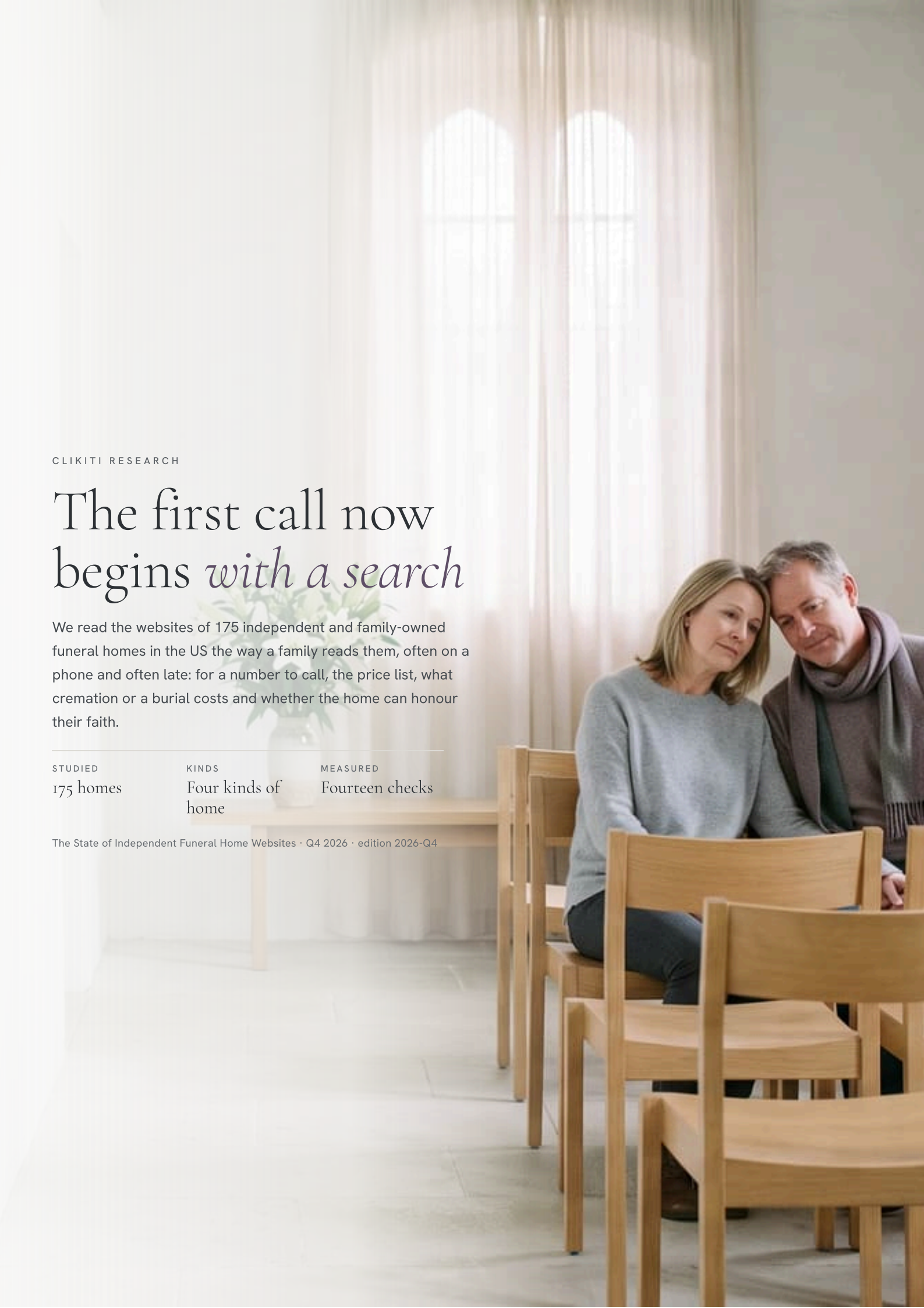




CLIKITI RESEARCH

The first call now begins *with a search*

We read the websites of 175 independent and family-owned funeral homes in the US the way a family reads them, often on a phone and often late: for a number to call, the price list, what cremation or a burial costs and whether the home can honour their faith.

