Grow That Local

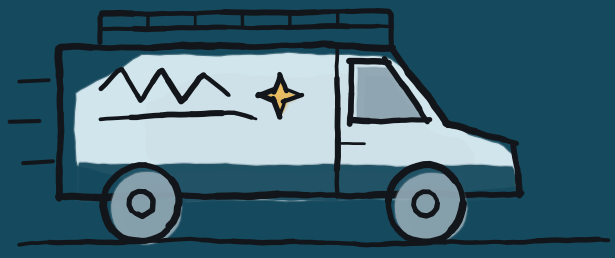
a free guide

What a Google Ads click costs a roofer, by city

What one Google Ads click on a roofing search costs in the US, the Southeast and 10 Southeast cities, which searches cost most, and what a monthly budget really buys.

For roofing business owners comparing lead sources.

- 13 short sections in 5 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this guide works 3

Part 1 **What a roofing click costs** 4

1 The roofing click price across the US 4
2 The Southeast and its 10 metro areas 4
3 Where clicks cost most and least 5

Part 2 **The searches behind the price** 7

4 The priciest searches 7
5 The cheapest searches, and which ones are worth it 7

Part 3 **What a monthly budget buys** 9

6 Clicks for your budget 9
7 From clicks to leads 9

Part 4 **Ads, or reviews and the map first?** 11

8 When ads make sense for a roofer 11
9 When reviews and the map come first 11

Part 5 **Four ways to pay less per click** 13

10 Bid on exact searches 13
11 Show ads only when you can answer 13
12 Draw your area tight 14
13 Block the searches that waste money 14

Your first 24 hours, in one list 16

Where to go next 17

If you'd rather hand it off 18

Sources 19

GTL estimates 19

Before you start

Roofing clicks are some of the priciest in local trades. Before you put money into Google Ads, it helps to know what a click on "roof repair" costs where you work, and how many of those clicks it takes to book one inspection.

We took Google's click price estimates for 28 searches people use when they want a roofer ("roofer near me", "roof repair", "roof replacement", "hail damage roof" and more) for the whole US, all 50 states and DC, 10 regions and 10 Southeast metro areas. The data is Google Ads keyword data, pulled through DataForSEO, a data company that resells it, in November 2026.

How to read the numbers:

- **Typical click** is the average price of one click across all of the roofing searches, weighted by how often people make each one. Busy searches count more.
- **Middle search** is the median: half the searches cost more per click, half cost less.
- **The "roofer near me" click** is the price of the one search most owners want to show up for. It's usually the best number to plan a budget with.

The limits, in plain words:

- **These are Google's estimates, not your bill.** Each price is Google's average cost per click for that search in that place (Google Ads API reference, developers.google.com). It's what advertisers paid on average, not what any one business pays.
- **Your own price depends on you.** How good your ad and page are, the hours you run, how tightly you match searches and where you show all move it. Part 5 covers each one.
- **Small places are rough.** Google leaves many small searches unpriced, and one pricey search can pull a metro's average up. Read the three numbers together.
- **A click is not a lead.** Most people who click don't call. Every per-lead figure here is our estimate, built from a click price and a conversion rate we state.
- **A metro area here is a TV market**, which is wider than the city itself.

Every click price comes from one source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Where we do math on top of it, we say "GTL estimate" and give our reasoning. Every example is made up to show the idea.



Part 1

What a roofing click costs

1 The roofing click price across the US

The idea. Across the US, the typical roofing click costs $26.18. The middle search costs $27.13. Prices run from $2.40 for "shingle roof" to $61.60 for "new roof". The "roofer near me" click costs $27.11, and people make that search about 201,000 times a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Roof jobs are big, so roofers can afford to pay a lot for one click, and that pushes the price up for everyone (GTL estimate). Notice that "roof repair" ($41.05) costs more per click than "roof replacement" ($36.08) (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Someone with a leak calls today. Someone pricing a new roof is still collecting quotes.

Of the 70 local trades we measured, roofing has the 7th priciest typical click. Google's competition score for these searches averages 25 out of 100. That score is the share of ad spots that advertisers fill (Google Ads API reference, developers.google.com).

Example (sample numbers). A made-up roofer has never run ads. Before talking to anyone who sells them, they write two numbers on a sticky note: about $27 for a "roofer near me" click and about $41 for "roof repair." Now a pitch that promises clicks at $3 tells them something is off.

Do it in 24 hours

- [ ] Write down the US "roofer near me" price from this section.
- [ ] Find your metro area or state in sections 2 and 3 and write its price next to it.
- [ ] Open Google Keyword Planner, set your town, and check "roof repair" there.

2 The Southeast and its 10 metro areas

The idea. In the Southeast and Upper South, the typical roofing click costs $24.83, 5% less than the US. The "roofer near me" click costs $24.61 there (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

The Southeast is the cheapest region in the lower 48 for roofing clicks. City by city it swings a lot. Tulsa's typical click, $59.30, is more than twice the US, mostly because a few small searches there are priced very high: "commercial roofing" at $189.82 and "roof leak repair" at $181.44, each searched about 110 times a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Tulsa's "roofer near me" click, $40.55, is the steadier number. Little Rock has the cheapest typical click, $12.18, but its "roofer near me" click is $22.27.

Place	Typical click ($)	Middle search ($)	"roofer near me" ($)
Whole US	26.18	27.13	27.11
Southeast and Upper South	24.83	26.44	24.61
Tulsa	59.30	39.44	40.55
Louisville	28.30	29.61	29.61
Nashville	25.43	20.51	19.31
Birmingham	24.98	25.22	29.77
Montgomery	24.66	15.80	6.58
Huntsville-Decatur	22.09	21.05	33.47
Memphis	21.15	13.00	22.88
Jackson, MS	18.19	26.41	21.85
Lexington	17.43	13.99	9.75
Little Rock	12.18	10.25	22.27

Metro areas are sorted from the priciest typical click to the cheapest. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up roofer in Lexington sees a low typical click in the table, then notices "roofer near me" there has only a few hundred searches a month. They budget with the US price instead, to be safe, and adjust after a month of real bills.

Do it in 24 hours

- [ ] Find your metro row. Circle the "roofer near me" column.
- [ ] If your metro's three numbers disagree a lot, plan with the highest one.
- [ ] If you're not in one of these 10 areas, use your state in section 3.

3 Where clicks cost most and least

The idea. Across the lower 48, the Great Lakes and Upper Midwest has the priciest typical roofing click at $32.55, and the Southeast and Upper South the cheapest at $24.83. By state, Vermont tops the list at $42.44 and Hawaii is lowest at $8.30 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Northern states pay most for roofing clicks. Six of the ten priciest are around the Great Lakes, the Upper Midwest and northern New England, where the roofing season is short and every roofer bids in the same few months (GTL estimate).

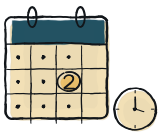
Rank	Priciest states	Typical click ($)	Cheapest states	Typical click ($)
1	Vermont	42.44	Hawaii	8.30
2	Ohio	40.44	Alaska	9.34
3	New Hampshire	40.29	Wyoming	10.15
4	Minnesota	40.28	Arkansas	12.91
5	Michigan	38.34	New Mexico	13.08

"Cheapest states" counts up from the very cheapest. A state's average also moves with which searches people there use most, not only with price. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up roofer works both sides of a state line. The table shows clicks in one state cost a third more than in the other. They put most of the ad budget on the cheaper side and keep the pricier side for their yard signs and postcards.

Do it in 24 hours

- [ ] Find your state. Is it above or below the US typical click?
- [ ] If you work in two states, note both prices.
- [ ] Decide which side of your area gets the ad budget first.



Part 2

The searches behind the price

4 The priciest searches

The idea. The priciest roofing searches are the ones where someone wants a roofer now: a new roof, an emergency repair, an estimate (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). In the Southeast, "emergency roof repair" tops the list at $73.29 a click.

Search	Click ($)	US searches a month
new roof	61.60	4,400
emergency roof repair	52.04	9,900
roof estimate	43.58	3,600
roof repair near me	41.48	110,000
wind damage roof	41.17	720

Searches with at least 50 searches a month. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

These clicks cost the most because they turn into jobs most often (GTL estimate). That makes them the right searches to bid on, as long as you can answer the phone the minute it rings. An emergency click that hits voicemail goes to the next roofer.

Example (sample numbers). A made-up roofer splits their budget: two-thirds on "roof repair" and "emergency roof repair," one-third on "roof replacement." The repair searches cost more per click, but they book inspections the same week.

Do it in 24 hours

- [ ] Pick the two searches from the table that match the jobs you want most.
- [ ] Check you have a page on your site for each one.
- [ ] Make sure someone answers calls in the hours you'd run them.

5 The cheapest searches, and which ones are worth it

The idea. The cheapest roofing searches are mostly people shopping for materials or reading up: "shingle roof" costs $2.40 a click and "roof coating" $3.81 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). A homeowner typing "shingle roof" may be comparing colors or pricing a patch they'll do themselves (GTL estimate).

Search	Click ($)	US searches a month
shingle roof	2.40	74,000
roof coating	3.81	6,600
metal roof	7.46	90,500
tpo roofing	10.52	27,100
storm damage roof repair	15.51	6,600

Cheapest first. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

One cheap search is a real buyer: "storm damage roof repair" costs $15.51 a click, well under "roof repair" at $41.05 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Google's competition score for it is 0, so almost no one is bidding on it. If you do storm work, it's worth adding.

Example (sample numbers). A made-up roofer's ads show up on "metal roof" because it was set to match loosely. The clicks are cheap, but the callers want panels for a barn. They block "panels" and "barn" and move the money to storm and repair searches.

Do it in 24 hours

- [ ] Look at the cheap searches in the table. Do you want any of those callers?
- [ ] Add "storm damage roof repair" to your list if you do storm work.
- [ ] Write down the material searches you'll block in section 13.



Part 3

What a monthly budget buys

6 Clicks for your budget

The idea. Divide your monthly budget by the price of a click and you get the clicks it buys. At the US "roofer near me" price of $27.11, $1,000 a month buys about 37 clicks (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). That count is a GTL estimate: your real price per click will sit above or below Google's average.

Google can spend up to twice your daily budget on a busy day, but no more than 30.4 times it in a month (Google Ads Help, support.google.com). So plan by the month, not the day.

Monthly budget ($)	Clicks at the US "roofer near me" price	Clicks at the Southeast typical price
500	18	20
1,000	37	40
2,000	74	81

GTL estimate: budget divided by click price, rounded. Click prices: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A roofer's budget goes further in the Southeast, where the typical roofing click is $24.83 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Spring storm weeks are when your clicks turn into the most inspections, so many roofers spend more then and less in December (GTL estimate).

Example (sample numbers). A made-up roofer in Alabama sets $1,500 for March, their busiest storm month, and $500 for the slow winter months. At $30 a click, March buys about 50 clicks.

Do it in 24 hours

- [ ] Pick a monthly budget you could lose for one month without worry.
- [ ] Divide it by your click price from section 2. That's your click count.
- [ ] Write down the months you'd spend more and less.

7 From clicks to leads

The idea. A lead here means a call or a quote form from someone who clicked your ad. We use two rates, both GTL estimates. About 7 in 100 clicks is a cautious month: most clickers are comparing a few businesses, outside your area or not ready yet, and 7 in 100 is close to where our free Google Ads

calculator starts. About 15 in 100 is a strong month, with a clear page, a phone number at the top and tight targeting.

At the US "roofer near me" price of $27.11, that puts one lead at about $181 in a strong month and $387 in a cautious one (GTL estimate built on the click price from GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com)).

Monthly budget ($)	Leads at 7 in 100	Leads at 15 in 100	Cost per lead ($), 7 in 100	Cost per lead ($), 15 in 100
500	1.3	2.8	387	181
1,000	2.6	5.5	387	181
2,000	5.2	11.1	387	181

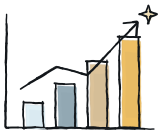
GTL estimate: clicks from section 6 times 7 in 100 or 15 in 100. Click price: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A replacement lead is worth far more than a small repair lead, so a roofer can afford a high cost per lead on replacement searches and should be stingy on small repairs (GTL estimate). Put your own average job and close rate into the Google Ads calculator, and use how many leads you need to see how many leads a month hit your sales goal.

Example (sample numbers). A made-up roofer pays $350 for each ad lead and signs one roof in four. That's $1,400 per signed roof. On a replacement that leaves $4,000 of profit, it pays. On a $600 repair, it doesn't.

Do it in 24 hours

- [ ] Count how many leads you booked last month and how many signed.
- [ ] Work out the most you could pay per lead on a replacement and on a repair.
- [ ] Run the free Google Ads calculator with your own numbers.



Part 4

Ads, or reviews and the map first?

