLETON · 4.7 FROM 559

What they have: a multi state company with an Appleton office. GAF Master Elite. A roof replacement pricing page written for Appleton, instant online quote tools, a shingle color visualizer, a warranties page, a maintenance plan and blog posts aimed at searches like "best roofing contractors Appleton".

Why they win: review volume plus the only Appleton pricing content in the market. People searching cost land on them.

How we pass them: a real Appleton cost guide with your own job ranges, a warranty page, and the local story. They are a branch office. You are the local company with the higher rating.

NICKOLS ROOFING & GUTTERS · NEENAH · 5.0 FROM 154

What we know: about 3 years in business, based in Neenah, and in the map box for both Appleton searches with fewer reviews than you. Google's AI answer describes them around roof replacement, repair and gutters.

Why it matters: they prove a newer company with a perfect rating can hold a top 3 spot here. That is the spot you should have.

How we pass them: a full teardown of their Google profile categories, services and posting pace is the first job in month 1, then we match it and out review them.

ROSENOW CUSTOMS · NEENAH · 4.8 FROM 160

What they have: 20 town pages from Appleton to Green Bay and Oshkosh, 22 service pages including metal and designer roofing, a roof cost estimator tool, a financing page, cost articles on an active blog, BBB and Heart of the Valley Chamber membership.

Why they win: the widest set of town and material pages among the local companies.

How we pass them: you already have more pages than they do. Rewritten so each one is unique, yours beat theirs on reviews and rating behind every page.

FOX VALLEY ROOFING & SIDING · APPLETON · 4.2 FROM 63

What they have: a company name that matches the search "roofing Fox Valley", 5 town pages, a storm damage page with insurance claim guidance.

Why they show: the name and the storm page, despite the weakest rating in the group.

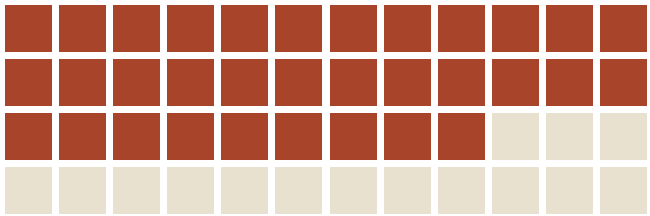
How we pass them: your storm, wind and hail pages plus an insurance claim walkthrough, backed by four times their reviews.

Also in the market and tracked from month 1: Prestige Roofing (De Pere), Infinity Exteriors, Valley Exteriors, Upward Exteriors, Schabel Exteriors, Keeney Home Services. Competitor details are from their own websites and Google listings.

PART 05

YOUR WEBSITE: WHAT WE FOUND

An update to your first audit. That report said your 20 service area cities had no pages of their own and that your blog had two posts. A full crawl of every page on the site found about 110 town and county pages and 48 blog posts. They exist. The problem is that they are near copies of each other and many point at the wrong places, which is why they are not bringing in searches.



Each square is one sentence on your Neenah roofing page. Red squares appear word for word on the Menasha page too.

33 of 48

sentences are identical between two of your town pages. To Google that is one page published twice.

FINDING	DETAIL	WHAT WE DO
Town pages are near copies	Neenah and Menasha roofing pages: 33 of 48 sentences identical after the town name is swapped. Both are exactly 1,095 words.	Rewrite the priority towns one at a time with real local detail.
Closest towns are missing	No page for Grand Chute, Little Chute, Kimberly, Combined Locks, Darboy, Fox Crossing or Sherwood.	Build them first. These are your nearest customers.
Far towns dilute the site	Pages for Milwaukee, Stevens Point and Sturgeon Bay, an hour or more from either office.	Decide with you: keep and make real, or retire with a redirect.
County pages misspelled	Page addresses and headings read "Outgamie" and "Kawaunee" for Outagamie and Kewaunee. About 30 county and area pages were added since July.	Correct spelling, redirect the old addresses, fold thin ones into town pages.
Blog is busy but off target	48 posts, many aimed at counties and distant towns. One post names Appleton in its address.	Point new articles at Appleton and Fox Cities questions people ask.
Four phone numbers	Four in total: (920) 404-5760 across the site, 956-9740 in the footer, 764-8931 in ChatGPT answers and 851-5684 on GuildQuality.	Confirm each still rings through, pick one main number, match it everywhere.
Site hides your reviews	The site says "31 reviews". Google shows 241.	Live Google review feed on the new site.
Conflicting business code	Two blocks with two different addresses and hours, plus a product block claiming 4.9 from 225 reviews.	Merge into one accurate block that matches your Google profile.
Second office	The site says you work from Appleton and Horicon.	Check the Horicon Google profile and give it its own page set.

