KINGDOM ROOFING
PROTECT YOUR KINGDOM

WEBSITE AUDIT
& REDESIGN PLAN

kingdomroofingwi.com · Prepared for Kingdom Roofing
November 2026 · Updated November 25, 2026

What changed in this update. A full crawl of every page on the site replaced two findings from the first version. The site does have city pages and a large blog. The issue is that the city pages are near copies of each other. See "Make every city page its own" and "Point the blog at Appleton" in section 1.

THE SHORT VERSION

Kingdom has the best reputation of any major roofer in Appleton: 5.0 stars from 240 Google reviews, and Google's AI already names Kingdom first for "best roofer in Appleton". The website is what holds it back. It's the slowest site among the competitors we tested, it shows only 31 of those 240 reviews, and the phone number, address and hours don't match from one place to the next, including what ChatGPT tells people. Fixing the website and listings turns a great reputation into more calls.



Reputation	95
Technical SEO (Google)	85
Search & AI visibility	60
Listings & consistency	40
Mobile speed (Google)	38

Speed and Technical SEO are Google PageSpeed scores. The other three are scored from the checks in this report. Overall = average of the five.

1. WHAT'S WRONG

FIX NOW **HOSTING IS RUNNING OUT OF RESOURCES**

While this audit was being done, the Financing and Reviews pages returned "Resource Limit Is Reached" instead of loading. A homeowner who clicks Financing and gets an error page leaves. This usually means cheap shared hosting. Moving to managed WordPress hosting fixes it and speeds up the whole site.

FIX NOW **TWO DIFFERENT PHONE NUMBERS**

(920) 404-5760 appears across the site, but 920-956-9740 shows up in the footer review block. Online, Kingdom also shows up with two other numbers (see Listings check), including the one ChatGPT gives people. Use one number everywhere, matching the Google Business Profile.

FIX NOW **THE SITE SHOWS 31 REVIEWS. GOOGLE SHOWS 240.**

The homepage says "31 reviews" while the Google profile has 240 five star reviews, the best rating of any major Appleton roofer. Show the real number with a live Google review feed. It's the strongest selling point Kingdom has and the site hides most of it.

FIX NOW **NO ADDRESS, HOURS OR EMAIL ON THE SITE**

The visible pages only say "Appleton, WI" and "Horicon, WI". Google lists 2323 E Capitol Dr, Appleton, WI 54911, open Monday to Friday 8:30 to 5. Put the address, hours and an email in the footer and on the Contact page, word for word the same as Google.

FIX NOW **BBB BADGE LOADS INSECURELY**

The footer BBB badge image is served over http and its file is named "ABC Seamless". Browsers flag mixed content. Re-upload it over https, or better, use BBB's official clickable seal. Also confirm the BBB profile itself lists the current address: BBB directory pages show Kingdom Roofing LLC near several different Appleton addresses.

FIX NOW **"SALE ENDING SOON" WITH NO SALE**

The banner names no offer and no end date. Homeowners read that as a pressure tactic. Either name a real offer with a date, or remove it.

FIX NOW **REPEATED BLOCKS AND RAW LINKS**

The menu, the Get Quote bar and the quote form each appear two or three times on the homepage. Long Google review URLs and duplicate "contact-us" links print as plain text. The copyright line has no year.

NEXT **MAKE THE QUOTE FORM THE FIRST THING PEOPLE SEE**

Put a four field form (name, phone, address, service) in the hero, add a sticky Call / Free Estimate bar on phones, and text every new lead to the owner so nothing sits in an inbox.

NEXT **LEAD WITH STORM AND INSURANCE HELP**

Hail and wind claims are the biggest reason people call a roofer. Give storm damage its own strip on the homepage with a "Book Storm Inspection" button.

NEXT **REAL PROJECT PHOTOS AND REAL TRUST BADGES**

Before and after photos with the city named beat stock images. Show the Malarkey Certified Pro status (certified since 2024) next to the BBB and Google badges.

NEXT **FIX THE HIDDEN BUSINESS DATA (SCHEMA)**

The site has structured data for Google, but it contradicts itself: one block lists 2323 E Capitol Dr, a second block lists a different Appleton street address with Monday to Saturday 7 to 5 hours, and a "Product" block claims a 4.9 rating from 225 reviews. Google and AI tools read this data directly. Replace it with one RoofingContractor block that matches the Google profile exactly. Marking the business up as a "Product" to show stars can also break Google's review rules.

