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ROOFING ELEMENTS

BY
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**REPAIRING
ASPHALT
ROOFS**

**ROOF
FASTENER
OPTIONS**

**FIRE PREVENTION
IN INDUSTRIAL ROOFING**

**SEO TECHNIQUES FOR
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ON THE COVER:

A view of an award-winning asphalt roofing project from HER Roofing Co. Photo courtesy of ARMA/HER Roofing Co.

INDUSTRY NEWS

NEW DATA SHOWS RAPID ADOPTION OF AI EXCLUSIONS IN BUSINESS LIABILITY INSURANCE

On August 25, Trades Coverage released an analysis showing that insurers are rapidly filing generative AI exclusions for the liability policies contractors use when work goes wrong. The analysis identified 4,078 filed form adoptions across 49 states and the District of Columbia through July 31, 2026, up from zero in mid-2025. If an AI-assisted estimate, takeoff, design, or marketing error contributes to a claim, the liability policy may not cover that claim.

Trades Coverage searched all 106,812 commercial insurance filings available through public filing systems in all 50 states and the District of Columbia from July 2025 through July 31, 2026. Carriers often adopt standard industry forms and sometimes file their own forms. The analysis counted one filed form adoption for each carrier or program filing one specific generative AI exclusion form for use in one state.

The first adoptions appeared in August 2025, one month after the Insurance Services Office, which develops standard insurance policy forms, published six generative AI exclusion

forms. Of the 4,078 filed form adoptions, 3,955 involved coverage lines contractors and small businesses commonly buy, including commercial general liability, umbrella and excess, commercial package, business owners, errors and omissions, and related lines. By July 31, 2026, 2,369 had taken effect.

“These exclusions are not confined to a narrow specialty policy. We found 3,955 of the 4,078 filed form adoptions in types of insurance contractors and small businesses already buy,” said Matt Levin, head of research at Trades Coverage.

“A contractor might use AI for one estimate, takeoff or design decision and do the rest of the job without it. If that work contributes to a later claim, the exclusion could apply even though AI was used for only a small part of the project. The reviewed filings do not identify a comparable insurance product for contractors that covers the same exposure.”

The full report, filing data, methodology, and charts are available at <https://tradescoverage.com/reports/genai-exclusion-adoption/>

TradesCoverage.com is the leading marketplace for contractors to compare insurance coverage from more than 400 providers. ●

TECH BULLETIN

ASPHALT SHINGLE ROOFS ARE REPAIRABLE: WHAT YOU NEED TO KNOW

BY THE ASPHALT ROOFING MANUFACTURERS ASSOCIATION (ARMA)

Asphalt shingles are the most widely chosen steep-slope roof covering in North America. One of the reasons asphalt shingles are a great choice for steep-slope roofing is that they are easy to repair if they become damaged due to unforeseen circumstances, such as impact from windborne debris. Asphalt shingles are installed as part of a system designed to shed water during severe weather, such as heavy rain, high winds, and extreme temperatures. The inherent robustness of the installed system, combined with easy repairability, provides property owners with a resilient roofing system that will perform for a long time.

WHAT MAKES ASPHALT SHINGLES EASY TO REPAIR

An asphalt shingle roofing system is comprised of different components, including underlayment, starters, asphalt shingles, and hip and ridge caps. Although these components work together to protect a building, what makes an asphalt shingle roof easy to repair is that most components can be repaired independently, and you don't have to disrupt a large area of the roof to make a repair. Asphalt shingles can be carefully separated even once they



are sealed, which makes their repair/replacement with new shingles much easier and faster than is the case with other roofing materials.

The ability to make a repair quickly and effectively can be important when you need to protect against further damage or water intrusion. A qualified professional roofing contractor, knowledgeable about the proper installation and repair of asphalt shingles, can make small repairs in a short period of time with materials that are readily available. Repairs that can be done relatively quickly include: installing proper flashing around new roof penetrations, replacing shingles that have been damaged or punctured by windborne debris, resealing shingles that have been damaged by high winds, and repairing incorrectly seated or backed-out fasteners.

AESTHETIC CONSIDERATIONS FOR ROOF REPAIRS

Because asphalt shingle roofing

systems are generally visible from the ground, making a repair should include using materials that best match the asphalt shingles that are already in place on the roof. One of the best ways to do this is to use asphalt shingles that were saved and stored when the roof was installed. Generally, contractors will leave property owners with extra shingles for this purpose. If there are no retained shingles available, knowing the color name and the year your roof was installed can be very helpful for a contractor to best match your shingles with a commercially available product.

