Sample 3: SEO category page

Spec sample written by Alex Mercer to show style and range. Not published, not client work, and not written for or endorsed by any named company.

Target reader: homeowners shopping for a roof replacement. Format: e-commerce/contractor category page, about 350 words. Suggested keyword: impact resistant shingles.

Impact-Resistant Shingles

If you live where hail is part of the forecast, your roof takes a beating most other homes never see. Impact-resistant shingles are built to take that hit and keep protecting your home, so you're not filing a claim and waiting on a new roof every few storm seasons.

What makes a shingle impact resistant?

Impact-resistant shingles are tested under the UL 2218 standard, which drops steel balls of increasing size onto the shingle and checks for cracking. Shingles that survive the largest two-inch ball earn a Class 4 rating, the highest available. Many Class 4 shingles use a rubberized (SBS-modified) asphalt that flexes on impact instead of fracturing.

Why homeowners choose them

- Fewer storm repairs. A tougher shingle means fewer cracked or bruised shingles after a hailstorm.
- Possible insurance savings. Some insurers offer a premium discount for Class 4 roofs. Ask your agent what applies to your policy before you buy.
- Same look, more protection. Today's impact-resistant lines come in the same architectural styles and colors as standard shingles.

Is it worth the extra cost?

Class 4 shingles usually cost more than standard architectural shingles. Whether they pay for themselves depends on how often hail hits your area, your deductible, and any discount your insurer offers. A good contractor will walk you through those numbers honestly instead of just pushing the premium option.

Get a straight answer for your roof

Not sure whether impact-resistant shingles make sense for your home? Request a free inspection and quote. We'll look at your current roof, explain your options in plain language, and give you a written price with no pressure.

[Request a free roof inspection]