OKAYBABE RESEARCH

The State of Home-Services Contractor Websites 2026

An original-data study of 572 real US home-services contractor websites — HVAC, roofing, kitchen & bath remodeling, and pest control.

N = 572 sites measured
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Executive summary

We measured 617 working home-services contractor websites across four trades — HVAC, roofing, kitchen & bath remodeling, and pest control — and analyzed 572 after cleaning out 45 off-trade sites. Each was checked the way Google and AI assistants read it: organic search visibility, structured data, AI-crawler access, on-page basics, real-world and lab performance, and the platform it runs on. Only aggregates are published — no business is named.

> **12.4%** of contractor sites rank for zero local-intent keywords — pest control is worst at 18.7%. *(Estimated via DataForSEO Labs.)*
> Only **2.9%** block an AI citation crawler, yet **5.5%** serve a near-empty page to AI crawlers and just 13.3% use a vertical schema type.
> **87.6%** are too small for Google's real-user field dataset (CrUX).
> **27.1%** carry no structured data at all; only 32.5% have valid LocalBusiness markup.
> **75%** offer one-tap click-to-call — so roughly a quarter give a mobile visitor no way to tap and call.
> **54.3%** run on WordPress; only 2.6% use a modern web framework.

The widest publishable spread between trades: **75.3%** of HVAC sites hold at least one #1 organic result, versus **43.2%** of pest-control sites — a 32-point gap.

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Methodology

Collection. Site measurements and the ranking pull were run in June 2026. The Core Web Vitals reproducibility snapshot is pinned to Google's public CrUX BigQuery release `202605` (May 2026).

Frame. Independent US home-services contractors in four verticals, operating with their own website. The sampling frame was built from commercial business databases cross-checked against state license registries, across 13 metros stratified by four Census regions × three population tiers (seeded random draw, seed `20260611`; Texas held under a 40% home-bias cap). No Google Maps, Places, or Business Profile data is used anywhere in the pipeline.

Analyzed sample by trade

HVAC	162
Roofing	158
Kitchen & Bath	97
Pest control	155
All trades	572

Attrition

Domains sourced	668
– dead / unreachable	47
– social / directory only	4
Live sites	617
– off-trade contamination	45
Analyzed	572

Margin of error. At 572 sites the pooled margin of error is roughly ±4% (95% CI, worst case); per trade at 150 sites it is roughly ±8%. **Margins of error are computed under a simple-random-sampling assumption. This is a stratified, non-probability frame drawn from commercial business databases, so treat every ± as indicative precision — not formal statistical inference.** Between-trade differences are only reported where the gap clears 17 points.

Field vs lab — never blended. Field data is real Chrome users (CrUX, 28-day p75, opted-in Chrome only). Lab data is a single simulated load on Google's infrastructure (Lighthouse via PageSpeed Insights, emulated mid-tier mobile, throttled 4G). They are reported in separate tables and never combined. CrUX-covered sites skew toward higher-traffic, likely-healthier sites, so field-only figures overstate the health of the whole population — which is why the two cohorts are split.

Named checks (summary). Organic visibility (DataForSEO Labs, a third-party model — never blended with the CrUX/PSI data). Field Core Web Vitals (CrUX, phone: p75 LCP ≤ 2500 ms AND p75 INP ≤ 200 ms AND p75 CLS ≤ 0.10). Lab performance (Lighthouse mobile 0–100 via PageSpeed Insights). Structured data (JSON-LD + microdata via extruct; valid LocalBusiness = name + address + telephone + geo OR areaServed). JS-shell to AI crawlers (raw-HTML vs rendered-DOM visible-word ratio). AI-crawler robots policy (citation vs training bots, committed dictionary). Click-to-call, title health, indexability faults, platform fingerprint (wappalyzergo + webappanalyzer). Fetches were polite and robots-respecting; only aggregate statistics are published.

Reproducibility — pinned CrUX snapshot.

```
SELECT yyyymm, origin, rank,
       p75_lcp, p75_inp, p75_cls, fast_lcp, avg_lcp, slow_lcp,
       phoneDensity, desktopDensity
FROM `chrome-ux-report.materialized.metrics_summary`
WHERE yyyymm = 202605 AND origin IN UNNEST(@origins)
```

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Full results, by trade

Every figure below carries its denominator (n) and 95% margin of error. Field (CrUX) and lab (PageSpeed) numbers are kept in separate tables.

