



CLIKITI RESEARCH

THE ESTIMATE STARTS ONLINE

We read the websites of 174 independent auto shops and used-car dealers in the US the way a driver does: on a phone, often with a warning light on or a car to replace, asking what it costs and when they can come in.

STUDIED

174 websites

KINDS

**Four kinds of
business**

MEASURED

Eleven checks

The State of Independent Auto Websites · Q4 2026 · edition 2026-Q4



The tag. The price a driver wants before the car comes in.

THE HEADLINE

29%

of the 174 websites in this study answer the driver's question "Roughly what will it cost?"

Only 29% of the 174 independent auto shop and dealer websites Clikiti scanned in Q4 2026 answer "Roughly what will it cost?" Margin of error ± 7.4 points at 95% confidence.

00	SUMMARY OF FINDINGS	01	THE QUESTIONS DRIVERS ASK	02	HOW THE FOUR KINDS OF BUSINESS COMPARE	03	FOUR BUSINESSES, UP CLOSE
04	THE DRIVERS LEFT OUT	05	METHOD IN BRIEF	06	WHAT THIS MEANS FOR AGENCIES	A	METHODOLOGY
B	BUSINESSES IN THIS STUDY						

DRIVERS ASK SEVEN QUESTIONS. THE MEDIAN SITE ANSWERS FOUR.

Across 174 independent auto websites, the median site answers four of the seven customer questions this edition tests. 29% show any price; 40% state a warranty with its terms.¹

READING NOTE

Figures come from automated scans of 174 independent auto websites in the US. Results are anonymous except one standout business. Margin of error: ± 7.4 points at 95% confidence for a share of all 174 sites (General repair and service ± 13.2 , Tire, brake and quick service ± 17.6 , Collision and body ± 14.6 , Independent used-car dealers ± 14.9). Notes are at the end.

76 /100

Median website score across all 174 businesses.

4 /7

driver questions answered by the median business's site.

85 %

answer the most-answered question: "How do I reach you, and when are you open?"

77 %

have text that fails the WCAG contrast minimum.

By kind of business, general repair and service have the highest median score (77) and independent used-car dealers the lowest (72), against 76 for all 174.

The least-answered question is "Roughly what will it cost?" (29% of businesses). The most-answered is "How do I reach you, and when are you open?" (85%).

3 of 174 businesses answer all seven questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 87% of businesses (Core Web Vitals · LCP).

WHAT A DRIVER CAN FIND OUT BEFORE CALLING

We turned seven questions a driver or a used-car buyer asks into seven checks, then read each site for an answer a visitor could find on a phone.

Share of all 174 websites answering each question • red = fewer than a third • tick = half

THE DRIVER ASKS	ANSWERED	SITES
Roughly what will it cost? A price shown: a service, a fee, a labour rate or a car		29%
Do you stand behind the work? Warranty stated with its terms		40%
Are you qualified? Qualifications shown (ASE, I-CAR, AAA, OEM, BBB)		47%
Do other drivers vouch for you? Reviews marked up, in a widget or quoted		47%
Can I book without calling? Book, request an estimate or a test drive online		56%
Do you handle my car? Makes named, or all makes and models		70%
How do I reach you, and when are you open? Tappable phone plus opening hours		85%

Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.



The quote. The moment trust is decided. On most sites a driver cannot see one before calling.

“ROUGHLY WHAT WILL IT COST?”

The driver question businesses answer least: 29% of 174 sites



02 • KINDS OF BUSINESS

FOUR KINDS OF BUSINESS, SIDE BY SIDE

General repair and service (55): median score 77, a price shown on 22%, online booking on 64%. Tire, brake and quick service (31): median score 76, a price shown on 19%, online booking on 61%. Collision and body (45): median score 76, a price shown on 4%, online booking on 44%. Independent used-car dealers (43): median score 72, a price shown on 72%, online booking on 56%.