While asphalt shingle color blends change over time, roofing manufacturers are a great resource for understanding which products today have similar color blends to products/colors that may no longer be available. If you do not know the brand or manufacturer of the asphalt shingles on a roof, a local roofing contractor or distributor is often a good source of help for identifying shingles both by type and color and can provide guidance with finding a good aesthetic match for making repairs. One thing to keep in mind is that a repair that requires the installation of new shingles, even with matching shingles, may be aesthetically different initially because the newly installed material has not

*DISCLAIMER OF LIABILITY: This document was prepared by the Asphalt Roofing Manufacturers Association and is disseminated for informational purposes only. Nothing contained herein is intended to revoke or change the requirements or specifications of the individual roofing material manufacturers or local, state and federal building officials that have jurisdiction in your area. Any question, or inquiry, as to the requirements or specifications of a manufacturer, should be directed to the roofing manufacturer concerned. THE USER IS RESPONSIBLE FOR ASSURING COMPLIANCE WITH ALL APPLICABLE LAWS AND REGULATIONS.

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aged the same as the existing roof. This difference in appearance will generally become less apparent over time as the repair material ages on the roof.

REPAIRING ASPHALT SHINGLE ROOFS

Asphalt shingle roofs are comprised of rows of overlapping shingles that are installed over an underlayment. Individual shingles are fastened with several roofing nails per shingle to a solid deck beneath the underlayment. Once installed, asphalt shingles typically adhere to each other to provide wind resistance for the roofing system. Since sealed shingles can be manually separated/unsealed, making a repair that requires working under the overlap of installed shingles is possible and allows for disruption of a small area of the roof. For example, if a fastener is backing out of the roof deck, unsealing the shingle that is directly upslope will allow for a quick removal of the fastener and then replacement with a new fastener in an adjacent location. After the new fastener is in place, the upslope shingle can be hand sealed in place to ensure it will properly adhere to the shingle below.

While asphalt shingle roofs are generally considered “easily repairable,” roofing repairs should be done by a qualified roofing professional. A roofing professional will have the experience and expertise necessary to avoid damaging the adjacent shingles and/or flashings, the proper safety equipment to work on a sloped roof, and the necessary tools and materials to make a proper repair.

MISTAKES TO AVOID

Failing to minimize interior water damage. Because damage can happen to any roofing system that prevents it from performing as intended, the first thing that should be done is to minimize the effects of water entry prior to attempting repairs. The use of buckets or other

means to collect water and divert it from further damaging the interior, including insulation and ceilings, can be effective. The use of a tarp on the exterior damaged roof area may be an alternative for preventing further water entry. These preventative measures are often overlooked in an emergency yet can significantly reduce the amount of damage that occurs.



Mistaking temporary fixes for long-term repairs. A roofing professional may have to undertake temporary repairs, which are often necessary to stop water entry, while the proper materials are sourced to make a permanent repair. As an example, using compatible roofing cement may work as a temporary repair for a puncture through a roofing shingle but should not be considered a suitable long-term repair.

Neglecting Routine Maintenance. Just like other components of your home require maintenance, your roofing system benefits from routine preventive maintenance to keep it performing properly. Cleaning gutters and downspouts, keeping trees trimmed and branches/debris off the roof surface, and replacing damaged or missing caulk are examples of routine maintenance. In addition, a routine inspection of your roof should be done by a qualified professional roofing

contractor knowledgeable about the proper installation and repair of asphalt shingles to help prevent damage during severe weather. Typically, an inspection is done in the spring so that repairs can be made during the warmer months, and then another inspection is performed in the fall prior to severe winter weather.

Using “Too Good To Be True” Fixes.

There are many products marketed to homeowners that may or may not benefit your roofing system. It is always good practice to consult the manufacturer of your roofing shingles prior to having a coating or resaturant or “rejuvenator” material installed over your shingles that may be incompatible with your asphalt shingles and may harm your roofing system’s ability to perform. For specific recommendations, refer to ARMA’s technical bulletin titled “Application of Coatings, Rejuvenators, or Cleaning Materials on Asphalt Shingles After Installation.”

Asphalt shingle roofing systems perform very well at protecting against the intrusion of water and, in the event of damage, can often be readily repaired. Asphalt shingles are the most widely installed steep-slope roof covering in North America; they are readily available, and many contractors are familiar with their proper installation. Understanding these key attributes helps homeowners realize why choosing an asphalt shingle roofing system is a sound decision for their roofing needs.

WARNING: Because it is dangerous to walk, climb or work on a roof, ARMA recommends that only trained professionals engage in such activity. If you choose to do so, exercise extreme care, comply with all government safety regulations, and follow all safety work practices, precautions and procedures, including but not limited to manufacturer's instructions, labels, and warnings. ●



MAKING THE RIGHT CONNECTIONS

FASTENERS: CLASSIC, IMPROVED, INNOVATIVE

By Linda Schmid

A roofing job may have many components, and each is important including the fasteners. After all they literally hold it all together. They secure panels, transfer loads, resist wind uplift, seal penetrations, and help determine whether a roof or wall system will remain weather-tight over time. For builders, choosing a fastener is not simply a matter of finding the correct length; the fasteners must also match the materials being joined, the environmental conditions, and the expected service life of the building.