Search visibility — ranking

ESTIMATED VIA DATAFORSEO LABS · ORGANIC POSITIONS ONLY, MAPS EXCLUDED

Rank for zero local-intent keywords

Trade	Share	Sites (n)	±95% MOE
HVAC	8%	162	±4.2
Roofing	13.9%	158	±5.4
Kitchen & Bath	7.2%	97	±5.1
Pest control	18.7%	155	±6.1
All trades	12.4%	572	±2.7

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Rank for fewer than 10 keywords

Trade	Share	Sites (n)	±95% MOE
HVAC	17.9%	162	±5.9
Roofing	25.3%	158	±6.8
Kitchen & Bath	23.7%	97	±8.5
Pest control	33.5%	155	±7.4
All trades	25.2%	572	±3.6

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Hold at least one #1 organic result

Trade	Share	Sites (n)	±95% MOE
HVAC	75.3%	162	±6.6
Roofing	67.7%	158	±7.3
Kitchen & Bath	59.8%	97	±9.8
Pest control	43.2%	155	±7.8
All trades	61.9%	572	±4

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Typical (median) number of ranked keywords: HVAC 114 Roofing 58 Kitchen & Bath 34 Pest control 28

AI-readiness

Serve a near-empty HTML page to AI crawlers (JS-shell)

Trade	Share	Sites (n)	±95% MOE
HVAC	3.2%	156	±2.8
Roofing	6.7%	149	±4
Kitchen & Bath	7.4%	94	±5.3
Pest control	5.4%	148	±3.6
All trades	5.5%	547	±1.9

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Block an AI citation crawler in robots.txt

Trade	Share	Sites (n)	±95% MOE
HVAC	3.2%	156	±2.8
Roofing	2.7%	149	±2.6
Kitchen & Bath	4.3%	94	±4.1
Pest control	2%	148	±2.3
All trades	2.9%	547	±1.4

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Use a vertical schema type

Trade	Share	Sites (n)	±95% MOE
HVAC	23.7%	156	±6.7
Roofing	22.8%	149	±6.7
Kitchen & Bath	0%	94	±0
Pest control	1.4%	148	±1.9
All trades	13.3%	547	±2.8

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

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Have FAQ structured data

Trade	Share	Sites (n)	±95% MOE
HVAC	7.7%	156	±4.2
Roofing	8.7%	149	±4.5
Kitchen & Bath	5.3%	94	±4.5
Pest control	6.1%	148	±3.9
All trades	7.1%	547	±2.2

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Expose a machine-readable author

Trade	Share	Sites (n)	±95% MOE
HVAC	17.9%	156	±6
Roofing	20.1%	149	±6.4
Kitchen & Bath	5.3%	94	±4.5
Pest control	9.5%	148	±4.7
All trades	14.1%	547	±2.9

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Publish an llms.txt file

Trade	Share	Sites (n)	±95% MOE
HVAC	11.5%	156	±5
Roofing	16.1%	149	±5.9
Kitchen & Bath	18.1%	94	±7.8
Pest control	20.3%	148	±6.5
All trades	16.3%	547	±3.1

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

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Structured data

No structured data of any kind

Trade	Share	Sites (n)	±95% MOE
HVAC	21.8%	156	±6.5
Roofing	21.5%	149	±6.6
Kitchen & Bath	31.9%	94	±9.4
Pest control	35.1%	148	±7.7
All trades	27.1%	547	±3.7

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Valid LocalBusiness markup

Trade	Share	Sites (n)	±95% MOE
HVAC	34%	156	±7.4
Roofing	39.6%	149	±7.9
Kitchen & Bath	31.9%	94	±9.4
Pest control	24.3%	148	±6.9
All trades	32.5%	547	±3.9

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Declare an areaServed

Trade	Share	Sites (n)	±95% MOE
HVAC	20.5%	156	±6.3
Roofing	20.1%	149	±6.4
Kitchen & Bath	14.9%	94	±7.2
Pest control	12.8%	148	±5.4
All trades	17.4%	547	±3.2

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

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Review / rating schema

Trade	Share	Sites (n)	±95% MOE
HVAC	12.8%	156	±5.2
Roofing	11.4%	149	±5.1
Kitchen & Bath	4.3%	94	±4.1
Pest control	10.1%	148	±4.9
All trades	10.2%	547	±2.5

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Local signals

One-tap click-to-call on mobile

Trade	Share	Sites (n)	±95% MOE
HVAC	78.8%	156	±6.4
Roofing	77.9%	149	±6.7
Kitchen & Bath	58.5%	94	±10
Pest control	78.4%	148	±6.6
All trades	75%	547	±3.6

