

The 90-Day ROI Guarantee

How the RooferFuel.ai guarantee works, step by step

How the guarantee works

1. We set a baseline

We agree on the metrics that matter — booked appointments and qualified jobs — before we start, so progress is measured against your real starting point.

2. We do the work

We restructure your highest-value pages, build out answer and comparison content, and tighten lead response and follow-up.

3. We measure against the baseline

We tie metrics to their definitions and time periods, distinguish estimates from measured outcomes, and avoid implying causation we can't support.

4. We stand behind it

If we don't deliver against what we agreed within the guarantee window, we make it right per the terms on rooferfuel.ai/guarantee.

What we can and cannot promise

We can improve how well a roofing website is structured for search and AI answer engines, and we can help tighten lead response and follow-up. We cannot guarantee rankings, AI citations, lead volume, or revenue. Close rates depend on factors — market, pricing, sales skill — outside our control. Full terms are published at rooferfuel.ai/guarantee.