TOWN COVERAGE AT A GLANCE

CLOSEST TO APPLETON

Grand Chute | Little Chute | Kimberly | Combined Locks | Darboy | Fox Crossing | Menasha | Neenah | Kaukauna | Greenville

FOX VALLEY AND GREEN BAY

Sherwood | Hortonville | Freedom | Wrightstown | Oshkosh | Winneconne | New London | De Pere | Green Bay | Howard | Hobart | Manitowoc | Clintonville

HORICON OFFICE

Horicon | Beaver Dam | Mayville | Waupun | Fond du Lac | Ripon | Berlin

AN HOUR OR MORE AWAY

~~Milwaukee~~ | ~~Stevens Point~~ | ~~Sturgeon Bay~~

Red no page yet | Gold has a page today, to be checked and rewritten | ~~Grey~~ keep and make real, or retire

PAGES YOUR COMPETITORS HAVE THAT YOU DO NOT

PAGE TO BUILD	WHO HAS IT	WHEN
Roof replacement cost in Appleton	Ridge Top, Rosenow	Month 2
Warranty page	Security-Luebke, Ridge Top	Month 2
Insurance claim walkthrough	Fox Valley Roofing & Siding	Month 3
Metal roofing, if you install it	Rosenow, Security-Luebke	Month 4
Gutter protection main page	You have town versions of it but no main page	Month 4
Project pages by town with photos	Security-Luebke, Ridge Top	From month 5

Roof cost estimator	Rosenow, Ridge Top	Month 7
Maintenance plan, if you offer one	Security-Luebke, Ridge Top	Month 8

You already have what several competitors lack: separate storm, wind and hail damage pages, financing, a gallery, a reviews page and a questions page. Those get refreshed, not rebuilt.

PART 06

YOUR 12 MONTH PLAN

MONTH 1

BASELINE AND PROFILE

- Map rank grid across the Fox Cities for 10 searches. AI scoreboard across ChatGPT, Gemini, Perplexity, Copilot and Google's AI answers.
- Google profile teardown against Security-Luebke, Ridge Top and Nickols: categories, services, photos, posts. Rebuild yours to match or beat each one.
- Phone number cleanup. One main number on the site, the profile and every listing.
- Review ask system live, target set with you.
- Bing Places, Apple Business Connect, Yelp, BBB, GuildQuality and Facebook checked and corrected. Horicon profile checked.
- We connect to the Google Analytics, Search Console and CallRail you already have, so your baseline uses real history.

MONTH 2

FIX THE CORE

- New website goes live with every one of your current page addresses pointed to its new page, so nothing you rank for today is lost.
- Appleton cost guide and warranty page.
- Rewrite the roof replacement, roof repair and storm damage pages with direct answers up top.
- One clean business code block. County page spelling fixed with redirects.
- Town pages rewritten with real local jobs and reviews: Appleton, Neenah, Oshkosh.

MONTH 3

FIX THE CORE

- Green Bay and Fond du Lac pages rewritten.
- New town pages for the towns touching Appleton: Grand Chute, Little Chute, Kimberly.
- Insurance claim walkthrough. Fox Cities Chamber membership filed.
- 90 day comparison against the baseline.

MONTH 4 TO 6

BUILD THE GAP

- Two town pages a month, new or rewritten: Combined Locks, Darboy, Fox Crossing, Menasha, Kaukauna, De Pere.
- Two answer articles a month, starting with hail damage signs, repair or replace, and roof cost in the Fox Valley.
- Metal roofing page if you install it. Gutter protection main page.
- Malarkey contractor profile corrected (it spells your street "Capital") and your Certified Pro badge shown on the site. First local sponsorship picked with you.
- Month 6: full re check of this report against the same competitors.

MONTH 7 TO 9

WIDEN

- Horicon office page set rewritten: Horicon, Beaver Dam, Mayville, Waupun. Then Greenville, Hortonville, Sherwood.
- Project pages by town from real jobs. Roof cost estimator.
- Storm season pages refreshed ahead of spring and summer.
- Announcement written and sent to local outlets when you have a real job or charity roof to share.