GROW **MAKE EVERY CITY PAGE ITS OWN**

The site has a page for most of the 20 cities on the Service Areas page, plus county pages, about 110 in all. But they are near copies of each other: the Neenah and Menasha roofing pages share 33 of their 48 sentences word for word. Google treats copies as one page, so most of them do not rank. Rewrite them one at a time with local jobs and reviews, starting with Appleton, Oshkosh, Neenah, Green Bay and Fond du Lac. The towns that touch Appleton (Grand Chute, Little Chute, Kimberly) have no page yet and should get one.

GROW **FIX IMAGE ALT TEXT AND THE META DESCRIPTION**

Every image has empty alt text. The meta description names 3 cities while the site serves 20. Decide whether Appleton or Horicon is the home base and say it consistently.

GROW **POINT THE BLOG AT APPLETON AND ASK FOR REVIEWS**

The blog has 48 posts, but many are aimed at counties and distant towns, and only one names Appleton in its address. Add posts that answer real local searches: hail damage signs, repair vs replace, roof cost in the Fox Valley. Ask every finished customer for a Google review.

2. SPEED AUDIT

Tested with Google PageSpeed Insights on November 22, 2026. Google uses these same speed signals when ranking pages, and most homeowners searching for a roofer are on a phone.

MOBILE SCORES (KINGDOMROOFINGWI.COM)

38	94	92	85
Performance	Accessibility	Best Practices	SEO

Desktop performance also scored 38 out of 100.

Mobile measurement	Their site	Google's "good" target
Largest Contentful Paint (main content visible)	21.2 s	2.5 s or less
First Contentful Paint (anything appears)	5.3 s	1.8 s or less
Speed Index	11.4 s	3.4 s or less
Total Blocking Time (page frozen to taps)	740 ms	200 ms or less
Cumulative Layout Shift	0.022	0.1 or less
Total page weight	7.5 MB	Under about 1.6 MB

> **What this means:** on a phone, the main part of the homepage takes over 20 seconds to fully show up. Most people hit the back button long before that and call the next roofer on the list.

WHAT'S SLOWING IT DOWN

Issue Google found	Estimated savings
Render blocking files (CSS and scripts load before anything shows)	4.9 s
Unused JavaScript (mostly page builder and plugin code)	1.2 MB
Images not compressed or in modern formats	1.0 MB
Unused CSS	463 KB
Files not cached by the browser	4.7 MB
JavaScript run time on the phone	2.6 s

Google also flagged text with low color contrast and links with no readable name, which hurt accessibility and screen readers.

THE REDESIGN, SAME TEST

Current site, mobile

38

Performance · main content in 21.2 s

Redesign preview, mobile

94

Performance · main content in 1.5 s

The preview is set to hide from Google on purpose so it doesn't compete with the real site, so only its speed is compared here.

3. HOW KINGDOM STACKS UP

The top Appleton roofers in Google Maps, checked November 23, 2026.

Roofer	Google rating	Reviews	Mobile speed score
Kingdom Roofing	**5.0**	**240**	**38**
Security-Luebke Roofing	4.7	654	46
Ridge Top Exteriors	4.7	558	83
Nickols Roofing & Gutters	5.0	153	not tested
Upward Exteriors Roofing	5.0	93	not tested

> **The takeaway:** Kingdom has the highest rating of any roofer with 200+ reviews, but the slowest website of the three we speed tested. The redesign scores 94, faster than every competitor.

4. SEARCH & AI VISIBILITY

What a homeowner sees when they search, checked November 23, 2026 with the area set to Appleton. Results shift a little by device and location.

Search	Google Maps top 3	Website in Google results	Google AI answer
best roofer in Appleton WI	Yes	Not on page 1 (Facebook page shows instead)	Named first
roof replacement Appleton WI	No	About #8	Not named
hail damage roof repair Appleton WI	No	About #3	No AI answer shown

CHATGPT: "WHO ARE THE BEST ROOFING COMPANIES IN APPLETON WI?"