STUDIED

175 homes

KINDS

Four kinds of
home

MEASURED

Fourteen checks

The State of Independent Funeral Home Websites · Q4 2026 · edition 2026-Q4

Who to call

Obituary

Service times

Directions

Price list

TRADITIONS

13%

name the ones they serve

175 HOMES

THE HEADLINE

of the 175 websites in this study answer the family's question “Can you honour our faith or culture?”

Only 13% of the 175 independent funeral home websites Clikiti scanned in Q4 2026 answer “Can you honour our faith or culture?”

Margin of error ±7.4 points at 95% confidence.

i	Summary of findings	1	What families ask	2	How the four kinds of home compare	3	Four homes, up close
4	The mourners left out	5	Method in brief	6	What this means for agencies	A	Methodology
B	Funeral homes in this study						

SUMMARY OF FINDINGS

Families ask ten things. The median home answers *five*.

Across 175 independent funeral home websites, the median site answers five of the ten family questions this edition tests. 39% publish or offer the General Price List; 37% show a price for cremation or a burial.¹

Reading note

Figures come from automated scans of 175 independent funeral home websites in the US. Results are anonymous except one best-in-class funeral home. Margin of error: ±7.4 points at 95% confidence for a share of all 175 sites (Family funeral homes, one location ±12.3, Family firms with two or three locations ±13.3, Cremation-focused providers ±16.1, Faith and cultural community homes ±21.9). Notes are at the end.

5 / 10

family questions answered by the median funeral home's site.

78 / 100

Median website score across all 175 funeral homes.

97 %

answer the most-answered question: “Can I plan my own arrangements?”

86 %

have text that fails the WCAG contrast minimum.

By kind of home, family funeral homes, one location have the highest median score (79) and faith and cultural community homes the lowest (77), against 78 for all 175.

The least-answered question is "Can you honour our faith or culture?" (13% of funeral homes). The most-answered is "Can I plan my own arrangements?" (97%).

No funeral home in this edition answers all ten questions.

The most common technical failure is text contrast passes 4.5:1, failed by 86% of funeral homes (WCAG 1.4.3).

What a family can find out *before they call*

We listed ten questions a family asks when a death occurs or when they plan ahead, then read each site for an answer they could find on a phone. The questions are set like the order of a service: numbered, one to a line, most answered first.



Who to call. 58% of funeral homes give a 24-hour number a family can tap from the home page.

Share of all 175 websites answering each question · heather = fewer than a third · tick = half



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 most to least answered. Heather and a thicker line mark the questions fewer than a third of homes answer.

“Can you honour our faith or culture?”

The family question funeral homes answer least: 13% of 175 sites



Planning ahead. 97% of funeral homes name pre-planning on the home page or a page it links to; 37% show a price for cremation or a burial.

Four kinds of home, *side by side*

Family funeral homes, one location (64): median score 79, the price list online or offered on 25%, a price shown on 17%. Family firms with two or three locations (54): median score 78, the price list online or offered on 41%, a price shown on 24%. Cremation-focused providers (37): median score 78, the price list online or offered on 57%, a price shown on 89%. Faith and cultural community homes (20): median score 77, the price list online or offered on 50%, a price shown on 35%.

On scoring

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

79	78	78	77
Family funeral homes, one location	Family firms with two or three locations	Cremation-focused providers	Faith and cultural community homes
64 homes · ±12.3 · median score	54 homes · ±13.3 · median score	37 homes · ±16.1 · median score	20 homes · ±21.9 · median score

Where each website scores

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

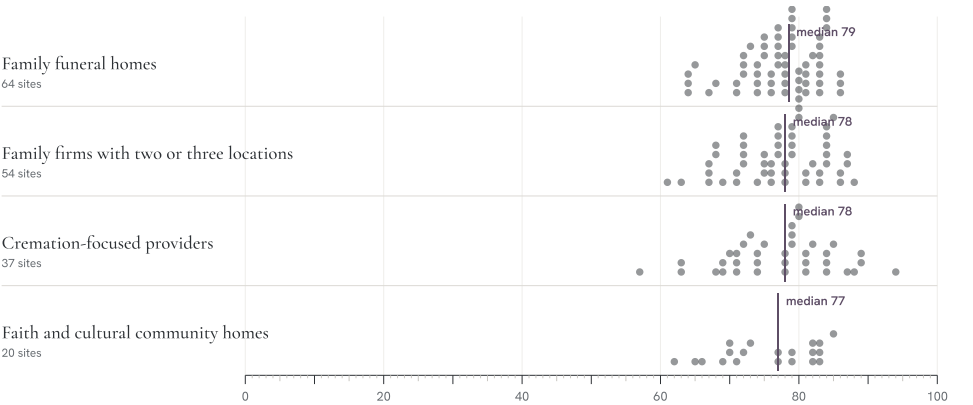


Figure 2. Overall website score out of 100, one dot per site. The heather rule marks each group's median.



