

Contents

Roofer's Edge - Complete Installation & Setup Guide	1
Table of Contents	1
1. Introduction	1
2. What's Included	1
3. Quick Start (5 Minutes)	2
4. Installation Methods	3
5. Customization Guide	3
6. Feature Documentation	5
7. Platform-Specific Instructions	6
8. Troubleshooting	7
9. Advanced Customization	8
10. License & Support	9
Appendix: Configuration Reference	10

Roofer's Edge - Complete Installation & Setup Guide

Table of Contents

1. Introduction
2. What's Included
3. Quick Start (5 Minutes)
4. Installation Methods
5. Customization Guide
6. Feature Documentation
7. Platform-Specific Instructions
8. Troubleshooting
9. Advanced Customization
10. License & Support

1. Introduction

Welcome to Roofer's Edge, the professional roofing cost calculator designed for USA contractors. This calculator helps you generate accurate quotes instantly while capturing leads through an always-visible Call/Text bar.

Key Benefits

- **Instant Installation:** Live in under 5 minutes
 - **No Server Required:** Pure client-side HTML/CSS/JS
 - **State-Specific Pricing:** All 50 states plus DC included
 - **Lead Generation:** Sticky Call/Text/Email bar converts visitors
 - **Professional PDFs:** Branded quotes with automatic Quote IDs
 - **Zero Maintenance:** No databases, no subscriptions, no updates required
-

2. What's Included

Core Files

- **embed.html** - Single-file drop-in solution (easiest)
- **index.html** - Split build main page

- **style.css** - Complete responsive stylesheet
- **script.js** - All calculator logic and functionality
- **style.min.css** - Minified CSS for production
- **script.min.js** - Minified JavaScript for production

Documentation

- **ReadMe.pdf** - This complete guide
- **quick-start.txt** - 10-step rapid setup
- **changelog.txt** - Version history and features
- **license.txt** - Single-site commercial license
- **listing.md** - Product marketing copy

Media

- **screenshots/** - Product images for marketing
 - **demo.mp4** or **demo.gif** - Feature walkthrough video
-

3. Quick Start (5 Minutes)

Step 1: Choose Your Installation Method

- **Option A:** Use `embed.html` (single file, easiest)
- **Option B:** Use split files (`index.html`, `style.css`, `script.js`)

Step 2: Customize Three Lines

Open your chosen file(s) and find the `CALC_CONFIG` section:

```
const CALC_CONFIG = {  
  // ... other settings ...  
  
  companyPhone: "+1-555-123-4567", // CHANGE THIS  
  companyEmail: "quotes@yourroofing.com", // CHANGE THIS  
  discountLine: "Call or text and mention your Quote ID for $100 off install.", // CHANGE THIS  
  
  // ... other settings ...  
};
```

Step 3: Upload and Test

- Upload file(s) to your website
- Open in browser
- Fill in project details
- Click material presets
- Test Call/Text bar
- Download sample PDF

Step 4: Go Live

- Link from your main navigation
- Add to landing pages
- Include in email signatures
- Share on social media

You're done! The calculator is ready to generate leads.

4. Installation Methods

Method A: Single-File Embed (Recommended for Beginners)

Pros: - One file to manage - Easy to embed anywhere - No file organization needed - Perfect for iframes

Installation: 1. Open embed.html in any text editor 2. Edit CALC_CONFIG (lines 8-50 approximately) 3. Change companyPhone, companyEmail, discountLine 4. Save file 5. Upload to website 6. Done!

Where to Use: - Embed in WordPress page via Custom HTML block - Add to Squarespace via Code Block - Insert in Wix via HTML iframe - Upload to any hosting via FTP

Method B: Split Files (Recommended for Developers)

Pros: - Easier to customize styles - Better organization - Can use minified versions - Simpler version control

Installation: 1. Create a folder on your website (e.g., /calculator/) 2. Upload index.html, style.css, script.js to same folder 3. Open script.js in text editor 4. Edit CALC_CONFIG section 5. Change companyPhone, companyEmail, discountLine 6. Save file 7. Link to index.html from your site

File Structure:

```
your-website.com/  
  calculator/  
    index.html  
    style.css  
    script.js  
    style.min.css (optional)  
    script.min.js (optional)
```

Using Minified Files

For production, you can replace: - style.css with style.min.css - script.js with script.min.js

Update the links in index.html:

```
<link rel="stylesheet" href="style.min.css">  
<script src="script.min.js"></script>
```

5. Customization Guide

Essential Settings (Must Change)

Company Phone

companyPhone: "+1-555-123-4567",

- Use format: +1-XXX-XXX-XXXX
- This appears in Call button and SMS links
- Test on mobile to ensure it works