What ChatGPT said	Problem
Kingdom Roofing listed #2 of 6, "5.0/5 from 240 reviews"	**Good, keep it**
Phone listed as (920) 764-8931	**Not the main number. It may be an old or call tracking number: confirm it still rings through, then get one number everywhere.**
For storm or hail damage it recommended Ridge Top and Security-Luebke	**Kingdom not mentioned for its biggest service**

> **Why this matters:** more homeowners now ask AI tools for a roofer instead of scrolling Google. AI pulls from the website, the Google profile and directories. When those disagree, AI shows the wrong phone number and leaves Kingdom out of the storm answers.

5. LISTINGS CHECK

The same business should show the same name, address and phone everywhere. Here's what each source shows.

Source	Address	Phone	Hours
Google Business Profile	2323 E Capitol Dr	(920) 404-5760	Mon to Fri 8:30 to 5
Website pages	**None shown**	**404-5760 and 956-9740**	**None shown**
Website hidden data (schema)	**Two different addresses**	(920) 404-5760	**Mon to Sat 7 to 5**
Malarkey contractor profile	**2323 E "Capital" Dr Ste 123**	Not shown	Not shown
GuildQuality	**A different Appleton address**	**(920) 851-5684**	Not shown
ChatGPT answer	2323 E Capitol Dr	**(920) 764-8931**	n/a
BBB	**No profile found under "Kingdom Roofing". The site says BBB Accredited, so the profile should be found and linked.**		

Facebook (10.3K followers) and Yelp couldn't be read automatically and should be checked by hand.

> **Good news:** the tracking is already in place. The site has Google Analytics 4, Google Tag Manager, Search Console and CallRail call tracking installed, so results from these fixes can be measured.

6. PLUGINS TO USE

The site already runs WordPress with Elementor, so these drop in without a rebuild. Keep the plugin list short: every extra plugin slows the site and adds a security risk.

Plugin	What it fixes	Cost type
Rank Math Pro	Replaces the conflicting schema with one clean local business block, plus meta tags, redirects, sitemap	Paid yearly
WP Rocket	Page caching and speed tuning for Elementor	Paid yearly
ShortPixel	Compresses photos and serves WebP so project galleries load fast	Free tier, then credits
Gravity Forms or WPForms	Short quote form with text alerts to the owner	Paid yearly
CallRail (installed)	Already on the site. Keep it, and make sure tracking numbers don't show up in Google or directory listings	Monthly service
Trustindex	Live Google review feed showing all 240 reviews instead of 31	Free tier, then paid
Wordfence	Firewall and malware scanning	Free tier
UpdraftPlus	Nightly backups stored off the server	Free tier
Redirection	Fixes the old footer links so nothing returns a 404	Free

7. WHAT A SITE LIKE THIS SHOULD COST PER MONTH

For a single location roofer, published 2026 cost guides land in these ranges.

Item	Typical range
Hosting (managed WordPress recommended)	$14 to $28
Plugins and theme licenses	$20 to $35
Maintenance and security (updates, backups, fixes)	$0 to $90 DIY · $100 to $300 agency
Fair price for hosting and upkeep of the website alone	**About $50 to $150**
Ongoing local SEO (content, links, technical work), separate	$500 to $2,000

> **Red flag:** paying $300 or more a month just to host and maintain the current site, while the phone numbers, insecure badge and conflicting schema above are still unfixed, means you are overpaying. Whoever maintains the site should be catching these.

Figures are typical market ranges for hosting and upkeep, not quotes, and do not include the cost of building a new site. Actual pricing depends on the provider and scope.

8. THE REDESIGN

A full redesign mockup uses the Kingdom Roofing logo and brand blue, puts the quote form and phone number up front, and gives storm and hail damage their own spotlight, adds a 20 second "repair or replace" roof check, before

and after sliders, real customer reviews, financing, service areas and a clear four step process. Every menu page has been redesigned to match.

> **Preview the redesigned site:**
> https://kingdom-roofing-preview.pages.dev

Sources for cost ranges: projectcostestimator.com/blog/roofing-contractor-website-cost-2026 · seo-client-onboarding.netlify.app/blog/how-much-does-a-contractor-website-cost · Speed: Google PageSpeed Insights, Nov 22 2026 · Ratings, hours and address: Google Maps, Nov 23 2026 · Searches: Google and ChatGPT, Nov 23 2026 · Full site crawl: Nov 25 2026