22%

of funeral homes say on their website
that a service can be watched online.

Relatives abroad, or too frail to travel, look for the link first. A home that streams its services can say so in one plain line, and put the link where the obituary is.

Four homes, up close

Four real sites from this edition, picked by how many checks they pass: the most, two from the middle and the fewest. The photographs are illustrations, not the homes, which stay anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

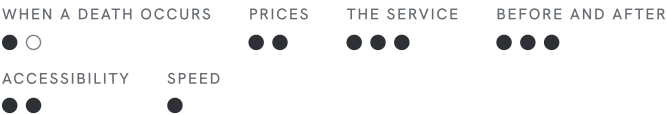
1



— HOME 1

A faith or cultural community home in the West

77 / 100



Answers 9 of 10 family questions. Falls short on directions.

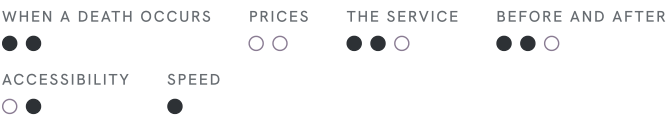
2



— HOME 2

A family funeral home in the West

75 / 100



Answers 6 of 10 family questions. Falls short on the price list, prices, traditions served and 3 more.

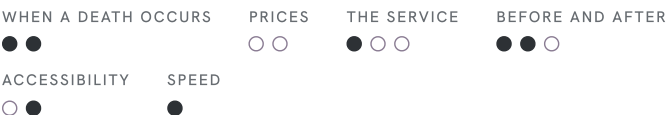
3



— HOME 3

A family funeral home in the South

76 / 100



Answers 5 of 10 family questions. Falls short on the price list, prices, livestreams and 4 more.



HOME 4

A faith or cultural community home in the West

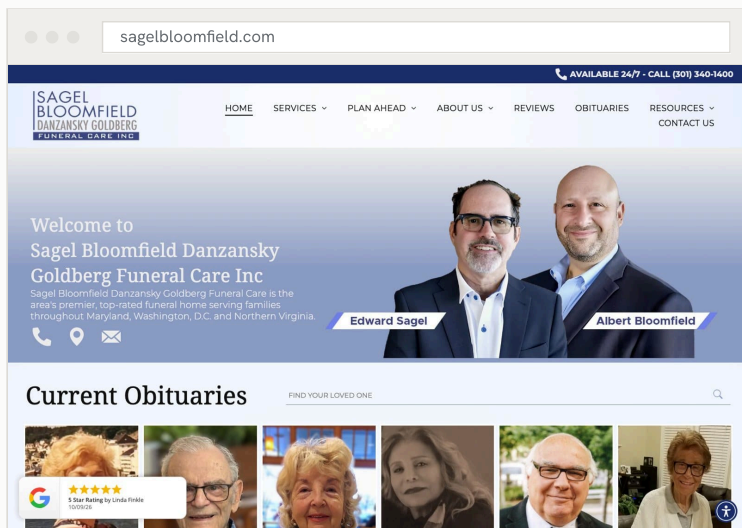
82 / 100



Answers 1 of 10 family questions. Falls short on the price list, prices, a 24-hour number and 9 more.

Sagel Bloomfield Danzansky Goldberg Funeral Care

Faith and cultural community home, Rockville, MD. It answers 9 of the 10 family questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 83/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15 with pop-ups closed. Visit sagelbloomfield.com

WHAT IT DOES WELL

General Price List online or offered

Cremation or burial prices shown

A 24-hour number for when a death occurs

Obituaries published on the site

Pre-planning offered

Religious and cultural traditions named

Grief support offered

Directions or a map

Reviews marked up, in a widget or quoted

Real phone visitors see the main content in 1.3 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)

Every image has a text description (WCAG 1.1.1)

Clikiti pillar scores of 90 or more: accessibility 92, SEO 93, trust 95

WHERE IT COULD STILL IMPROVE

Not found on the home page or the pages it links to:
livestreamed services offered

The people who most need the obituary *can least read it*

A funeral home's website is read by older relatives, by people on a slow phone at a hospital, and by people using a screen reader or enlarged text. These checks measure whether the site lets them in.³



Afterwards. 89% of funeral homes offer grief support or aftercare on their website.

