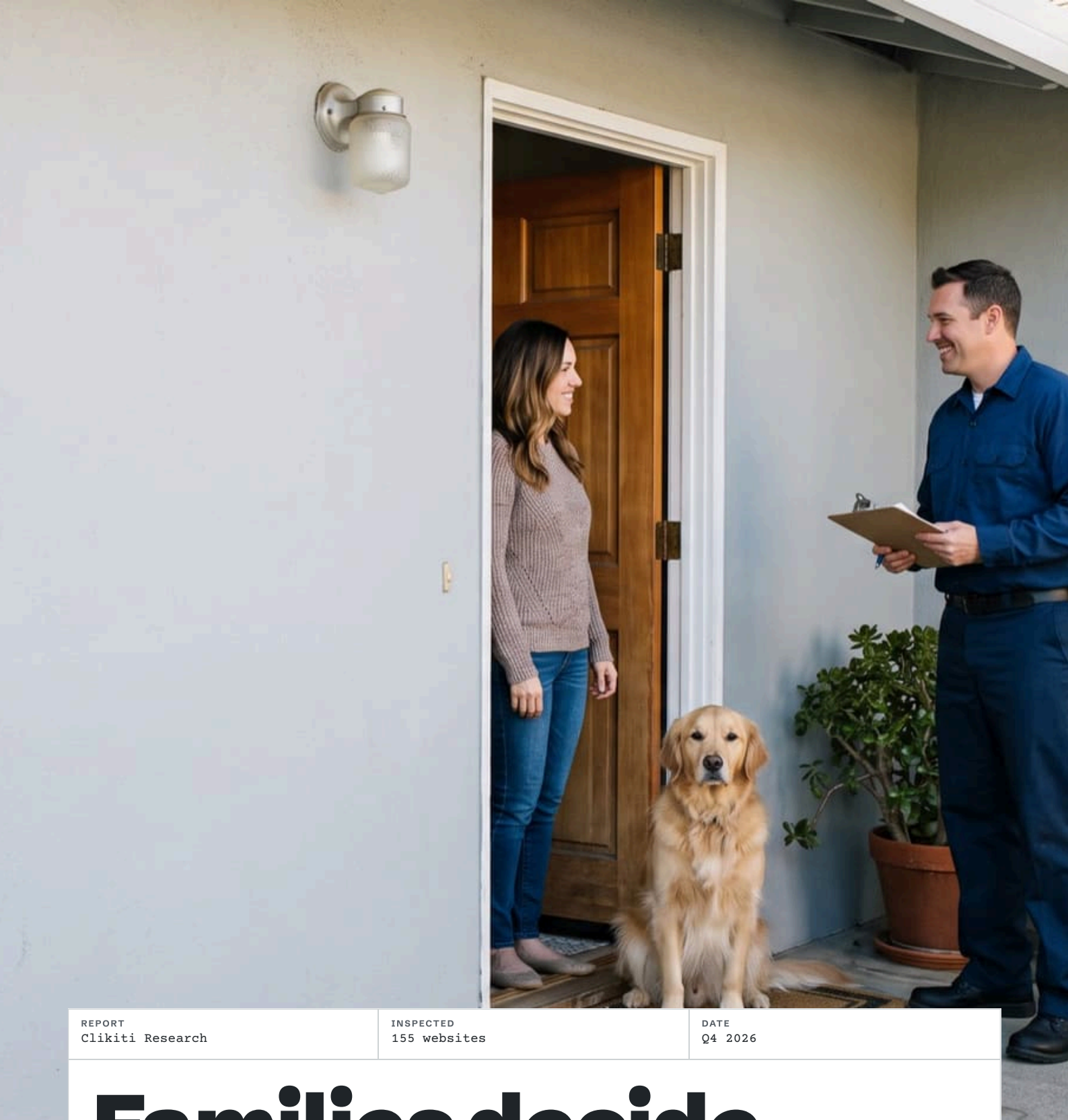




REPORT
Clikiti Research

INSPECTED
155 websites

DATE
Q4 2026

Families decide before you knock

We read the websites of 155 independent pest control companies in the US the way a homeowner does: on a phone, often the evening they found something in the kitchen or the attic, asking what it costs, whether it is safe for the children and the dog, and whether someone can come tomorrow.

By Javier Alcivar, founder of Clikiti, with Clikiti Research

The State of Independent Pest Control Websites • Q4 2026 • edition 2026-Q4 • Four kinds of company • Thirteen checks



THE HEADLINE

of the 155 websites in this study answer the homeowner's question “Who will treat my home?”

Only 12% of the 155 independent pest control websites Clikiti scanned in Q4 2026 answer “Who will treat my home?” Margin of error ± 7.9 points at 95% confidence.