Suppliers offer fasteners for nearly every connection found in roofing, and product lines range from everyday roofing screws and nails to specialized repair fasteners, bimetal screws, extra-long fasteners, and low-profile screws for standing seam clips. There are many choices, and it's up to roofers and installers to know what is out there and which will work for the job at hand.

POPULAR FASTENERS REFLECT COMMON CONNECTIONS

The best-selling products reported by fastener suppliers reflect the types of connections contractors make most frequently. Johnny Perz of Dynamic Fastener identified carbon

steel self-drilling screws as the company's most popular fastener category. These products are commonly used for connecting metal panels to steel framing and stitching panels together. Perz said the company also offers wood-to-wood, metal-to-metal, metal-to-wood, and clip screws, along with aluminum-to-steel bimetal fasteners.

At ST Fastening Systems, the WoodBinder is the most popular product because metal panels are frequently attached to wood framing.

"Our most popular fastener is the ST WoodBinder because most of the industry uses wood-to-metal fasteners," said Doug Trasatt, director of sales and marketing for ST Fastening Systems.

Trasatt said the company's second most popular product is the SteelBinder, a metal-to-metal fastener. He added that ST Fastening Systems supplies fasteners for wood-to-wood, steel-to-wood, and steel-to-steel connections, as well as other metal roofing applications.

Levi's Building Components also sees strong demand for fasteners serving the industry's most common connections. Its most popular fastener is the FastGrip T17 metal-to-wood screw, which Mike O'Hara, national sales manager for Levi's Building

RESOURCES

- DMI Direct Metals – <https://directmetalsinc.com/>
- Dynamic Fastener – <https://www.dynamicfastener.com/>
- Graber Post Buildings – <https://www.graberpost.com/>
- Levis Building Components – <https://www.levisbuildingcomponents.com/>
- Maze Nails – <https://mazenails.com/>
- ST Fastening Systems – <https://stfasteningsystems.com/>
- Triangle Fastener Corp. – <https://trianglefastener.com/>

Components, described as one of the industry's original core screws. Its second most popular product is the MetalGrip metal-to-metal screw.

O'Hara said the company also offers ProZ long-life screws, Tuff-Grip screws for OSB, ProCap stainless-steel-cap screws, pancake screws, cupped-head screws, wafer-head screws, low-profile LoGrip screws, deck screws, FrameGrip structural screws, and replacement screws. Levi's supplies fasteners for wood-to-wood, steel-to-wood, and steel-to-steel connections and sells them in bags of 250.

Graber Post Buildings reports a similar pattern. Its most popular fastener is a No. 10 painted metal-to-wood roofing screw with an EPDM sealing washer. According to the company, the screw is widely used for post-frame and residential metal roofing because it combines holding power with a weather-tight seal and a finished appearance. It is stocked in numerous colors to coordinate with the company's steel panels.

"Our goal is to provide builders with a one-stop source for nearly every fastener needed to complete a project," said Kenny Wagler, sales manager for Graber Post Buildings.

Wagler said the company's selection includes wood-to-wood structural screws, metal-to-wood and metal-to-metal screws, stitch screws, pole barn nails, cordless framing nails, timber screws, structural connector screws, and concrete anchors.

DMI Direct Metals' most popular products reflect the growing use of standing seam metal roofing. The company's PANCLIP family includes low-profile pancake- and wafer-head screws for metal-to-wood and metal-to-metal applications. When paired with standing seam panel clips, the screws provide an attachment system that allows the panels to conceal the fasteners.

"Standing seam metal roofing is prevalent in the state with growing market share in the rest of the country," said David Quehl, director of sales and marketing for DMI Direct Metals, a Florida-based supplier.

Quehl said many PANCLIP products have Miami-Dade County listings and have passed corrosion-resistance testing intended for challenging coastal environments. He added that DMI supplies options for attachment to steel, wood, and concrete substrates.

Triangle Fastener Corporation's best-selling product is CONCEALOR pancake head screws. Marty Martin, vice president of sales for Triangle Fastener Corporation, attributed

its popularity to its versatility and use across multiple applications. The company's BLAZER self-drilling screws are its second most popular offering.

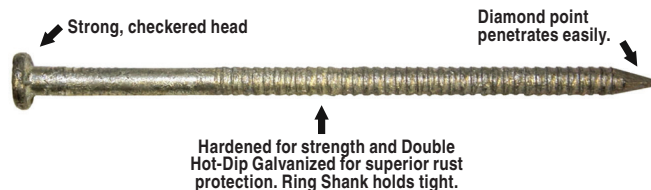
He also said the company's other product families include PANEL-TITE, TRACER, GET-A-GRIP, DEKFAST, DOMESTIC, and SD300. Together, the product lines provide options for wood-to-wood, steel-to-wood, and steel-to-steel applications.