Text contrast passes 4.5:1 WCAG 1.4.3	86%
Local business structured data Schema.org · LocalBusiness	53%
Loads in under 2.5 s on a phone Core Web Vitals · LCP	26%
Images have text descriptions WCAG 1.1.1	24%

Table 1. Technical checks, share of the 175 sites that fail each one.



— 5 · METHOD IN BRIEF

How the sites were read

The price list. 39% of funeral homes publish or offer the General Price List on their website.

STEP 1 · ALL 175 SITES

Read

The home page and up to fourteen pages it links to (price list, cremation, burial, services, when a death occurs, obituaries, livestreams, pre-planning, traditions, grief support, about, reviews, contact and directions), read as a server delivers them. The family questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 175 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 175 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.

SCOPE

This study examines how independent funeral homes present themselves on the web, not the care they give, their services or their prices, and it is not a judgement of compliance with the FTC Funeral Rule or any state law.

What this means for agencies

what to fix first, and how to offer it gently



For small agencies and freelancers who build websites for independent and family-owned funeral homes. We scanned 175 of their websites: 1% score under 60 out of 100, and 91% leave at least three of the questions families 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

Faith and cultural community homes are the most winnable: the lowest median score in this report (77 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Family funeral homes, one location	64	79	0%
Family firms with two or three locations	54	78	0%
Cremation-focused providers	37	78	3%
Faith and cultural community homes	20	77	0%

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

5 problems to lead a pitch with

87%

Can you honour our faith or culture?

CONTENT

A traditions page that names the faiths and cultures the home serves, the customs it can arrange and the clergy and communities it works with.

"A family looks for its own tradition by name. "All faiths" does not tell them you know it."

86%

Text contrast passes 4.5:1

QUICK FIX

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

"Older relatives read your obituaries. Faint text is the first thing they meet, and it is a WCAG failure."

78%

Can family far away watch?

QUICK FIX

Say whether services can be watched online, and put each stream link on the obituary page for that service.

"Relatives far away look for the stream first, and your site never says you offer one."

70%

Do other families vouch for you?

QUICK FIX

Show families' reviews on the site, with Review or AggregateRating markup.

"Families already thank you in public. Your own site does not show it."

63%

What will cremation or a burial cost?

CONTENT

Publish starting prices for direct cremation, a cremation with a service and a traditional funeral with burial, each with what it includes.

"A family deciding tonight can see a cremation price on a broker's site and none on yours."

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 "Can you honour our faith or culture?" (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 175 independent and family-owned funeral homes sites, the median scores 78 out of 100 and answers 5 of the 10 questions families 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 home *what a family sees*

Clikiti reads a funeral home's site the way a family does, states what it found, and generates the redesign you present before the first conversation.

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 funeral director who wants to check the evidence behind a pitch.

175 websites studied	4 types of organisation	45 states, plus Washington DC	±7.4 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When someone dies, or when someone plans ahead, and a family looks an independent funeral home up online, usually on a phone and often late at night, can they find the General Price List, what cremation or a burial costs, a number to call at any hour, the obituaries and service times, whether a service can be watched from far away, how to plan ahead, whether the home can honour their faith or culture, what help there is afterwards, how to get there, and whether other families vouch for the home?