GENERAL REPAIR AND SERVICE 77 /100 median score · 55 sites · ±13.2	TIRE, BRAKE AND QUICK SERVICE 76 /100 median score · 31 sites · ±17.6	COLLISION AND BODY 76 /100 median score · 45 sites · ±14.6	INDEPENDENT USED-CAR DEALERS 72 /100 median score · 43 sites · ±14.9
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ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the business. The customer-question checks are reported separately and do not feed it.²

WHERE EACH WEBSITE SCORES

Overall website score out of 100, one dot per site; the yellow rule is each group's median

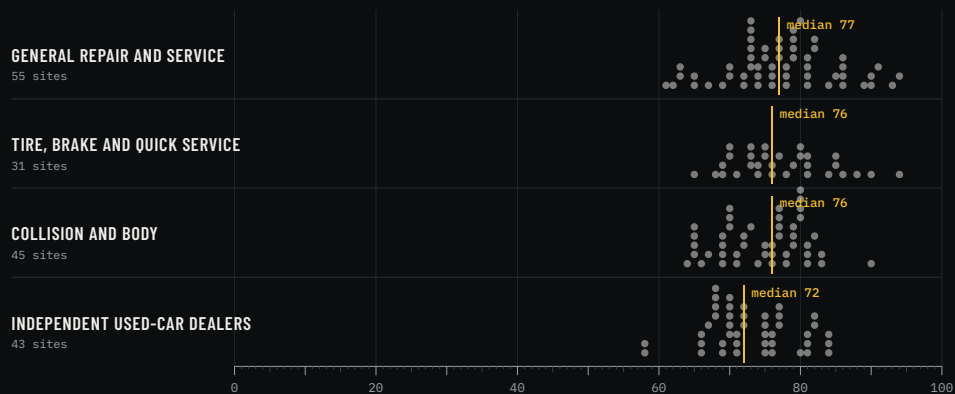


Figure 2. Overall website score out of 100, one dot per site. The yellow rule marks each group's median.

03 · UP CLOSE

FOUR BUSINESSES, UP CLOSE

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the business itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



WORK ORDER 01

A TIRE, BRAKE AND QUICK-SERVICE SHOP IN THE MIDWEST

81 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED



Answers 6 of 7 driver questions. Falls short on any price.

02



WORK ORDER 02

AN INDEPENDENT REPAIR SHOP IN THE MIDWEST

75 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED



Answers 5 of 7 driver questions. Falls short on any price, reviews, phone load time and 2 more.

03



WORK ORDER 03

AN INDEPENDENT REPAIR SHOP IN THE MIDWEST

67 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED



Answers 3 of 7 driver questions. Falls short on online booking, a stated warranty, any price and 3 more.

04



WORK ORDER 04

A COLLISION AND BODY SHOP IN THE SOUTH

81 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED

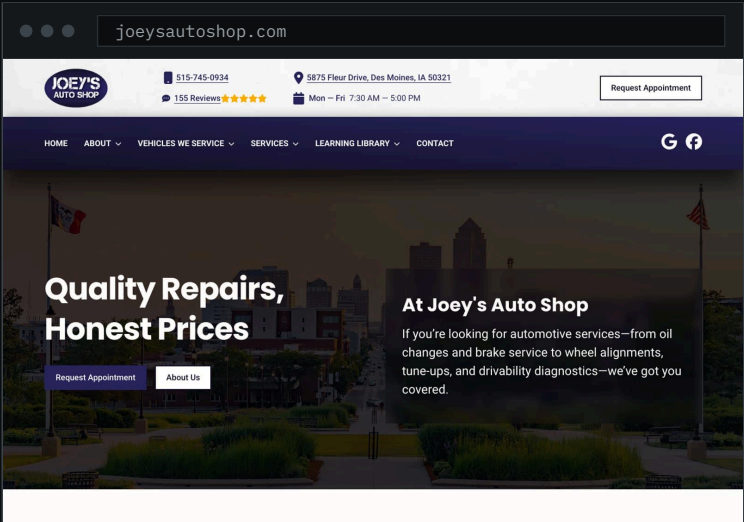


Answers 0 of 7 driver questions. Falls short on phone and hours, which cars it handles, qualifications and 8 more.

