

ROOFINFO

www.roofinfo.co.uk

Web directory of the UK roofing and cladding industry

The website www.roofinfo.co.uk, which was launched in June 2003, aims to be the comprehensive web directory of the industry.

The directory has seven main categories

- Material Suppliers or Manufacturers
- Roofing Contractors
- Distributors or Merchants
- Trade Associations
- Consultants
- Service Suppliers
- Other links

Included within the directory is a search facility, allowing visitors to the site to search for companies or products.

There are two types of listings: -

Basic Listing - Free

- Company name and web site address in one category of the directory.

Enhanced Listing - £125 per annum plus £75 setup charge (+VAT)

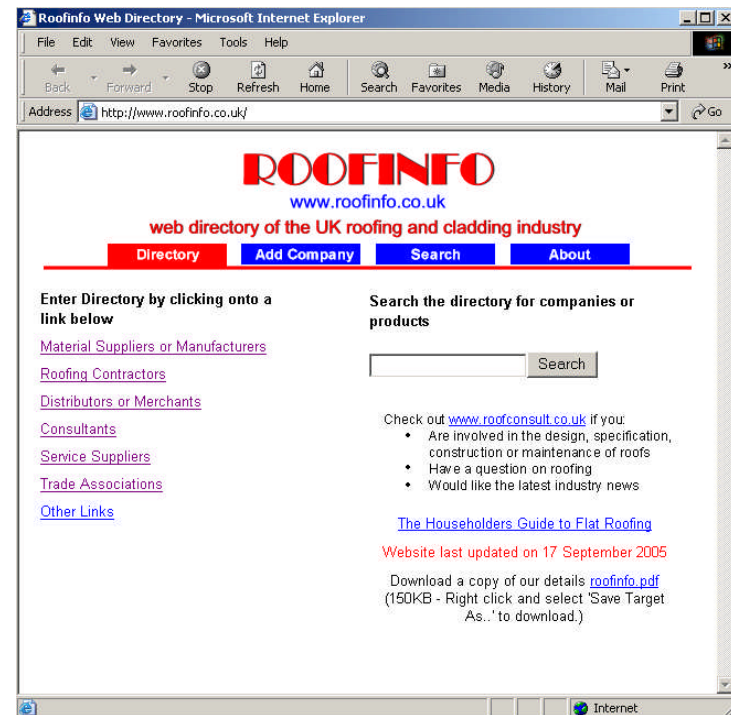
- Company page in the directory
- Logo displayed as part of the listing
- Listed in alphabetical order, before the basic listings in each category
- Company details, products or services offered are included within the site's search facility
- Listings in multiple categories of the directory where appropriate

The site is promoted on the web by the use of Google AdWords, Yahoo! Search Marketing, and Microsoft adCenter. These are paid listings and cover all the main search engines in the UK.

The directory has over 1,200 companies listed and over three months (May 2010 – July 2010) received 9,092 visitors (20,930 page hits).

A few facts about our visitors

- 80% are from the United Kingdom
- 50% find the directory through Google AdWords, Overture's Sponsored Search, or Microsoft adCenter.
- 10% use the site's search facility
- 10% visit the directory more than once



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