Population. Independently owned US funeral homes with one to three locations and their own website, in four groups: single-location family funeral homes, family firms with two or three locations, cremation-focused independent providers with their own local office, and funeral homes that serve a faith or cultural community. These are the funeral 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	Independent funeral homes found in local web search results, city by city (search terms recorded per row)	19
Funeral home partner directory	The public partner directory of a memorial keepsake supplier (find.partingstone.com), which lists each funeral home's own website, city and number of locations; used only to find homes' own websites, never as a source of data	146
Jewish funeral directors' member directory	The public member list of the Jewish Funeral Directors of America, used only to find Jewish funeral homes' own websites	10

INCLUDED

- An independently owned funeral home or cremation provider with one to three locations and its own website (not a directory, obituary portal or social profile)

EXCLUDED

- Homes owned by national funeral corporations and their local brands, even when they keep the family name (for example SCI / Dignity Memorial, Foundation Partners, Park

- Arranges funerals or cremations from a local office or funeral home
 - Based in the United States
 - Home page responds and shows the funeral home it claims to be (each home page title was checked before scanning)
- Lawn, Carriage Services, NorthStar, StoneMor and Homesteaders-owned groups); each site's footer was checked for marks such as 'a Dignity Memorial provider'
 - Any group with four or more locations
 - Online-only cremation brokers (for example Tulip and Neptune Society)
 - Cemeteries without a funeral home
 - Obituary portals and directories (Legacy.com, Tribute Archive pages, funeral directories)
 - Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	192
Removed at screening: the site refused automated visitors or served them a bot challenge instead of the page (10)	-10
Removed at editorial review: part of a funeral group or a group with four or more locations (4)	-4
Removed at editorial review: not a funeral home (1)	-1
Cohort	177

REGION (US CENSUS)	FAMILY FUNERAL HOMES, ONE LOCATION	FAMILY FIRMS WITH TWO OR THREE LOCATIONS	CREMATION-FOCUSED PROVIDERS	FAITH AND CULTURAL COMMUNITY HOMES	ALL
Northeast	17	13	5	3	38
Midwest	14	13	10	8	45
South	18	15	11	3	47
West	15	13	11	6	45
All regions	64	54	37	20	175

A3. How the sites were read

Pages. The home page, then for each of fourteen topics (price list, cremation, burial and funeral services, services, when a death occurs, obituaries, livestreams, pre-planning, religious and cultural traditions, grief support, about, reviews, contact, directions) 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 fifteen 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

10 questions families ask when a death occurs, or when they plan ahead, 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
Can I see your price list? General Price List online or offered	The General Price List is published (a link, page or document named 'General Price List', 'price list' or 'GPL', or the Funeral Rule's GPL wording on a page read), or offered in words ('request our General Price List'). A casket or outer burial container price list alone does not count. This is a reading of what the site shows, not a judgement of compliance with the FTC Funeral Rule.	Family question 1 · FTC Funeral Rule
What will cremation or a burial cost? Cremation or burial prices shown	A dollar price is shown for direct cremation, a cremation or burial package, a traditional funeral or a named service (discounts, deposits, insurance amounts, 'up to' figures, hypothetical examples and obituary text do not count).	Clikiti family question 2 of 10
Who do I call, right now? A 24-hour number for when a death occurs	The site says the home can be reached 24 hours a day (24/7, day or night, around the clock) and the home page has a tappable phone link.	Clikiti family question 3 of 10
When and where is the service? Obituaries published on the site	Obituaries are published: an obituaries page linked from the home page, or obituary listings on the home page.	Clikiti family question 4 of 10
Can family far away watch? Livestreamed services offered	Livestreaming or webcasting of services is offered or described on the home page or a page it links to (obituary text does not count).	Clikiti family question 5 of 10
Can I plan my own arrangements? Pre-planning offered	Pre-planning is offered: pre-planning, pre-arrangement, pre-need or planning ahead is named on the home page or a page it links to.	Clikiti family question 6 of 10
Can you honour our faith or culture? Religious and cultural traditions named	At least one religious or cultural tradition is named as one the home serves (Catholic, Jewish, Muslim, Hindu, Buddhist, Orthodox, Baptist, Latter-day Saints, Chinese, Vietnamese, Korean, Hmong, Hispanic and so on), outside obituary text; 'all faiths' alone does not count.	Clikiti family question 7 of 10
Is there help afterward? Grief support offered	Grief support is offered: a grief support, bereavement or aftercare page or link, support groups or grief resources.	Clikiti family question 8 of 10
How do we get there? Directions or a map	An embedded map, a link to a map service, or a directions page.	Clikiti family question 9 of 10
Do other families vouch for you? Reviews marked up, in a widget or quoted	Family reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two testimonials in a family's own voice are quoted on the home, about or reviews page. A link to a review site alone does not count.	Clikiti family question 10 of 10
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
Local business structured data Local business structured data	The site describes the home to search engines with LocalBusiness or FuneralHome structured data.	Schema.org · LocalBusiness