Company Email

companyEmail: "quotes@yourroofing.com",

- Use your business email
- This appears in Email button and PDFs
- Ensure email accepts messages from web forms

Discount Message

discountLine: "Call or text and mention your Quote ID for \$100 off install.",

- Customize your offer
- Mention the Quote ID (important for tracking)
- Keep it brief and compelling

Optional Settings (Recommended to Change)

Logo URL

logoUrl: "https://upload.wikimedia.org/wikipedia/commons/thumb/0/0d/Nintendo.svg/600px-Nintendo.svg.png"

- Upload your logo to website
- Use full URL (https://i.pinimg.com/736x/72/d4/72/d472ce4adc7ea07e644fa973817855.jpg)
- Recommended size: 200px wide, transparent PNG
- If URL fails, calculator shows text header instead

Brand Color

brandColor: "#7c3aed",

- Use hex color code
- This colors the header, buttons, and accents
- Test for readability (maintain contrast)
- Default is purple (#7c3aed)

State Pricing Customization

Edit base cost per square foot for any state:

```
baseCostByState: {
  "_default": 3.50,
  "TX": 3.60, // Change Texas pricing
  "CA": 4.10, // Change California pricing
  "NY": 4.60, // Change New York pricing
  // ... edit any state ...
}
```

Important Notes: - Prices are per square foot BEFORE waste/overhead/profit - `__default` applies to any state not listed - All 50 states + DC are included - Edit freely based on your local market

Default Values

Change starting values for inputs:

```
defaults: {
  areaSqFt: 2000, // Default roof size
  wastePercent: 15, // Default waste
  overheadPercent: 20, // Default overhead
  profitPercent: 15, // Default profit
  pitchFactor: 1.10, // Default pitch
  stories: 1 // Default stories
}
```

Material Presets

Customize Good/Better/Best tiers:

```

materials: {
  good: {
    label: "Architectural",    // Change name
    materialMultiplier: 1.00, // Base cost
    laborMultiplier: 1.00    // Base labor
  },
  better: {
    label: "Designer",        // Change name
    materialMultiplier: 1.12, // 12% more materials
    laborMultiplier: 1.07    // 7% more labor
  },
  best: {
    label: "Metal",           // Change name
    materialMultiplier: 1.40, // 40% more materials
    laborMultiplier: 1.20    // 20% more labor
  }
}
}

```

6. Feature Documentation

Automatic Quote ID Generation

Every calculation generates a unique Quote ID in this format: - **YYYYMMDD-ABCD** - Example: 20251002-WXYZ - Date: October 2, 2025 - Random: 4 letters

Where Quote ID Appears: - Large display near total - Sticky Call/Text bar headline - SMS message body - Email subject and body - PDF filename - PDF header

Why This Matters: Customers mention the Quote ID when calling or texting, making it easy to track which website visitor is calling. No forms to fill out means higher conversion rates.

Sticky Call/Text Bar

Always visible at bottom of screen with three buttons:

Call Now Button - Opens phone dialer on mobile - Uses tel: protocol - Instant one-tap calling

Text Us Button - Opens SMS app on mobile - Pre-fills message with Quote ID and total - Format: "Hi! I'd like a roofing quote. My Quote ID is 20251002-ABCD. Total estimate: \$12,500"

Email Quote Button - Opens email client - Pre-fills subject and body - Includes Quote ID, total, state, and roof size

Material Presets (Good/Better/Best)

Three clickable cards showing price differences:

Good Tier (Architectural) - Base pricing (1.00x multiplier) - Standard 3-tab or architectural shingles - Most affordable option

Better Tier (Designer) - 12% more materials, 7% more labor - Premium architectural or designer shingles - Mid-range quality

Best Tier (Metal) - 40% more materials, 20% more labor - Metal roofing or premium materials - Highest quality option

Clicking any preset instantly updates: - Total price - Cost breakdown - All three preset cards - Sticky bar amounts

PDF Export

Click “Download PDF Quote” to generate branded quote:

PDF Contents: - Company logo (if URL provided) - Company phone and email - Quote ID and date - Project details summary - Itemized cost breakdown - Grand total - Professional disclaimer - Call-to-action with discount

PDF Features: - Automatic filename: roofing-quote-QUOTEID.pdf - A4 page size, portrait orientation - Professional formatting - Works offline (except logo image)

Real-Time Calculation

Every input change triggers instant recalculation: - Area changes → updates all costs - Material preset → switches multipliers - Checkboxes → adds/removes line items - Percentages → adjusts overhead/profit - State selection → changes base cost

Progress Bar

Shows form completion percentage: - Starts at 0% - Updates as required fields are filled - Reaches 100% when state and area are entered - Visual feedback for users

Cost Breakdown

Detailed view showing every cost component: - Materials (with selected tier name) - Labor - Tear-off (if selected) - Underlayment (if selected) - Multi-story (if > 1 story) - Overhead (with percentage) - Profit (with percentage)

All items show exact dollar amounts.