NAILS FILL ESSENTIAL ROLES

Although screws are widely used in metal roofing and post-frame construction, nails remain important for structural, roofing, siding, and restoration applications. Maze Nails' best-selling product is its 4-inch TH4492A STORMGUARD Hot-Dipped Hardened Post Frame Nail. The nail is hardened to help prevent bending and breaking during installation. Its ring shank provides additional holding power, while its double hot-dipped galvanized coating protects it from corrosion. These characteristics are particularly important in buildings exposed to moisture and high winds.

"Builders rely on this nail because it offers strength, durability, and long-term performance," said Lisa Martin, marketing director for Maze Nails.

She said the company's second most popular product is the 1¼-inch R102A STORMGUARD Hot-Dipped Galvanized Ring Shank Roofing Nail. Its galvanized coating and ring shank make it suitable for roofing applications in which corrosion resistance and resistance to wind uplift are priorities.



TH4492A STORMGUARD Hot-Dipped Hardened Post Frame Nail
PHOTO COURTESY OF MAZE NAILS.

She said Maze manufactures specialty nails from hot-dipped galvanized steel, stainless steel, aluminum, copper, and bright steel. Its products serve roofing, siding, decking, fencing, post-frame construction, restoration, trim, and masonry applications. Maze nails are used primarily for wood-to-wood connections and applications in which steel connectors, brackets, or other hardware are attached to wood.

MATCHING PROTECTION TO THE ENVIRONMENT

Fastener corrosion can compromise appearance, holding strength, and the weather-tightness of the building envelope. Selecting an appropriate coating or fastener material is therefore as important as selecting the proper thread, point, and length.

Perz said Dynamic Fastener's standard Dyna-Coat finish is an organic polymer coating designed to provide corrosion resistance while resisting marring, chipping, and abrasion. The

coating is rated for 1,000 hours of salt-spray exposure. The company also offers zinc-plated fasteners.

O'Hara said Levi's offers Magsho coating and long-life coating options associated with ASTM G85 salt-spray testing. He identified the development of coatings with improved corrosion resistance as one of the most important recent advances in roofing fasteners.

Marty Martin said Triangle offers TRI-SEAL, a three-layer corrosion-resistant coating composed of zinc, a chemical conversion layer, and a baked ceramic finish. According to Martin, the coating provides more than 1,000 hours of salt-spray resistance for exterior applications.

Quehl said DMI applies its DMG85 corrosion-resistant coating over zinc plating on most of its fasteners. The combination has passed Miami-Dade County corrosion testing for coastal environments. Other long-life options include SCAMP stainless-steel-cap fasteners and screws with zinc-aluminum alloy caps.

Lisa Martin said Maze's signature STORMGUARD finish uses double hot-dipped galvanizing to provide long-term corrosion protection. Zinc-plated and cement-coated nails are also available for applications where those finishes are appropriate.

Wagler said Graber offers ZAMAC zinc-aluminum alloy, zinc plating with a chromate sealer, hot-dipped galvanizing, color-matched powder coatings, and stainless steel fasteners. This selection allows builders to choose protection based on the project's environment and the materials being connected.

Coatings also contribute to a finished roof's appearance. Trasatt said ST Fastening Systems offers powder-coated and wet-painted colored fasteners. Wagler said Graber stocks roofing screws in colors that match its metal panel offerings. Quehl said DMI uses powder coating as the standard color finish on metal-to-wood screws and expects to offer it on metal-to-metal screws as well. DMI also offers a wet-paint system to supplement its



Pancake head screws. PHOTO COURTESY OF DMI DIRECT METALS

powder-coated products.

Matching the fastener to the panel involves more than selecting the closest color. The fastener material and coating must be compatible with the panel and appropriate for the moisture, salt, chemicals, and other contaminants it may encounter.

"The most important objective of any metal roofing fastener is to maintain weather-tightness of the roof system and not corrode," Quehl said.

He advised architects and building owners to specify fasteners with corrosion protection that corresponds to the warranty and expected service life of the roof panels. Otherwise, the fasteners could deteriorate before the panels they are intended to secure.

FASTENERS DESIGNED FOR LONGER SERVICE

One prominent development in metal roofing fasteners is the use of molded alloy or stainless steel caps to protect the fastener head, an area vulnerable to corrosion. Trasatt said ST Fastening Systems developed the ZXL fastener with a molded zinc-aluminum alloy head and provides a 40-year warranty against red rust.

Wagler said the ZXL is Graber Post Buildings' second most popular fastener and described it as a preferred option for premium metal roofing systems and other projects requiring long-term corrosion protection. It features a 5/16-inch cupped hex washer head with a molded ZAMAC zinc-aluminum alloy cap.

"The ZXL is an excellent choice for GALVALUME and other long-life metal roof panels, making it ideal for projects where both appearance and durability are priorities," Wagler said.