THE STANDOUT

JOEY'S AUTO SHOP

Tire, brake and quick service, Des Moines, IA. It answers 6 of the 7 customer questions this edition tests, passes every speed and accessibility check. Its overall website score is 81/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit joeysautoshop.com

WHAT IT DOES WELL

- Tappable phone plus opening hours
- Makes named, or all makes and models
- Qualifications shown (ASE, I-CAR, AAA, OEM, BBB)
- Book, request an estimate or a test drive online
- Warranty stated with its terms
- Reviews marked up, in a widget or quoted
- Real phone visitors see the main content in 1.9 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- No text fails the WCAG 1.4.3 contrast minimum
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: accessibility 100, SEO 100, trust 92

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: a price shown: a service, a fee, a labour rate or a car



After hours. Breakdowns don't keep office hours. The website is the only part of the shop that's open.

THE DRIVERS LEFT OUT

A driver using a screen reader, a keyboard, or an old phone on a weak signal at the roadside is still a customer. These checks measure whether the site lets them in.³

CHECK	STANDARD	FAIL
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	87%
Text contrast passes 4.5:1	WCAG 1.4.3	77%
AutoRepair, AutoBodyShop or AutoDealer structured data	Schema.org · AutomotiveBusiness	51%
Images have text descriptions	WCAG 1.1.1	25%

Table 1. Technical checks, share of the 174 sites that fail each one.

HOW THE SITES WERE READ

STEP 1 · ALL 174 SITES READ The home page and up to eight pages it links to (services, prices, inventory, warranty, about, reviews, booking, contact), read as a server delivers them. The customer questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 174 SITES MEASURE Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 174 SITES, SCORE ONLY REVIEW An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE This study examines how independent shops and dealers present themselves on the web, not the quality of their repairs, their vehicles or their prices.
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FOR AGENCIES AND FREELANCERS

WHAT THIS MEANS FOR AGENCIES

WHAT TO FIX FIRST, AND HOW TO PITCH IT

For small agencies and freelancers who sell websites to independent auto shops and used-car dealers. We scanned 174 of their websites: 1% score under 60 out of 100, and 70% leave at least three of the questions drivers ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

WHO IS REALISTIC TO WIN

Independent used-car dealers are the most winnable: the lowest median score in this report (72 out of 100), and 5% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
General repair and service	55	77	0%
Tire, brake and quick service	31	76	0%
Collision and body	45	76	0%
Independent used-car dealers	43	72	5%

Score out of 100. "Under 60" is the share of sites that miss most of what a driver looks for.

5 PROBLEMS TO LEAD A PITCH WITH

87%

Loads in under 2.5 s on a phone

BUILD

Resize and compress the hero image and inventory photos, defer scripts, aim for under 2.5 s on a phone.

"Your home page takes several seconds to appear on the phone of someone stuck at the roadside."

77%

Text contrast passes 4.5:1

QUICK FIX

Raise text contrast to at least 4.5:1 in the theme.

"Parts of the site are hard to read, and it is a WCAG failure."

71%

Roughly what will it cost?

CONTENT

Publish starting prices for common jobs (diagnostic fee, oil change, brakes, alignment) or the labour rate; for dealers, a price on every car.

"The first question a driver has is what it will cost. Your site makes them call to ask."

60%

Do you stand behind the work?

QUICK FIX

State the warranty with its terms (months and miles, or lifetime on body work) on the home and services pages.

"You guarantee your work. The site never says so, so the cheaper shop down the road looks the same as you."

53%

Are you qualified?

QUICK FIX

Show the shop's qualifications by name: ASE, I-CAR, AAA Approved, manufacturer certifications.

"Your technicians are certified and your site keeps it a secret."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

HOW TO SHOW A PROSPECT THEIR PROBLEMS, AND A REDESIGN

1

LEAD WITH THEIR PROBLEM, NOT YOUR SERVICES

Open with one question the site fails, for example loads in under 2.5 s on a phone (87% of sites in this report miss it), and show the exact page where the answer should be.

2

PUT A NUMBER ON IT

Compare their site with the sector: across 174 independent repair, tire and collision shops and used-car dealers sites, the median scores 76 out of 100 and answers 4 of the 7 questions drivers ask. A number travels further inside the client than an opinion.