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Have a lead form

Trade	Share	Sites (n)	±95% MOE
HVAC	57.7%	156	±7.8
Roofing	63.1%	149	±7.7
Kitchen & Bath	60.6%	94	±9.9
Pest control	62.2%	148	±7.8
All trades	60.9%	547	±4.1

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

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Online-booking widget

Trade	Share	Sites (n)	±95% MOE
HVAC	17.9%	156	±6
Roofing	6%	149	±3.8
Kitchen & Bath	2.1%	94	±2.9
Pest control	4.7%	148	±3.4
All trades	8.4%	547	±2.3

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

On-page basics

Homepage title in the render-safe length band

Trade	Share	Sites (n)	±95% MOE
HVAC	47.4%	156	±7.8
Roofing	49.7%	149	±8
Kitchen & Bath	47.9%	94	±10.1
Pest control	52%	148	±8
All trades	49.4%	547	±4.2

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Metro/state token in the title

Trade	Share	Sites (n)	±95% MOE
HVAC	59%	156	±7.7
Roofing	56.4%	149	±8
Kitchen & Bath	55.3%	94	±10.1
Pest control	52.7%	148	±8
All trades	55.9%	547	±4.2

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

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Homepage under 300 words

Trade	Share	Sites (n)	±95% MOE
HVAC	11.5%	156	±5
Roofing	16.1%	149	±5.9
Kitchen & Bath	22.3%	94	±8.4
Pest control	16.9%	148	±6
All trades	16.1%	547	±3.1

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Accidental noindex

Trade	Share	Sites (n)	±95% MOE
HVAC	0%	156	±0
Roofing	2%	149	±2.3
Kitchen & Bath	4.3%	94	±4.1
Pest control	1.4%	148	±1.9
All trades	1.6%	547	±1.1

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Performance — field (CrUX)

Only 71 of the 572 sites have any real-user field data; of the 39 with all three Core Web Vitals measured, 43.6% pass. CrUX field coverage overall: 12.4% (n = 572, ±2.7). These field numbers describe a small, higher-traffic minority — a coverage fact, not a quality verdict.

Performance — lab (Lighthouse)

Score below 50 on Lighthouse mobile performance

Trade	Share	Sites (n)	±95% MOE
HVAC	29.1%	158	±7.1
Roofing	34%	156	±7.4
Kitchen & Bath	25.5%	94	±8.8
Pest control	20.4%	152	±6.4
All trades	27.5%	560	±3.7

Margins of error assume simple random sampling; this is a stratified non-probability frame, so treat each ± as indicative precision, not formal inference.

Typical (median) Lighthouse mobile score: HVAC 62/100 Roofing 59/100 Kitchen & Bath 58/100 Pest control 65/100

Platforms

Platform share (all sites, n = 547):

Other / custom-coded	23.2%
WordPress + Elementor	22.7%
WordPress (no page builder)	18.5%
WordPress + Divi	6.9%
Wix	6%
GoDaddy Website Builder	4.2%
WordPress + Beaver Builder	3.8%
Duda	3.7%
WordPress + WPBakery	2.4%
Squarespace	2.2%
Scorpion (agency lead-gen)	1.5%
Next.js (modern framework)	1.5%

Modern web framework: 2.6% · On a builder subdomain (“rented address”): 0.5%

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Cross-vertical gaps (≥17 points, publishable)

Measure	Best	Worst	Gap
vertical subtype schema	HVAC 23.7%	Kitchen & Bath 0%	24 pt
click to call	HVAC 78.8%	Kitchen & Bath 58.5%	20 pt
has a number 1	HVAC 75.3%	Pest control 43.2%	32 pt

Limitations

1. This is a stratified, non-probability frame; margins of error are indicative, not formal inference.
2. CrUX covers only sufficiently-trafficked origins, so the 88% with no field data is a coverage fact, not a quality verdict — and field pass-rates describe only the covered minority.
3. Commercial business databases under-count website-less and subdomain-only firms, so true no-website prevalence is higher than any database-field figure; it is not published here as ground truth.
4. Lab scores are a single simulated load, not real-user experience.
5. Ranking and authority figures are third-party model estimates (DataForSEO Labs, indexed June 2026), labeled as such and never blended with the field/lab data.
6. Schema and on-page figures are prevalence, not proven ranking drivers — no causal claim is made from this data.

Cite & license

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Machine-readable data (aggregates CSV + full JSON) accompanies this report at okaybabe.com/research. Questions or corrections: hello@okaybabe.com.