Quehl said DMI's second most popular fastener is its No. 12 SCAMP hex-washer-head fastener for exposed metal-to-wood roofing applications. The screw has a 304 stainless steel cap intended to protect the head from red rust. According to Quehl, the fastener's corrosion warranty is designed to correspond with the panel warranty, and the SCAMP is Miami-Dade County listed for corrosion resistance in this application. A color-matched powder coating is available for painted roofs, providing the desired appearance while adding another layer of



FTFOXPHOTO-STOCK ADOBE.COM

protection.

Fastener improvements have not been limited to heads and coatings. Manufacturers have continued to refine drill points for faster and more consistent installation into steel. EPDM sealing washers have also improved, providing longer-lasting protection around fastener penetrations. Better color-matching technology allows exposed fasteners to coordinate with contemporary metal panel finishes without sacrificing durability.

Lisa Martin noted that advances in manufacturing equipment have improved fastener consistency as well. She said Maze Nails has invested in a high-speed ENKOTEC nail machine that enables the company to manufacture roofing nails with tighter tolerances and greater quality control.

Another area of emphasis is performance during severe weather. Stronger codes and voluntary programs have increased attention to fastener corrosion resistance and wind uplift performance. Martin said Maze roofing nails have been approved for use under the FORTIFIED construction standard.

BEYOND THE CONVENTIONAL SCREW

Marty Martin pointed to two Triangle innovations that address distinctly different roofing challenges. The BURR-BUSTER Stitch Screw has a patented point and thread design intended to minimize burrs and metal shavings during installation. Reducing metal debris can help prevent staining and localized panel corrosion. Its low-angle thread geometry is also designed to increase resistance to back-out and maintain a secure panel connection.

Martin also cited ISO-WELD, a system that uses induction-welding technology to attach TPO and PVC roofing membranes without penetrating the membrane itself. The technology reduces potential leak points while distributing attachment forces across the roof system. According to Martin, it can also improve installation speed and wind uplift resistance compared with traditional mechanically fastened membrane systems.

Quehl identified continuing improvements in corrosion-resistant coatings, long-life head designs, and powder-coated and wet-painted finishes as some of the most significant advances in roofing fasteners. While many of these technologies have developed over the past 15 to 20 years, ongoing refinements are helping fasteners keep pace with metal roof panels carrying long-term corrosion warranties.

O'Hara also pointed to the availability of both Type 17 and Mini-Driller points as an improvement that allows contractors to select a point suited to the substrate and fastening application.

SPECIALTY SOLUTIONS FOR EXISTING ROOFS

A supplier's value becomes especially apparent when a contractor encounters a connection that cannot be completed with a standard roofing screw or nail. One common example is an aging exposed-fastener roof with screws or nails that have loosened, corroded, or backed out of the wood substrate.

**STXL
WoodBinder
Screws.**
PHOTO COURTESY
OF ST FASTENING
SYSTEMS



Wagler said Graber Post offers the No. 14 T-17 WoodBinder as a “rescue screw.” It is designed to replace roofing nails or smaller screws that have loosened over time. The fastener's larger bonded sealing washer covers the existing opening, including holes that have become elongated because of panel movement.

Its Type 17 point cleans the existing opening and allows oversized threads to engage sound wood around it. The EPDM rubber is vulcanized to the steel washer to prevent separation and maintain a seal, even if the fastener is installed at a slight angle. In the right application, the repair fastener can extend a metal roof's service life without requiring panel replacement.

Quehl said DMI offers SCAMP 304 stainless-steel-cap replacement fasteners for both metal-to-wood and metal-to-metal applications. Because an existing hole may no longer hold the original fastener securely, a replacement fastener must generally have a larger diameter to engage the substrate and maintain the holding strength.

Quehl added that DMI supplies replacement options for original #12, #14, #17, #20 and #28 diameter screws. According to Quehl, all carry a lifetime warranty against red rust corrosion. This combination of larger diameters and protected heads addresses both the loss of holding strength and the corrosion or leakage that prompted the repair.

Other specialty products address less common construction needs. Perz said Dynamic Fastener offers bimetal fasteners, which provide an option for connections involving dissimilar materials such as aluminum and steel. Marty Martin said Triangle Fastener Corporation supplies unusually long fasteners, including products reaching as long as 18 inches. It also offers CONCEALOR-NB for nail-base applications where an ordinary fastener may not provide an effective solution.

O'Hara identified Levi's No. 17 GoofGrip replacement screw and its EZGrip one-step fasteners as products for less-common needs. The GoofGrip provides an option for repairing stripped-out connections or replacing loosened screws in older metal roofing systems. The EZGrip line includes screws with wings intended to simplify particular installation conditions.

Lisa Martin said Maze continues to manufacture traditional cut masonry nails for concrete, brick, and mortar. Although these fasteners may not be used on many contemporary projects, they are valuable for restoration and historic preservation work where maintaining the character of an older structure matters.