3

SHOW THE FIX WITHOUT DAYS OF SPEC WORK

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

SHOW EVERY SHOP WHAT ITS DRIVERS SEE

Clikiti reads a shop's site the way a driver does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

METHODOLOGY

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a shop owner who wants to check the evidence behind a pitch.

174	4	35	±7.4	2026-10-14
websites studied	types of organisation	states	points, margin of error at 95%	date the sites were read

A1. THE RESEARCH QUESTION

When a driver needs a repair, or a buyer wants a used car, and looks an independent shop or lot up online, usually on a phone, can they find out how to reach it and when it is open, whether they can book without calling, roughly what it will cost, whether the work or the car is guaranteed, whether the people are qualified, whether it handles their car and whether other drivers vouch for it?

Population. Independently owned US auto businesses with one to three locations and their own website, in four groups: general repair and service, tire, brake and quick service, collision and body, and independent used-car dealers. These are the auto businesses a small or mid-size web agency can realistically win as clients.

A2. WHO WAS STUDIED

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, general repair	Independent general auto repair and service shops found in local search results, city by city	55
Local search, tire and brake	Independent tire, brake, alignment, transmission and exhaust shops found in local search results, city by city	80
Local search, collision and body	Independent collision repair, auto body and paint shops found in local search results, city by city	45
Local search, used-car dealers	Independent used-car dealers found in local search results and dealer listings marked independent, city by city	43

INCLUDED

- An independently owned business with one to three locations and its own website (not a directory, marketplace or social profile)
- Based in the United States

EXCLUDED

- Carmakers and franchised new-car dealerships
- Franchises and chains (for example Midas, Meineke, Firestone, Jiffy Lube, Caliber, Gerber, Maaco, CARSTAR,

- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- CarMax, Carvana, DriveTime) and any business with four or more locations or in several states
- Body shops owned by a dealer group, and buy-here-pay-here chains
- Directories, marketplaces and lead-generation pages (Yelp, RepairPal, CarGurus, Cars.com, AutoTrader)
- Parked, placeholder, password-protected or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	245
Removed at screening: the site refused automated visitors (40)	-40
Removed at screening: no response, or no page served to automated visitors (17)	-17
Removed at screening: parked or placeholder (1)	-1
Removed at editorial review: template text, a hijacked domain serving unrelated content, and a duplicate of another dealer (4)	-4
Cohort	183

REGION (US CENSUS)	GENERAL REPAIR AND SERVICE	TIRE, BRAKE AND QUICK SERVICE	COLLISION AND BODY	INDEPENDENT USED-CAR DEALERS	ALL
Northeast	17	7	10	8	42
Midwest	13	8	14	11	46
South	15	13	15	15	58
West	10	3	6	9	28
All regions	55	31	45	43	174

A3. HOW THE SITES WERE READ

Pages. The home page, then for each of eight topics (services, prices and specials, inventory, warranty, about, reviews, booking, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most nine pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. WHAT WAS MEASURED

7 questions drivers and used-car buyers ask before they call or drive over, answered from what each site publishes, and 4 technical checks against published standards. A check passes only

when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
How do I reach you, and when are you open? Tappable phone plus opening hours	The home page has a tappable phone link, and the home, contact or about page states opening hours (a day and a time range).	Clikiti customer question 1 of 7
Do you handle my car? Makes named, or all makes and models	Three or more car makes are named on the home, services, inventory or about page, or the site says it works on or sells all makes and models.	Clikiti customer question 2 of 7
Are you qualified? Qualifications shown (ASE, I-CAR, AAA, OEM, BBB)	A qualification or affiliation is named: ASE, I-CAR or Gold Class, AAA Approved, a manufacturer certification, a parts-network programme (NAPA AutoCare, Bosch, ACDelco), a state inspection station, BBB accreditation or NIADA membership.	Clikiti customer question 3 of 7
Can I book without calling? Book, request an estimate or a test drive online	A link, button or embedded scheduler lets the visitor book service, request an estimate or quote, or schedule a test drive online.	Clikiti customer question 4 of 7
Do you stand behind the work? Warranty stated with its terms	A warranty or guarantee is stated with its terms: months and miles, years, or lifetime or nationwide.	Clikiti customer question 5 of 7
Roughly what will it cost? A price shown: a service, a fee, a labour rate or a car	A dollar price is shown for a named service, a fee or a labour rate, or a vehicle price appears next to a model year (discounts, savings and monthly payments do not count).	Clikiti customer question 6 of 7
Do other drivers vouch for you? Reviews marked up, in a widget or quoted	Customer reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two customer testimonials are quoted.	Clikiti customer question 7 of 7
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals - LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
AutoRepair, AutoBodyShop or AutoDealer structured data AutoRepair, AutoBodyShop or AutoDealer structured data	The site describes the business to search engines with AutoRepair, AutomotiveBusiness, AutoBodyShop or AutoDealer structured data.	Schema.org - AutomotiveBusiness