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 funeral home, and the family 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.
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 funeral home 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 175 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: family funeral homes, one location ± 12.3 (n = 64); family firms with two or three locations ± 13.3 (n = 54); cremation-focused providers ± 16.1 (n = 37); faith and cultural community homes ± 21.9 (n = 20). 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 funeral home before scanning
- Every home page was checked for hijacked content (gambling, pharmacy, adult and crypto spam) before scanning
- Every home page was checked for a second website of the same funeral home (shared phone numbers and names)
- Detection rules were checked against the evidence they record for a sample of funeral homes 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. Price lists inside PDF files were counted when linked, but their contents were not read.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some obituary and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 10 candidates blocked automated visitors or served them a bot challenge 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 funeral home's care, services or prices, it is not legal advice, and it does not judge compliance with the FTC Funeral Rule or any state law.
- 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 funeral homes, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every funeral home in the country.
- Most candidates outside the first local searches came from a memorial supplier's partner directory and a Jewish funeral directors' member list; homes that work with such a supplier or belong to such an association may differ from other independent homes.

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.

Funeral homes in this study

The 175 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.

Family funeral homes, one location ⁽⁶⁴⁾

Arrington Funeral Directors
Jackson, TN

Bailey Funeral Home
Lancaster, NH

Beall Funeral Home
Bowie, MD

Bell Tower Funeral Home
Post Falls, ID

Bierman Funeral Home & Crematory
Northfield, MN

Bopp Chapel
Kirkwood, MO

Bordentown Home for Funerals
Bordentown, NJ

Bowman Funeral Directors
Boise, ID

Bradley Funeral Home
Marlton, NJ

Brooks Funeral Home
Munfordville, KY

Brundage Funeral Home
Dillon, MT

BRYANT-GRANT FUNERAL HOME
Franklin, NC

Buehler-Larson Funeral & Cremation Service
Mandan, ND

Burket-Truby Funeral Home
Oakmont, PA

Carpenter Memorial Chapel
North Platte, NE

Carrier Family Funeral Home
Windham, NH

Covert Funeral Home
Ovid, NY

CR LYONS & SONS
Danvers, MA

Dee Funeral Home & Cremation Service
Concord, MA

Edward V. Sullivan Funeral Home
Burlington, MA

Emerson Funeral Home
Jonesboro, AR

F. S. Roberts & Son Funeral Home
Rowley, MA

Farnum-Holt Mortuary
Glenwood Springs, CO

Felipe Bagues Mortuary
Los Angeles, CA

Fry Funeral Home & Cremation Services
Tipton, IA

Getz Funeral Home
Las Cruces, NM

Graumlich Funeral Home
Columbus, OH

Green Farewells, LLC
Las Vegas, NV

Greenwich Village Funeral Home
New York, NY

Guilford Funeral Home
Guilford, CT

Heritage Funeral Service and Crematory
Lynchburg, VA

Hitzeman Funeral Home & Cremation Services
Brookfield, IL

Johnson Funeral Home, LLC
Salem, OR

Johnson Vaughn Phelps Funeral Home
Bowling Green, KY

jonesmortuarylakeport.com
Lakeport, CA

Kish Funeral Home
Munster, IN

Latimore Funeral Services
Washington, DC

Major Erickson Funeral Home
Mason City, IA

McCulla Funeral Home
Morgantown, WV

McDougald Funeral Home And Cremation
Anderson, SC

Mobile Funeral Home and Crematory
Mobile, AL

Mount Vernon Chapel
Tupelo, MS

N.L. Jones Funeral Directors
Tupelo, MS

Naugle Funeral and Cremation Service
Quakertown, PA