7. Platform-Specific Instructions

WordPress Installation

Method 1: Custom HTML Block (Easiest) 1. Edit page or post 2. Add Custom HTML block 3. Paste entire embed.html contents 4. Publish

Method 2: Upload Files 1. Use File Manager plugin or FTP 2. Upload to /wp-content/calculator/ 3. Create new page 4. Add Custom HTML block 5. Add iframe: `<iframe src="/wp-content/calculator/index.html" width="100%" height="1200px"></iframe>`

Method 3: Page Builder If using Elementor, Divi, etc.: 1. Add HTML widget 2. Paste embed.html contents 3. Adjust width/height as needed

Squarespace Installation

Method 1: Code Block 1. Edit page 2. Add Code Block 3. Paste embed.html contents 4. Save

Method 2: File Upload 1. Go to Settings > Advanced > Code Injection 2. Or use File Manager (in Settings) 3. Upload index.html, style.css, script.js 4. Add Code Block with iframe to page

Wix Installation

Method 1: HTML iframe 1. Add HTML iframe element to page 2. Upload files to Media Manager 3. Get file URLs 4. Link to index.html in iframe

Method 2: Embed Code 1. Add Embed Code element 2. Paste embed.html contents 3. Adjust size

Shopify Installation

1. Create new page
2. Click "Show HTML"
3. Paste embed.html contents
4. Save

Plain HTML Sites

1. Upload files via FTP or cPanel File Manager
2. Place in desired folder
3. Link from navigation menu
4. Or embed using iframe

Example iframe:

```
<iframe src="/calculator/index.html"
        width="100%"
        height="1200px"
        style="border:none;">
</iframe>
```

8. Troubleshooting

Logo Not Displaying

Problem: Logo doesn't show in PDF or header

Solutions: - Verify logoUrl is correct and accessible - Ensure image is publicly accessible (not behind login)
- Check image format (PNG, JPG, or SVG recommended) - Test URL in browser address bar - Calculator shows text header as fallback (still works)

PDF Not Downloading

Problem: Clicking "Download PDF Quote" does nothing

Solutions: - Check browser console for errors (F12) - Ensure jsPDF CDN is loading - Try different browser
- Disable browser extensions - Check popup blocker settings

Sticky Bar Not Visible

Problem: Call/Text bar missing at bottom

Solutions: - Scroll down (it's fixed at bottom) - Check z-index conflicts with other site elements - Ensure CSS file loaded correctly - Test in different browser - Check for CSS overrides from theme

SMS Link Not Working

Problem: Text button doesn't open SMS app

Solutions: - Test on actual mobile device (not desktop) - Desktop behavior varies by OS (Mac opens Messages) - Ensure phone number format is correct (+1-XXX-XXX-XXXX) - Some devices may not support sms: protocol - Call and Email buttons work on all devices

Calculator Not Calculating

Problem: Totals don't update when changing inputs

Solutions: - Check JavaScript console for errors (F12) - Ensure script.js is loading correctly - Verify CALC_CONFIG syntax is valid - Clear browser cache - Test in incognito/private window

State Pricing Not Applying

Problem: Changed state prices but calculator uses old values

Solutions: - Clear browser cache (Ctrl+F5 or Cmd+Shift+R) - Check CALC_CONFIG syntax (missing commas, quotes) - Verify state codes are uppercase (TX not tx) - Ensure JavaScript file is uploaded and not cached - Test in incognito window

Mobile Display Issues

Problem: Layout broken on mobile devices

Solutions: - Ensure viewport meta tag is present - Check for CSS conflicts with site theme - Test in multiple mobile browsers - Verify responsive CSS is not overridden - Try embed.html instead of iframe

Quote ID Not Appearing

Problem: Quote ID shows as “-” or “Calculating...”

Solutions: - Wait for calculation to complete - Check JavaScript console for errors - Ensure page loaded completely - Try refreshing page - Verify JavaScript is enabled

9. Advanced Customization

Changing Calculation Logic

Edit the calculateCost() function in script.js to modify how costs are calculated.