A5. THE WEBSITE SCORE

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the business, and the customer questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.

PILLAR	WEIGHT	BASED ON
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four business profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. PRECISION

With 174 sites, a share reported for the whole sample is precise to within ± 7.4 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: general repair and service ± 13.2 (n = 55); tire, brake and quick service ± 17.6 (n = 31); collision and body ± 14.6 (n = 45); independent used-car dealers ± 14.9 (n = 43). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. QUALITY CONTROL

- Every home page in the cohort was fetched and its title checked against the listed business before scanning
- Detection rules were checked against the evidence they record for a sample of businesses in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. LIMITATIONS

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Inventory search tools, chat widgets and multi-step estimate forms were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some inventory listings, schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 57 candidates blocked or did not answer automated visitors and are not in the study; sites behind such protection may differ from those studied.

- The study reports what a website shows. It does not judge any repair, vehicle or price, or compliance with any consumer or dealer licensing rule.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent businesses, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every business in the country.

A9. DATA, LICENCE AND CORRECTIONS

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

BUSINESSES IN THIS STUDY

The 174 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

GENERAL REPAIR AND SERVICE (55)

27th St. Automotive
Boise, ID

ABC Auto Works
Boston, MA

Alexander's Import Auto Repair
Minneapolis, MN

ALMAR Auto Repair
Charlotte, NC

Aloha Auto Repair
Boise, ID

AutoWorks of Tampa
Tampa, FL

B&R Auto Repair & Tire
Charlotte, NC

Baum Boulevard Automotive
Pittsburgh, PA

Beck Service Center
Indianapolis, IN

Bill's Crestmoor Automotive
Denver, CO

Bison Automotive & Detail
Buffalo, NY

Blazek Diagnostic & Automotive Repair
Garden City, ID

Botticello Auto Repair
West Hartford, CT

Brighton Motor Service
Boston, MA

Castleton Auto Repair
Indianapolis, IN

D & L Auto Repair
Boston, MA

DMS of Boston (Dynamic Motorsports)
Boston, MA

Erin and Bill's Automotive & Transport
Buffalo, NY

Flanders Brake & Alignment
Hartford, CT

Flanery Brothers Automotive
Minneapolis, MN

Garry's Automotive
Boise, ID

Hillside Automotive Center
Hartford, CT

Hobbs Automotive
Indianapolis, IN

I-70 Auto Service
Kansas City, MO

Import Specialty Service
Nashville, TN

IN Collision & Auto Repair
Buffalo, NY

Kevin's Automotive Services
Denver, CO

Kevin's KC Brake & Auto
Kansas City, MO

Lawrence's Auto Service
Charlotte, NC

Lawson & Son Auto Repair
Nashville, TN

Lockhart Tire
Pittsburgh, PA

Longhorn Automotive
Austin, TX

Majesty Auto Repair
Nashville, TN

Mike's Foreign Car Service
Columbus, OH

Ming's Auto Repair
Boston, MA

Motorized Solutions
Denver, CO

Nashville Auto Services and Motorsports
Nashville, TN

Newman's Automotive
Austin, TX

Paul's Auto Repair
East Hartford, CT

Pinnacle Tire and Auto Service
Pittsburgh, PA

Precision Auto Sales & Service
Kansas City, MO

RoKr Auto
Austin, TX

Sager & Sons Automotive
Boise, ID

Shifflet Auto Care
Columbus, OH

Southeast Auto
Denver, CO

Swift Auto Service
Indianapolis, IN

Tampa Bay Quick Lube
Tampa, FL

Tech One Automotive
Austin, TX

Tevis Auto Service
Pittsburgh, PA

The Neighborhood Garage
Charlotte, NC

Tom & Jerry's Auto Service
Columbus, OH

Total Automotive
Buffalo, NY

Vick's Expertune Automotive
Austin, TX

West Highlands Auto Repair
Denver, CO

Wilson's Auto World
Minneapolis, MN

TIRE, BRAKE AND QUICK SERVICE (31)