NY", "Sweet's Funeral Home"
Rhinebeck, NY

Ofield Funeral Home
Grand Rapids, MI

Pagenkopf Funeral Home
Oconomowoc, WI

Pecan Grove Funeral Home
Waco, TX

Rafferty Funeral Home
Moline, IL

Ralph Robinson and Sons Funeral Home
Pine Bluff, AR

Raritan Bay Funeral Service
South Amboy, NJ

Roller Funeral Homes
Little Rock, AR

Shannon Funeral Service
Shelbyville, KY

Smart Memorial Home
Tilton, NH

Smith-Miner Funeral Home
Midland, MI

Solosy Funeral Home
Lincoln Park, MI

Sumner Voiles Funeral Chapel
Sumner, WA

Sunset Memorial Funeral Home
Missoula, MT

Thompson Funeral Home & Cremation Services
Powell, WY

Trujillo Family Funeral Home
Albuquerque, NM

Twin Oaks Memorial Gardens and Funeral Home
Southaven, MS

Wentz Funeral Home
Coatesville, PA

Wilson's Chapel of the Roses
Roseburg, OR

Zeyer Funeral Chapel
Nampa, ID

Family firms with two or three locations ⁽⁵⁴⁾

Atkinson Funeral Home LLC
Malvern, AR

Auxter-Recker Funeral Homes
Bellevue, OH

Axelson Funeral & Cremation Services
Butte, MT

Bailey Funeral Home
Wallingford, CT

Boulger Funeral Home
 Fargo, ND

Brainard Funeral Home and Cremation Center
Wausau, WI

Brunswick Memorial Home
East Brunswick, NJ

Callaway-Smith-Cobb Funeral & Cremation Services
Marlow, OK

Campbell & Thomas Funeral Home
Richboro, PA

Church Funeral Services & Crematory
Baton Rouge, LA

Conway Cahill Brodeur Funeral Home
Peabody, MA

Devito Funeral Homes
Arlington, MA

Doan & Mills Funeral Home
Richmond, IN

Emmerson-Bartlett Memorial Chapel
Yucaipa, CA

English Funeral Chapel & Crematory
Coeur D'Alene, ID

Erickson-Smith Funeral Home & Cremation Service
Elbow Lake, MN

fletcherfuneralservice.com
Woodruff, SC

Flynn Bros. Inc. Funeral Home
Schuylerville, NY

Foothills Cremation and Funeral Service
Golden, CO

Gillette Memorial Chapel
Gillette, WY

Going Home Cremation & Funeral Care by Value Choice
Woodbine, MD

Hammill Funeral Home
Winthrop, NY

Hart's Mortuary & Cremation Center
Macon, GA

Hughes-Ransom Mortuary
Astoria, OR

Huginin Family Funeral Homes
Phillipsburg, KS

Kutis Funeral Home
St. Louis, MO

Legacy Options Funeral and Cremation Services
Fort Myers, FL

Lensing Funeral & Cremation Service
Iowa City, IA

Lewis Funeral Chapel
Bremerton, WA

Longfellow Finnegan Riddle Funeral Home
Anaconda, MT

M. Robert Etzweiler Funeral Home
York, PA

Magnolia Funeral Home, Inc.
Corinth, MS

Manning-Heffern O'Neill
Pawtucket, RI

Martin Funeral Home
Clinton, NJ

Mayhew Funeral Homes
Plymouth, NH

McLean Funeral Directors of Gastonia and Belmont, NC
Gastonia, NC

Melby Funeral Home and Crematory
Platteville, WI

Middendorf-Bullock Funeral Home
Erlanger, KY

Mothe Funeral Homes,
New Orleans, LA

Mt. Taylor Funerals and Cremation
Grants, NM

Mueller Memorial
St. Paul, MN

Nelson Family Mortuary
Provo, UT

Nelson Funeral Service
Berryville, AR

O'Donnell Funeral Home
Danvers, MA

Pegues Funeral Directors
Tupelo, MS

Peninsula Memorial Chapel & Crematory
Kenai, AK

Pollock-Randall Funeral Home
Port Huron, MI

Quam-Plaisted-Cushman Funeral Home
Cooperstown, ND

Southern Cremations & Funerals
Marietta, GA

Stith Funeral Home
Danville, KY

Titus Funeral Home & Cremation
Warsaw, IN

Weddle Funeral Service
Stayton, OR

Wilks Colonial Chapel
Pocatello, ID

Woolley-Boglioli Funeral Home
Long Branch, NJ

Cremation-focused providers ⁽³⁷⁾

Affordable Cremation Service

Oklahoma City, OK

AquaGreen Dispositions

South Holland, IL

Aspen Cremation Service

Lincoln, NE

Avenidas Cremation & Burial

Tucson, AZ

Blessing Cremation Center

Mentor, OH

Boston Cremation

Malden, MA

Care Cremation & Burial

Las Vegas, NV

Carolina Cremation

Salisbury, NC

Clearview Cremation

Sarasota, FL

Coast To Coast Cremations

Ocala, FL

Compassionate Cremation Society

Richland, WA

Cremation by Grandview

Maryville, TN

Cremation Center of Southern Utah

St. George, UT

Cremation Services Inc.

