

Roofing Request-Path Test Card

Run this preflight before sending paid traffic, publishing a Google Business Profile link, or printing a QR code.

Test date _____	Public URL _____
Test owner _____	Result / next action _____

1. Test the public path

- [] Open the exact public URL on a normal phone. Confirm the company name is visible and there is no sign-in wall.
- [] Check that required and optional fields behave as intended and that the page uses request language, not booking or price promises.

2. Submit one controlled test

- [] Use an email address and phone number the company controls, plus a clear 'TEST - do not contact' note.
- [] Never use a real homeowner's details or another contractor's form as test data.

3. Test the office view

- [] Find the test record where the office will work it. Confirm the request type, service-area context, owner, last action, next action, and status are understandable.
- [] Close or clearly label the test record so it is never mistaken for a homeowner request.

4. Do not over-read a green test

- [] A working request path does not predict ad performance, homeowner response, booking rate, job value, or sales outcome.

Test the handoff before you create more traffic. Fix the operating path before judging the channel.

A passing internal test validates the path only - not campaign, sales, or job-value performance.
Companion guide: kaldwick.com/blog/what-happens-after-roofing-estimate-request