MONTH 10 TO 12

DEFEND AND EXTEND

- Remaining far town pages kept and made real, or retired.
- Siding, window, gutter and garage door pages given the same treatment as roofing.
- Fix anything the AI scoreboard still gets wrong.
- Year in review and year two plan.

WHAT WE ARE AIMING FOR

BY	TARGET
Day 90	One phone number everywhere. Profile rebuilt. 8 priority town pages live: 5 rewritten and 3 new. Review pace at target. Website on page 1 for "roofers appleton wi".
Month 6	Map box appearances across the central Fox Cities grid for roofing and roof replacement searches. Named in Google's AI answer for at least one of the two main searches. Past 350 reviews.
Month 12	Top 3 map position across most of the Appleton grid. Named in the top 3 by ChatGPT and Google's AI answer on most checks. Around 480 reviews at the target pace.

These are targets, not guarantees. Google and the AI tools decide the order, and it changes with the searcher's location. What we guarantee is the work above, on schedule, with this same scoreboard in front of you every month.

WHERE THIS SITS IN YOUR PLANS

PLAN 1 · WEBSITE

$2,500 once then $129 a month, or $349 a month for 12 months with $0 down.

COVERS

The new website itself: the redesign, city pages, Google business code, the mobile call and estimate bar, the quote form that texts you every lead, hosting, security, backups and small edits.

FIXES FROM PART 05

One clean business code block, one phone number on the site, a fast mobile site.

PLAN 2 · WEBSITE + SEO/AEO

$2,500 once then $879 a month, or $1,099 a month with $0 down. Six month minimum on the SEO/AEO work.

COVERS

Everything in Plan 1 plus every month of the plan above: new and rewritten town pages, articles, Google profile posts, review growth, listings, AI answer work and the monthly calls and rankings report.

THIS IS THE PLAN THAT CLOSES THE GAP

The map box, the AI answers and the review race in Parts 02 to 04 only move with the monthly work.

Your redesigned website preview: kingdom-roofing-preview.pages.dev

OPTIONAL: LEADS WHILE THE RANKINGS BUILD

Keeney Home Services and Overhead Solutions sit above the map box today through Google Local Services Ads. With a 5.0 rating you would be the highest rated badge in that row. You pay Google per lead, on your own budget. Roofing leads in 2026 benchmarks run roughly $50 to $130 each.

PART 07

WHAT A TOP THREE SPOT IS WORTH

Run this with your own numbers. We fill in the last two lines together after the baseline week.

LINE	YOUR NUMBERS	YOU	WORKED EXAMPLE
A	Average value of a roofing job	$ _____	$10,000
B	Jobs you win out of every 10 calls	_____ of 10	3 of 10
C	Value of one extra call (A times B, divided by 10)	$ _____	$3,000
D	Extra calls a month from search and AI, measured on your report	_____	5
E	**Added sales a month (C times D)**	**$ _____**	**$15,000**

The example column is an illustration of the math, not a forecast for your business. Line D comes from call tracking on your monthly report, so the answer is measured, not guessed.

PART 08

YOUR FIRST 30 DAYS

WHAT WE NEED FROM YOU

ACCESS

Manager access to your Google profile, website, Google Analytics, Search Console, CallRail and your Yelp, BBB and Facebook pages. You stay the owner.

EIGHT ANSWERS

The short list in your Getting Started Guide: your main phone line, your Horicon address, your warranty terms, and the jobs you want more of.

NOTHING ELSE UP FRONT

We already have your logo, photos, reviews and service list. New job photos start in month two.

ONE HABIT

Send the review link we give you after every finished job and inspection.

WHAT YOU GET BY DAY 30

BASELINE

Your map rank grid, AI scoreboard and competitor numbers on record.

PROFILE

Google profile rebuilt against the three companies in the map box.

CLEANUP

One phone number everywhere. Listings corrected.

REVIEWS

The ask system running and your monthly target agreed.

REPORT

Your first monthly scoreboard.

ASD
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Sources: Google Search and Google Business Profile data for Appleton, WI, checked Nov 25, 2026; one ChatGPT answer with web search on the same date; kingdomroofingwi.com page list and page text on the same date; competitor websites. Local Services Ads lead cost range from 2026 industry benchmarks. Search and AI results vary by location, device and time, which is why every figure here is re measured monthly.