LIFE-LONG CONNECTIONS

The breadth of available products demonstrates why fasteners should be selected as part of the building system rather than treated as interchangeable supplies. A fastener must penetrate the correct substrate, provide sufficient holding power, remain compatible with the materials around it, and resist the conditions it will encounter throughout the building's service life. ●

BUILD YOUR COMPANY'S ONLINE PRESENCE

SEARCH OPTIMIZATION: TIPS FOR IMPROVING GOOGLE RANKINGS AND SHOWING UP IN AI

For roofers, enhancing Google rankings has been critical to maintaining a consistent revenue stream. However, as artificial intelligence becomes more prevalent, you also need to ensure your business can be found in AI searches.

You still want to maintain and improve Google rankings. It's important to ensure your business can be found through AI, not just Google. Here are four ways to improve search optimization in AI and search engines.

STRUCTURE YOUR WEBSITE PAGES CORRECTLY

Many roofing companies have only one service page listing everything they do. A better practice is to map out your services and create a page for each offering. Additionally, make sure those services are added to a drop-down in the menu bar.

Images convert visitors, but text gets you found. To ensure AI algorithms recognize and recommend your business, every service you offer needs to be clearly written out on your website, not just shown in photos. The more comprehensive your services are, the more AI will consider you an expert, and the more likely it is to cite your business to people searching for the best roofing company.



Additionally, if you offer any services that differ from your competitors', highlight them on your website. This provides an opportunity to capture high-intent search traffic with lower competition. It's the easiest way to showcase your expertise and attract customers seeking specific solutions.

CUT UNNECESSARY PAGES

On the other hand, too many pages on your website can be counterproductive. There is a misconception out there that blog posts will drive results. While they

can be helpful, the main issue is that blogs tend to repeat similar topics.

When multiple pages cover the same topic, it can be confusing for both AI and Google. If you have too many blog posts or pages on the same topic, they will compete with each other, so delete the extra pages.

PRIORITIZE REVIEWS

It's important that you prioritize getting reviews across different platforms. While Google reviews are important, AI will look across multiple

places. Reviews on Google, Yelp, and even Facebook are all significant.

It's important to note that AI bots place significant emphasis on the overall review score. Someone who has, for example, 4.9 stars has a big advantage over someone with 4.7 stars.

However, do not let your Google reviews falter. Google rewards businesses that have consistent, happy customers, so regularly ask your customers for Google reviews. Google looks at how many reviews you have recently received as evidence that you run a trusted business.

If you recently started getting more reviews than usual and can maintain that new pace, Google can reward you with higher rankings. However, a sudden spike you can't sustain will likely have no effect.

Keep in mind that Google detects inauthentic reviews and filters them. Since you need an account to leave a review, Google is good at catching fake ones. Do not buy fake reviews or have someone who hasn't recently used your business post them.

GET MENTIONED ON OTHER SITES

This tends to be the trickiest step, but it is also the most important. Get your business name and website link on other trustworthy sites. You can do this by joining your local Chamber of Commerce or becoming a member of an industry association. Fill out your profile on sites like these, include a logo image, and a link to your site.

Another powerful way to do this is to connect with local media. Mentions in the media are great for improving search engine optimization and positioning you as an expert that AI wants to cite.

An effective tactic for roofing companies is pitching seasonal stories. Examples include how to prepare your roof for a winter storm, a monsoon,



PHOTO FOR EVERYTHING-STOCK.ADOBE.COM

the rainy season, or other conditions relevant to your location. This is a great way to build trust with the community, and brand mentions in local media publications can help improve both Google rankings and AI searches.

Follow these steps and your search optimization will improve. To track Google results, register your website with Google Search Console [<https://search.google.com/search-console/about>]. It will tell you which searches your website shows up for and how your average ranking is improving.

Tracking AI searches is a new field. There are many tools that claim to do it effectively, but we are most excited about Cloudflare's recent announcement [<https://www.cloudflare.com/press/press-releases/2026/cloudflare-adds-aio-visibility-dashboard-to-its-aio-suite-showing-brands-whether-ai-assistants-are-recommending-them/>] that they will offer AI search tracking.

While Google rankings aren't going away anytime soon, it's important to

start considering AI as well. Take the necessary steps to improve your search optimization and make sure you're the first they see. Remember that when you search in AI, AI is searching the search engines. I encourage you to maintain consistent effort on reviews and publicity. A few changes to your website and a few published articles a year are often all you need. ●

Hernan Charry is the Director of Marketing at growth marketing company Split One Technologies [<https://www.splitone.com/>]. He's been helping roofing companies improve their search optimization for over 15 years.

Note from the Editor: Taking advantage of the Roofing Elements and Metal Roofing Project of the Month program will give you a valuable linkback. Completed roofing projects are posted online and linked back to the project contributor's website.

INDUSTRIAL ROOFING

PERFORMANCE AND SAFETY

Fire is a major threat to industrial operations. NFPA research¹ found that, in just one four-year period, United States industrial and manufacturing properties suffered \$1.5 billion in direct property damage, plus significantly more in lost income. Fire mitigation practices and building materials are a natural focus for industrial facilities.