55 Tires and Service
St. Louis, MO

Access Transmission
San Antonio, TX

Albany Auto Service & Tire
Albany, NY

American Transmissions, Inc.
Stone Mountain, GA

Atlanta Undercar Specialists
Marietta, GA

Authorized Motor Service
Philadelphia, PA

Blatt Tire & Auto Repair
Philadelphia, PA

Bob's Transmission Service
Schenectady, NY

Brown's Alignment, Brake, and Auto Repair
Raleigh, NC

C & C Auto Service
Raleigh, NC

Chamberlin Automotive
Des Moines, IA

Deals Tires
Louisville, KY

Firebird Tire
Phoenix, AZ

Gordy Tire and Automotive
Atlanta, GA

Gower's Brake & Alignment
Raleigh, NC

J-N-J Auto Service
Phoenix, AZ

Joey's Auto Shop
Des Moines, IA

K & M Foreign & Domestic Auto Repair
Atlanta, GA

Luckey's Tire & Service
Milwaukee, WI

M.T. Schiele Transmissions
Affton, MO

Merrill Axle and Wheel Service
Des Moines, IA

Midwest Tire
Omaha, NE

Option Transmission Service
San Antonio, TX

Petro Mobil
Providence, RI

Pro Tire
Raleigh, NC

ProTech Auto
North Highlands, CA

RM Auto Care
North Providence, RI

San Antonio Alignment Specialists
San Antonio, TX

Sergeant Clutch
San Antonio, TX

Suspension Shop Inc
Omaha, NE

Universal Auto Repair
Philadelphia, PA

COLLISION AND BODY (45)

Advance Collision & Repair
Madison, WI

American Collision & Hail Repair
Wichita, KS

Angstadt Autobody
Allentown, PA

ASD Auto Body & Repair
Worcester, MA

Boulevard Garage & Autobody
Worcester, MA

Bruce's Super Body Shop
Richmond, VA

Car Center
Grand Rapids, MI

Central Auto Body
Worcester, MA

City Collision Repair
Oklahoma City, OK

Coachworks Auto Repair & Collision Center
Allentown, PA

Comfort Auto & Body Repair
Portland, OR

Doug's Auto Body
Grand Rapids, MI

Eddy's Body Shop
Wichita, KS

Emerson Collision
Rochester, NY

Fetzner Collision Inc.
Rochester, NY

Franchi Brothers Auto Body
Worcester, MA

Freeman Collision Center
Oklahoma City, OK

Green Township Collision
Cincinnati, OH

Harr Collision Center
Worcester, MA

Huffstutler Paint and Body
Birmingham, AL

J Willis Auto Body
Oklahoma City, OK

KD Autobody Repair Collision
Jacksonville, FL

Lindsay's Auto Body & Paint
Richmond, VA

Llanfair Body Shop
Cincinnati, OH

Lynch Auto Body, Inc.
Madison, WI

M Work Auto Body
Cincinnati, OH

Mark's Auto Body
Cincinnati, OH

Novix Autobody
Jacksonville, FL

O'Neill's Body Shop
Grand Rapids, MI

OKC Auto Works
Oklahoma City, OK

ProDent Collision Center
Birmingham, AL

Professional Auto Body & Paint Inc.
Portland, OR

Prostar Collision Center
Jacksonville, FL

Riverchase Collision Repair
Birmingham, AL

Roman Auto Body
Madison, WI

Roses Auto Body
Salt Lake City, UT

S&S Auto Body Shop Richmond, VA	Service Body Shop Wichita, KS	Victor's Body Shop Jacksonville, FL
San Jose Collision Jacksonville, FL	Sparkle Auto Body Madison, WI	VIP Collision Center Portland, OR
Schneider Auto Body & Paint Salt Lake City, UT	Speed's Auto Body Portland, OR	Vogel's Collision Rochester, NY