Vista, CA

Cremation Services of Lancaster

Lancaster, PA

Cremation Society of Milwaukee

West Allis, WI

Cremation Society of NM

Albuquerque, NM

Cremation Society of Schuylkill County

Schuylkill Haven, PA

Cremation Specialist of Pennsylvania

Avoca, PA

cremationstampa.com

Plant City, FL

FLAMELESS CREMATION SERVICES

Anchorage, AK

Frazer Cremations and Funerals

South Lyon, MI

Free Spirit Companion Cremation

Santa Fe, NM

Leaf Cremation of Georgia

Acworth, GA

Lumen Cremation, LLC

Nashville, TN

Michigan Cremation & Funeral Care

Grand Rapids, MI

Mississippi Valley Cremation & Direct Burial

Moline, IL

Nashville Cremation Center

Nashville, TN

Oklahoma City Cremation

Oklahoma City, OK

Orchid Cremations

Carlsbad, CA

Preferred Care Cremation

Milwaukee, WI

Rochester Cremation

Rochester, NY

Simple Cremation

Fort Worth, TX

Simplicity Cremation

Highland, CA

Simplify Cremations & Funerals

Des Moines, IA

Simply Cremation

Green Bay, WI

Western Cremation Alliance

Enumclaw, WA

Faith and cultural community homes ⁽²⁰⁾

Am Israel Mortuary

San Diego, CA

Ascher-Zimmerman Funeral Home

Springfield, MA

Austin A. Layne Mortuary

St. Louis, MO

Caliman Funeral Services

Columbus, OH

Dressler's Jewish Funeral Care

Atlanta, GA

Feldman Mortuary

Denver, CO

Funeraria Latina La Serenidad Inc.

Santa Ana, CA

Golden Gate Funeral & Cremation Services

Kansas City, MO

Hillside Memorial Park and Mortuary

Los Angeles, CA

Lavenia & Summers Home for Funerals

Indianapolis, IN

Malinow & Silverman Mortuary

Covina, CA

Mitzvah Memorial Funerals

Northbrook, IL

New Pitts Mortuary

Milwaukee, WI

Paradise Memorial Funeral & Cremation Services

Milwaukee, WI

Ralph Schugar Inc Funeral Chapel

Pittsburgh, PA

Sagel Bloomfield Danzansky Goldberg Funeral Care

Rockville, MD

Sinai Mortuary of Arizona

Phoenix, AZ

Sol Levinson and Bros, Inc.

Pikesville, MD

Weinstein Mortuary Inc

Hartford, CT

Zarzycki Manor Chapels

Chicago, IL

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any funeral home's care, services or prices, and automated checks may contain errors.

This report is not legal advice, and it is not a judgement of any funeral home's care, prices or compliance with the FTC Funeral Rule or any state law. Clikiti is not affiliated with, and does not endorse, any funeral home 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 funeral home screenshot is the featured funeral home's own home page, shown unaltered.

REMOVE MY FUNERAL HOME FROM THIS STUDY

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

NOTES

1. Every figure is computed from the scan data for this edition: 175 of 177 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7.4 points at 95% confidence for a share of all 175 sites (Family funeral homes, one location ± 12.3 , Family firms with two or three locations ± 13.3 , Cremation-focused providers ± 16.1 , Faith and cultural community homes ± 21.9). Left out: 2 (no mobile Lighthouse result). Results are not attributed to named funeral homes, except the best-in-class funeral home; elsewhere each is shown as its kind of home and a number. The appendix lists who was scanned.
2. Fourteen checks: ten family questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; local business 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); Local business structured data (Schema.org · LocalBusiness).
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 best-in-class funeral home'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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Only 13% of the 175 independent funeral home websites we scanned name a religious or cultural tradition they serve. 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 15). The state of independent funeral home websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/funeral/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/funeral"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/funeral">Clikiti, The State of Independent Funeral Home 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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175 sites · scanned October 2026 · margin of error up to ±7.4 percentage points at 95% confidence.