It's also true that fire prevention and fire-retardant materials have come a long way. National and local building codes, modern materials and safety practices have combined to significantly improve fire protection. There are many fireproofing options² now that didn't exist even a dozen years ago, and most elements of a modern industrial building will have at least some fire retardancy, including roofs.

Roofing panels should be viewed as just one part of a modern fire-mitigation strategy. Roofing selected only for its fire propagation properties can mean further expenses down the line. The wiser long-term investment in your industrial facility is balancing fire performance with corrosion resistance, daylighting, durability, and lifecycle value.

FIRE PROPAGATION AND RETARDANCE

In a fire, metal roofing wins the day. Metal will grow dangerously hot, but its melting point is so high that there is a very low risk of dripping, molten metal during an industrial fire. Wood, by contrast, is "combustible" and will burn faster than other roofing materials. Chemical treatment can be added to



Industrial warehouse receiving Enduro roofing panels. Photos courtesy of Enduro Composites.

provide greater fire resistance, but metal is the only truly noncombustible roofing option.

Composites perform between these two extremes in a fire. Fiber Reinforced Polymer (FRP) composites are commonly manufactured utilizing resins with self-extinguishing properties to meet ASTM E84 Flame Spread requirements. FRP can be manufactured to meet FSI of 25 or less, which means that, when the fire source is removed, the material will not continue to burn. Panels can be manufactured in a translucent color but using the same premium resins and additives to retain their self-extinguishing properties. Some manufacturers have earned FM 4880 and 4881 ratings for flame spread. FRP can also withstand higher temperatures without permanent deformation, often sparing the roof from repair or replacement after minor blazes.

CORROSION RESISTANCE

Many industrial processes handle highly corrosive substances. For example, the galvanizing process³ releases hydrochloric or sulfuric acid fumes. The acidic mist is as corrosive to metal as the liquid HCl, rusting metal roofing in around five years. With enough rust damage, the affected panels must be replaced.

Corrosion resistance is the same reason many fertilizer facilities choose treated wood roofing and why industries with continuous wet conditions, like rendering, choose composites. FRP roofing inherently resists corrosion without additional treatment, giving it a much longer service life than metal—as much as 30 years—in high-corrosion environments.

DAYLIGHTING

A less considered but important factor

in industrial roofing is lighting. Metal and wood-and-shingle roofing is opaque, requiring a design that integrates sporadic windows and the use of facility-wide electric lighting.

Industrial spaces must be well-lit to ensure safety. Composite roofing panels can be manufactured in translucent colors without sacrificing strength or corrosion resistance. This allows for natural light to supplement artificial lighting. A Department of Defense study⁴ found that composite daylighting panels can reduce the kWh spent on electric lighting, improve the temperature within the building and ultimately increase worker productivity by “a quarter man-hour per day.”



Roof with Enduro Composites panels installed.

DURABILITY

When maintenance or roof access is needed, some metal roofing is considered walkable. Workers must take care to avoid rusted, potentially weaker areas as well as skylights or sky lighting panels that may be installed to allow daylighting. A composite roof system can also be rated for foot traffic, even if comprised completely of translucent panels.

Engineered materials like FRP are just as strong in both translucent and opaque profiles. In addition to resisting corrosion, some composite panels are rated to withstand storms and impacts, they won't conduct heat as much as metal, and they're much lighter, decreasing risks during installation.

Composites, like metal, can also be used for purlins and girts, louvers, ridge vents, gutters and downspouts, in addition to internal structures like grating and handrails. A single-material solution delivers the material benefits to multiple parts of the building and helps keep the entire building on a predictable maintenance and replacement schedule.

TOTAL LIFE CYCLE VALUE SHOULD GUIDE ROOFING DECISIONS

Fireproofing is very important. Industrial operations can suffer immense losses due to fires and fire damage. But selecting a roof only based on fire performance may mean

incurring losses in other areas of your business, from recurring maintenance to higher energy bills to lower employee satisfaction and productivity. Accounting for the total life cycle value of each roofing option during the selection process can mean fewer future surprises for industrial operations. ●

Aaron Barth, Sales Director at Enduro Composites, brings 15 years of experience across building construction, industrial infrastructure and highly corrosive environments. He has worked closely with owners, engineers, and contractors to develop practical solutions that improve facility performance, extend service life, and reduce maintenance costs.

Sources:

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² Fire & Safety Journal Americas. “Advancements in Fire-Resistant Materials.”

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³ Creative Composites Group. “TuffSpan® Roofing Panels Withstand Acidic Galvanizing Chemicals.” Creative Composites Group, Case Studies.

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⁴ Demonstration of Three Corrosion-Resistant Sustainable Roofing Systems. <https://bit.ly/4xzQaIA>

METAL VS HAIL

IT'S SHAPING UP TO BE ONE HAIL OF A SEASON

COURTESY OF THE METAL ROOFING ALLIANCE

Hail is already making its presence known across much of the United States and Canada in 2026, creating another challenging season for roofing contractors and property owners. For roofing professionals, the increase in severe hail activity underscores the importance of understanding impact resistance and being able to explain the differences among roofing systems when evaluating damage or selecting materials for replacement.