INDEPENDENT USED-CAR DEALERS (43)

10K Autos Greenville, SC	Freedom Auto Sales Albuquerque, NM	Raul's Auto Sales Harrisburg, PA
ABZ Motors Houston, TX	Harrisburg Auto Center Harrisburg, PA	Summit Auto Exchange Spokane, WA
Airline Auto Mart Baton Rouge, LA	Hasic Auto Sales Harrisburg, PA	SWT Auto Sales Sioux Falls, SD
Allegiant Automotive Springfield, MO	Hilltop Car Sales Knoxville, TN	The Auto Ninjas Tucson, AZ
Auto Depot Albuquerque, NM	Knox Auto House Knoxville, TN	Trade Up Auto Sales Greer, SC
Barney's Used Cars Sioux Falls, SD	Lakeshore Motors Cleveland, OH	Tradewinds Motor Center Cleveland, OH
Buy Right Auto Sales Fort Wayne, IN	Leahy's Automotive Sales Harrisburg, PA	Tucson Used Auto Center Tucson, AZ
Carspot Cleveland, OH	Mario's Houston Houston, TX	U.S. Auto Network Knoxville, TN
Chillimycarguy Knoxville, TN	Northtown Auto Sales Spokane, WA	USA Motorcars Cleveland, OH
CK Auto Sales Manchester, NH	Paramount Auto Sales Tucson, AZ	V8 Auto Sales Spokane, WA
Comet Auto Sales Manchester, NH	Patriot Auto Sales Cleveland, OH	Valley Auto Liquidators Spokane Valley, WA
Crown Auto Sales Baton Rouge, LA	Plaza Auto Sales Greenville, SC	We Auto Baton Rouge, LA
CRU Automotive Houston, TX	Port City Auto Sales Baton Rouge, LA	Wholesale Direct & Perelli Auto Sales Greenville, SC
Cuse Cars Syracuse, NY	Professional Auto Sales & Service Fort Wayne, IN	
DriveTrend Cleveland, OH	R.J. Cackovic Auto Sales Harrisburg, PA	

DISCLAIMER

ABOUT THIS STUDY

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-14. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any shop's repairs, any dealer's vehicles or anyone's prices, and automated checks may contain errors. This report is not a judgement of the quality of any

repair, vehicle or price, and it does not assess compliance with any consumer or dealer licensing rule. Clikiti is not affiliated with, and does not endorse, any business listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one business screenshot is the featured business's own home page, shown unaltered.

REMOVE MY BUSINESS FROM THIS STUDY

We review every request and reply when it's done; removed businesses are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 174 of 183 sites in the cohort, scanned 2026-10-14 to 2026-10-14. Margin of error: ± 7.4 points at 95% confidence for a share of all 174 sites (General repair and service ± 13.2 , Tire, brake and quick service ± 17.6 , Collision and body ± 14.6 , Independent used-car dealers ± 14.9). Left out: 8 (no mobile Lighthouse result), 1 (intent rules could not run). Results are not attributed to named businesses, except the standout; elsewhere each is shown as its kind of business and a number. The appendix lists who was scanned.
2. Eleven checks: seven driver questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; AutoRepair, AutoBodyShop or AutoDealer structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); AutoRepair, AutoBodyShop or AutoDealer structured data (Schema.org · AutomotiveBusiness).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the standout business's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

TAKE IT, QUOTE IT, SHARE IT

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Credit Clikiti with a link.

Only 29% of the 174 independent auto shop and used-car dealer websites we scanned show any price: a service, a fee, a labour rate or a car. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

CITE (APA)

Clikiti. (2026, October 14). The state of independent auto websites 2026 (Q4 2026) [Report].
<https://clikiti.com/research/automotive/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/automotive"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/automotive">Clikiti, The State of Independent Auto Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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174 sites · scanned October 2026 · margin of error up to ±7.4 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy