

Clark Brother Roofing & Construction Case Study: 2025 - 2026

How Clark Brothers Roofing & Construction Doubled Conversions in One Year

Meet Clark Brothers



Clark Brothers Roofing & Construction is a residential roofing and siding company serving the greater Atlanta, Georgia metro area, including Roswell, Sandy Springs, Johns Creek, Alpharetta, and Kennesaw.

The company has built its name on quality workmanship and reliable service, earning strong word-of-mouth trust across the communities it serves.

Challenge

Roofing is a competitive, often price-driven purchase, and homeowners typically choose a contractor only when they need one right now. Clark Brothers had the reputation to win that moment but not the marketing infrastructure to be found in it.



The website generated almost no leads on its own, paid advertising didn't exist, and organic visibility was weak. For a core term like "roofer Roswell," the company ranked at position 52. There was no call tracking and no way to connect a lead back to the channel that produced it, so growth depended almost entirely on referrals and rose and fell unpredictably each season.

Approach

Clark Brothers approached Duct Tape Marketing in January 2025 to build a complete, trackable demand-generation system rather than add another disconnected tactic.

2X

WEBSITE CONVERSIONS

year over year

+61%

INBOUND CALLS

3,024 total calls

2.36M

SEARCH IMPRESSIONS

up 1,412%

-54%

COST PER CONVERSION

down to \$65.75

#52 → #2

"ROOFER ROWELL" RANK

in 12 months

Implementation:

- Strategy First™ foundation: ideal client profile, core message, and competitive positioning
- Marketing Hourglass mapping every channel to a stage of the customer journey
- SEO and local search, including full Google Business Profile optimization

- Paid search: two Google Ads campaigns plus Google Local Services Ads
- Paid and organic social media targeting homeowners across the service area
- Email marketing to past customers to drive repeat and referral business
- CallRail call tracking and GA4 conversion tracking for full-funnel attribution

Results

From 2025 into early 2026, Clark Brothers saw the following results:

- ✓ GA4 conversions doubled to 4,131, up 100% year-over-year
- ✓ Inbound calls grew 61% to 3,024, including a 74% jump in first-time callers
- ✓ Organic search impressions reached 2.36 million, up 1,412%
- ✓ "Roofer Roswell" moved from position 52 to #2
- ✓ Google Ads conversion rate reached 18.43%, while cost per conversion fell 54% to \$65.75
- ✓ Google Local Services Ads leads grew 27% to 195, backed by a 4.90-star average across 358 reviews
- ✓ Q1 2026 sessions were up 51% and organic search users up 70% versus Q1 2025

Solution

The bulk of Clark Brothers' leads now come from organic search and inbound calls that used to be invisible online. Overall site traffic stayed close to flat, but the traffic that did arrive was higher-intent, and the site was structured to convert it, which is why conversions doubled without a matching jump in volume.

That shift also showed up in efficiency: cost per conversion fell by more than half even as paid campaigns scaled. The results are still compounding into 2026, evidence that the foundation Strategy First™ built in year one, not any single channel, is driving the growth.

About Duct Tape Marketing

+20%

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1000+

SMALL BUSINESS SERVED

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