Example: Change Labor Percentage

```
// Find this line (around line 140):  
const laborCost = materialCost * 0.40 * material.laborMultiplier;  
  
// Change 0.40 (40%) to your preferred percentage:  
const laborCost = materialCost * 0.35 * material.laborMultiplier; // 35%
```

Adding Custom Fees

Add fixed fees or percentage-based charges:

```
// After calculating subtotal, add:  
const permitFee = 500; // $500 permit fee  
const inspectionFee = 200; // $200 inspection fee  
const subtotalWithFees = subtotal + permitFee + inspectionFee;
```

Modifying Form Fields

Add or remove input fields in HTML:

1. Add input to form in index.html or embed.html
2. Add corresponding state value in script.js
3. Update calculation logic to use new value
4. Update PDF generation to include new field

Styling Customization

Edit style.css to change appearance:

Change Colors:

```
:root {
  --brand-color: #your-color;
  --text-primary: #your-text-color;
  --bg-primary: #your-background;
}
```

Change Fonts:

```
body {
  font-family: 'Your Font', sans-serif;
}
```

Change Layout: Modify grid breakpoints, padding, spacing in CSS.

Adding Analytics

Track calculator usage with Google Analytics:

```
<!-- Add before </head> -->
<script>
// Your Google Analytics code
</script>
```

Track events:

```
// Add to updateResults() function
if (window.gtag) {
  gtag('event', 'calculate_quote', {
    'event_category': 'Calculator',
    'event_label': 'Quote Generated',
    'value': calc.total
  });
}
```

10. License & Support

License Summary

Single-site commercial use license. You may: - Use on ONE website - Customize freely - Generate quotes commercially - Modify appearance and logic

You may NOT: - Resell source code - Use on multiple sites (purchase additional licenses) - Remove copyright notices - Redistribute as template

See license.txt for complete terms.

Support

This is a one-time purchase with complete documentation included. For questions:

1. Review this ReadMe.pdf thoroughly
2. Check quick-start.txt for setup issues
3. Read troubleshooting section above
4. Check browser console for JavaScript errors

For custom development or priority support, contact the seller through the marketplace where you purchased this product.

Multi-Site Licenses

Need to use this on multiple websites? Contact the seller for multi-site licensing options with volume discounts.

Updates

This is version 1.0.0. Updates, if provided, are at the seller's discretion. Check the original marketplace listing for any available updates.

Appendix: Configuration Reference

Complete CALC_CONFIG Options

```
const CALC_CONFIG = {
  // Branding
  productName: "Roofer's Edge",           // Product name
  logoUrl: "https://a.mktgcdn.com/p/IpOPg_AFxgZf_IX_nnqA7oKBjNTb-dH8MCTv1c30yx4/400x400.jpg", // Your l
  brandColor: "#7c3aed",                 // Hex color code
  currency: "USD",                       // Currency code
  locale: "en-US",                       // Locale for formatting

  // Contact Information
  companyPhone: "+1-555-123-4567",       // Your phone (tel: format)
  companyEmail: "quotes@yourroofing.com", // Your email
  discountLine: "Call or text...",       // Call-to-action message

  // State Pricing (per sq ft, before waste/overhead/profit)
  baseCostByState: {
    "_default": 3.50, // Fallback price
    "TX": 3.60,      // Texas
    // ... all 50 states + DC included
  },

  // Default Form Values
  defaults: {
    areaSqFt: 2000, // Default roof size
    wastePercent: 15, // Default waste percentage
    overheadPercent: 20, // Default overhead percentage
    profitPercent: 15, // Default profit percentage
    pitchFactor: 1.10, // Default pitch multiplier
    stories: 1 // Default number of stories
  },

  // Material Presets (Good/Better/Best)
  materials: {
    good: {
      label: "Architectural", // Preset name
      materialMultiplier: 1.00, // Material cost multiplier
      laborMultiplier: 1.00 // Labor cost multiplier
    },
  },
}
```

```
    better: {
      label: "Designer",
      materialMultiplier: 1.12, // 12% more
      laborMultiplier: 1.07 // 7% more
    },
    best: {
      label: "Metal",
      materialMultiplier: 1.40, // 40% more
      laborMultiplier: 1.20 // 20% more
    }
  }
};
```

Browser Requirements

Minimum Versions: - Chrome/Edge: 90+ - Firefox: 88+ - Safari: 14+ - Mobile Safari: iOS 14+ - Chrome Mobile: Android 10+

Required Features: - JavaScript ES6+ support - CSS Grid and Flexbox - HTML5 form validation - Modern CSS (custom properties)

Thank you for choosing Roofer's Edge!

For the latest version and support information, refer to your original purchase location.

Version 1.0.0 | October 2, 2025