

ContentBuilder™

Information Sheet

Updated: 6/09



*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



Improve Your Website Easily Effectiveness: Leads and Education

Help Build Trust and Educate Prospective Customers...

Program available to:



The ContentBuilder™ program is a fast, free and easy way to add personalized roofing product pages to your website. This revolutionary program will allow you to quickly add extensive roofing product information to your web site.



Improve Website Effectiveness!

Includes GAF-Elk Information – But Looks Like It’s On YOUR Site – Not Ours

- Effective Information...
- Impacting Graphics
- Personalized

- **Custom To Your Company** ...add your company logo for a seamless appearance –every web page will include YOUR LOGO and company contact information.
- **Increase Traffic To Your Website**... potentially increase the number of visitors to your website. By adding these GAF “links”, search engines (web crawlers such as Google, Yahoo, AOL, etc.), will send more people to you resulting in more leads and greater profits.
- **Generate Trust With Property Owners**... build more trust with the property owner, linking compelling product and warranty information directly from the GAF site to your web page.
- **Education Options Include:**
 - ✓ Video: “Avoiding Roofing Disasters”
 - ✓ Weather Stopper® System
 - ✓ Warranties
 - ✓ Shingles
 - ✓ Starter Strips
 - ✓ Roof Deck Protection
 - ✓ Leak Barriers
 - ✓ Ventilation
 - ✓ Ridge Cap
 - ✓ Virtual Home Remodeler
 - ✓ **And More!**

Want More Info?

- **Online**...Set-up an account, go to www.gaf.com/contentbuilder
- **Phone**...Call the Certified Contractor Hotline at 1-888-532-5797, option 3.