8 When ads make sense for a roofer

The idea. Ads make the most sense for a roofer in three cases (GTL estimate). After a storm, when people search all at once and you have crew to send. When you're new to a town and don't show in the map results yet. And for replacements, where one signed roof covers months of clicks. Google's Local Services Ads, the row with the Google Verified badge, charge per lead instead of per click; our guide on whether Local Services Ads are worth it compares the two. For the full price list of roofing marketing, read what marketing should cost a roofer.

Example (sample numbers). A made-up roofer turns ads on for the two weeks after a hail storm and off again when the crew is booked a month out. They spend $2,000 that month and $0 the next.

Do it in 24 hours

- [ ] Decide what would make you turn ads on: a storm, a slow month or a new town.
- [ ] Decide what would make you turn them off: a full schedule.
- [ ] Read the Local Services Ads guide before choosing between the two.

9 When reviews and the map come first

The idea. Clicks in Google's map results are free. Google says local results are mainly based on relevance, distance and prominence, and that there's no way to pay for a better local ranking (Google Business Profile Help, support.google.com). Reviews and a complete profile help with prominence. So if you have fewer reviews than the top three roofers near you, every dollar in ads is paying for clicks you might win free in a few months (GTL estimate). Our guide on how many reviews a roofer needs gives the numbers for 10 Southeast cities.

Example (sample numbers). A made-up roofer has 12 reviews. The top three near them have 80 to 150. They put $300 a month into ads for storm weeks only and spend the rest of their effort asking every finished job for a review.

Do it in 24 hours

- [ ] Search "roofer near me" from your shop and count the reviews of the top three map results.
- [ ] Compare with your own count.
- [ ] Text your last 10 customers your review link today.

or we can do it for you

Free sample: A ranking check and 10 fixes

So you can see where you stand in the free results before you pay for clicks. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Four ways to pay less per click

10 Bid on exact searches

The idea. Google has three ways to match your keywords to searches. Broad match can show your ad on any related search. Phrase match, in quotes, shows it on searches that include your meaning. Exact match, in square brackets, shows it on searches with the same meaning (Google Ads Help, support.google.com). Broad match is the default. Starting with exact match keeps your ad off "metal roofing panels" and "roof rack" while you learn what pays (GTL estimate).

Example (sample numbers). A made-up roofer starts with five exact keywords: [roof repair], [roof replacement], [roofer near me], [roof leak repair] and [emergency roof repair]. After a month they add phrase match for the two that booked the most inspections.

Do it in 24 hours

- [ ] Write five exact keywords in square brackets, for the jobs you want.
- [ ] Check the default in any campaign you have: is it broad match?
- [ ] Plan one review of results after 30 days.

11 Show ads only when you can answer

The idea. You can choose the hours and days your ads run, and raise or lower bids for certain times (Google Ads Help, support.google.com). Run ads in the hours someone answers the phone. A roofing click that reaches voicemail at 9 pm pays for a lead that calls the next roofer (GTL estimate). In storm weeks, add evenings only if someone is on call.

Example (sample numbers). A made-up roofer runs ads 7 am to 6 pm on weekdays and 8 am to noon on Saturdays. In storm weeks, their office manager takes calls until 9 pm, so they extend the hours that week only.

Do it in 24 hours

- [ ] Write down the hours someone answers your phone.
- [ ] Set your ad schedule to those hours.
- [ ] Save a "storm week" schedule you can switch on fast.

12 Draw your area tight

The idea. You can show ads to people within a set distance of your shop, at least 1 km (Google Ads Help, support.google.com). Google's default, "Presence or interest," also reaches people elsewhere who show interest in your area. "Presence" sticks to people who are in or regularly in it (Google Ads Help, support.google.com). Roof jobs justify a longer drive than a service call, so a roofer's radius can be wider than a plumber's (GTL estimate). Keep "Presence or interest" only if you serve landlords or out-of-town owners.

Example (sample numbers). A made-up roofer draws a 30-mile circle for replacements and a 12-mile circle for repairs, in two campaigns. The repair clicks stay close, so a crew can get there the same day.

Do it in 24 hours

- [ ] Mark how far you'll drive for a replacement and for a repair.
- [ ] Set your radius to match.
- [ ] Switch location options to "Presence" unless you serve out-of-town owners.

13 Block the searches that waste money

The idea. Negative keywords keep your ad off searches you don't want (Google Ads Help, support.google.com). The search terms report shows the real searches that triggered your ads (Google Ads Help, support.google.com). Read it every week for the first month and block what doesn't fit.