As of early May, Illinois had experienced significantly more hail activity than usual, including a reported 6.1-inch hailstone in March. Other Midwestern and Southern states, including Missouri, Texas, Indiana, and Wisconsin, also have experienced significant hail activity. Nearly 4,000 spring hailstorms had been reported in the United States at that point. In Canada, Alberta continues to experience significant hail activity, with insured losses exceeding \$5.5 billion over the past five years. Calgary has been identified as the country's hailstorm capital.

Hail is a significant source of property damage, and the potential exposure extends well beyond areas traditionally associated with severe weather. An estimated 43.5 million U.S. properties are at moderate or greater risk of hail damage. As severe weather patterns change, roofing contractors may encounter hail-related inspections and repairs in markets where significant hail has not historically been a frequent



concern.

For contractors, the roof is one of the building's primary defenses against hail. Understanding how different

roofing materials respond to impact can help when inspecting existing roofs, documenting storm damage, and discussing replacement options with



property owners.

Impact resistance is one way to evaluate how a roofing product is expected to perform when subjected to hail. Similar to wind-resistance and fire classifications, roofing products can be tested and assigned an impact-resistance classification.

UL 2218 is one of the commonly recognized standards for evaluating the impact resistance of roofing products. The test, conducted by Underwriters Laboratories, uses steel balls of various sizes dropped from specified heights onto roofing products. Based on the results, products can receive a Class 1, Class 2, Class 3, or Class 4 rating, with Class 4 representing the highest classification.

A Class 4 rating indicates that the roofing product has demonstrated the highest level of impact resistance under the UL 2218 testing protocol. Many metal roofing systems achieve Class 4 ratings, making impact resistance an important consideration when evaluating metal roofing for areas that regularly experience hail.

The performance of an installed roof, however, depends on more than the material itself. Installation practices, substrate conditions, fastening, flashing, seams, penetrations, and other components all contribute to the performance of the completed roofing system. Contractors should therefore consider the entire assembly rather than relying solely on the impact rating of an individual product.

Metal's characteristics can provide advantages during a hail event. Unlike some brittle roofing materials, metal generally does not crack or fracture from impact in the same manner. Properly installed metal roofing can remain intact following significant impacts, although hail can still leave visible dents or other cosmetic damage depending on the material, profile, thickness, substrate, and severity of the storm.

That distinction between cosmetic and functional damage is particularly important following a hailstorm. A dented metal panel is not necessarily a failed panel. During an inspection, contractors should evaluate whether the impact has compromised seams, fasteners, flashings, penetrations, coatings, or the panel's ability to perform as designed. Documentation should distinguish visible cosmetic damage from conditions that could affect the roof's weather resistance or service life.

For contractors inspecting a roof after a hailstorm, the process should begin with a systematic assessment.

Roofing professionals also should be cautious when comparing hail performance among different roofing materials. Asphalt shingles, for example, can sustain impact damage that is not immediately obvious. Hail can bruise or fracture shingles, dislodge granules, and compromise the material without producing an obvious opening in the roof covering. A thorough inspection is therefore important even when no interior leakage has been reported.

Metal roofing can experience a different type of hail damage. Depending on the severity of the storm, dents may be visible across the panels while the roofing system remains watertight and functional. Textured finishes and patterned profiles can make minor dents less noticeable, but appearance alone does not determine whether a roof has sustained functional damage.

For contractors inspecting a roof after a hailstorm, the process should begin with a systematic assessment. Document the overall roof condition before focusing on individual impact points. Photograph representative areas as well as significant damage. Inspect panels or shingles,

seams, flashings, valleys, penetrations, ridge and eave conditions, and other vulnerable areas. Look for evidence of pre-existing deterioration that may be unrelated to the storm.

Product information can also be valuable. Knowing the roof's material, thickness, profile, installation date, manufacturer, and impact classification can help provide context for the inspection. Where available, product specifications and installation documentation can help determine what the roofing system was designed to withstand.

Hail damage also reinforces the importance of setting realistic expectations with property owners. No roofing material is completely immune to hail damage. A high impact-resistance rating does not mean a roof will emerge from every hailstorm without dents or other visible effects. Rather, the rating provides information about how the product performed under a defined test procedure.

For roofing contractors, that distinction matters. The goal following a hailstorm should be to accurately assess the condition of the roofing system, identify damage, and determine whether the roof's performance has been compromised. A careful inspection supported by photographs and product information provides a stronger basis for determining the appropriate next step.

As hail continues to affect large portions of the United States and Canada, impact resistance is likely to remain an important consideration in roofing material selection. For contractors working in hail-prone markets, understanding impact ratings and the differences between cosmetic and functional damage can make post-storm inspections more precise and help property owners make informed decisions about their roofing systems. ●