Example (sample numbers). A made-up roofer reads their search terms after week one and finds clicks from "roofing jobs near me," "roof rack for SUV" and "how to patch a roof." They block all three ideas and the share of calls from ad clicks goes up the next week.

Do it in 24 hours

- [ ] Add these as negative keywords to start: jobs, hiring, salary, training, "how to", diy, youtube, "for sale", wholesale, supply, panels, barn, rack, car, rv, shed.
- [ ] Open the search terms report after 7 days.
- [ ] Block every search that would never book a roof.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

For the map results you don't pay per click for. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Your first 24 hours, in one list

If you do these today, you'll know what a click costs you before you spend a dollar:

- [ ] Write down your metro or state "roofer near me" price (sections 2 and 3).
- [ ] Count your reviews against the top three map results (section 9).
- [ ] Pick five exact keywords (section 10).
- [ ] Set ad hours to when someone answers (section 11).
- [ ] Add the starter negative keywords (section 13).
- [ ] Run the free Google Ads calculator with your own numbers.



Where to go next

To see whether Google's pay-per-lead ads would suit you better, read Google's Local Services Ads: worth it?. For every roofing marketing cost on one page, read What marketing should cost a roofer in 2026. For the whole job of getting more roofing calls, read The Roofer Marketing Playbook.

To see how roofing clicks compare with 69 other local trades, read What a Click Costs: Google Ads Prices for 70 Local Trades, 2026.



If you'd rather hand it off

Grow That Local does this work for roofers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: SEO. Free sample: a ranking check and 10 fixes. SEO is $400 a month, with a 7-day full refund.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Google Ads average cost per click and monthly search estimates for 28 roofing searches (27 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Typical click = average weighted by each search's monthly searches; middle search = median. (sections 1 to 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-13:

- DataForSEO, Google Ads search volume API, response fields (cpc: the amount paid in US dollars for each click on the ad for a keyword; competition_index: 0 to 100): docs.dataforseo.com (all sections)
- Google Ads API reference, KeywordPlanHistoricalMetrics ("Average Cost Per Click in micros for the keyword"; competition index "determined by the number of ad slots filled divided by the total number of ad slots available"): developers.google.com (before you start, section 1)
- Google Ads Help, "About overdelivery and your average daily budget" (up to twice the daily budget in a day, no more than 30.4 times it in a month): support.google.com (section 6)
- Google Business Profile Help, "Tips to improve your local ranking on Google" (local results are mainly based on relevance, distance and prominence; no way to pay for a better local ranking): support.google.com (section 9)
- Google Ads Help, "About keyword matching options" (broad, phrase and exact match; quotes for phrase, square brackets for exact): support.google.com (section 10)
- Google Ads Help, "About Ad Scheduling" (choose hours and days; bid adjustments by day and time): support.google.com (section 11)
- Google Ads Help, "Target ads to geographic locations" (radius targeting, at least 1 km): support.google.com (section 12)
- Google Ads Help, "About advanced location options" ("Presence or interest" is the default; "Presence" reaches people in or regularly in your area): support.google.com (section 12)
- Google Ads Help, "About negative keywords" (exclude search terms; negative broad, phrase and exact match): support.google.com (section 13)
- Google Ads Help, "About the search terms report" (shows the searches that triggered your ads): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Clicks per budget = budget divided by the click price (sections 6, 7). Reasoning: Google charges per click, and your own price will sit above or below its average.
2. About 7 in 100 ad clicks become a call or form in a cautious month, and about 15 in 100 in a strong one (section 7). Reasoning: most clickers compare a few roofers or aren't ready yet; 7 in 100 is close to our calculator's starting point, and a clear page with a phone number at the top and tight targeting can about double it.
3. The priciest searches turn into jobs most often (section 4). Reasoning: advertisers bid most where clicks pay back, and these searches name an urgent job or a quote.

4. Material and color searches rarely book a roofer (section 5). Reasoning: they read like product shopping or do-it-yourself research.
5. Northern roofing clicks cost more because the season is short (section 3). Reasoning: the same roofers bid in fewer months.
6. Ads suit storms, new towns and replacements, and reviews come first when you trail the top three (sections 8, 9). Reasoning: map clicks are free, and one signed roof pays for many clicks.
7. Exact match, ad hours, a tight radius and negative keywords cut wasted clicks (sections 10 to 13). Reasoning: each one keeps your ad off searches or times that can't book a job.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local