The stamp. What the technician writes down at the visit, a parent wants to read before it.



The visit. A stranger in the kitchen. The website is where the family decides to let one in.

00	Summary of findings	01	What homeowners ask	02	How the four kinds of company compare	03	Four companies, up close
04	The homeowners left out	05	Method in brief	06	What this means for agencies	A	Methodology
B	Companies in this study						

SUMMARY OF FINDINGS

Homeowners ask nine questions. The median company answers **four**.

Across 155 independent pest control websites, the median site answers four of the nine homeowner questions this edition tests. 21% show any price; 12% show a state licence number.¹

READING NOTE

Figures come from automated scans of 155 independent pest control websites in the US. Results are anonymous except one standout company. Margin of error: ± 7.9 points at 95% confidence for a share of all 155 sites (General household pest ± 14.6 , Termite and wood-destroying insects ± 16.3 , Wildlife and rodent removal ± 15.7 ,

MEDIAN SCORE 77 /100 Median website score across all 155 companies.	QUESTIONS ANSWERED 4 /9 homeowner questions answered by the median company's site.	MOST ANSWERED 97 % answer "Do you treat my problem?"	CONTRAST 77 % have text that fails the WCAG contrast minimum.
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By kind of company, wildlife and rodent removal have the highest median score (79) and mosquito, bed bug and specialty the lowest (73), against 77 for all 155.

The least-answered question is "Who will treat my home?" (12% of companies). The most-answered is "Do you treat my problem?" (97%).

On the inspector's checklist, four of the nine questions are clear (half or more of companies answer them) and three need action (fewer than a third do).

1 of 155 companies answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 88% of companies (Core Web Vitals · LCP).

What a family can find out before you knock

We turned nine questions a homeowner asks before booking pest control into nine checks, then read each site for an answer a parent could find on a phone. Each question gets an inspector's finding.

Homeowner checklist

SITES: ALL 155

Clear = half or more answer it • Monitor = a third to half • Action = fewer than a third • centre line = 50%

NO.	THE FAMILY ASKS	ANSWERED	SITES	FINDING
01	Do you treat my problem? The pests it treats, named		97%	CLEAR
02	Do you come to my town? Service area named		70%	CLEAR
03	Can I book without calling? Book or request an inspection online		59%	CLEAR
04	Do my neighbours vouch for you? Reviews marked up, in a widget or quoted		54%	CLEAR
05	Can you come today? Same-day, next-day or emergency service stated		41%	MONITOR
06	Is it safe for my kids and my dog? Says how treatment affects children and pets		38%	MONITOR
07	What if they come back? Guarantee with its terms: free re-treatment, money back or a set period		32%	ACTION
08	What will it cost? A price shown: a visit, a plan or an inspection		21%	ACTION
09	Who will treat my home? State licence number shown		12%	ACTION

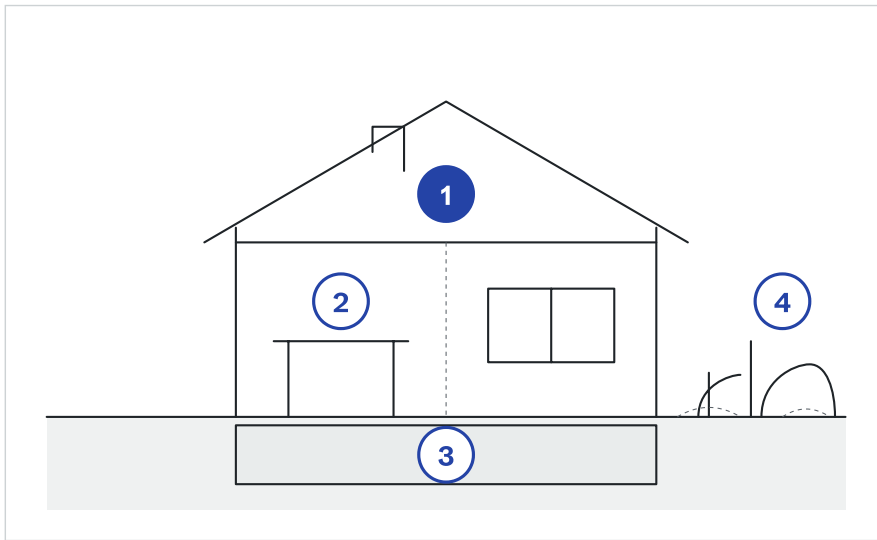
Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.

“Who will treat my home?”

The homeowner question companies answer least: 12% of 155 sites. Finding: Action.

Four kinds of company, side by side

General household pest (45): median score 78, a price shown on 36%, a licence number on 16%. Termite and wood-destroying insects (36): median score 77, a price shown on 19%, a licence number on 8%. Wildlife and rodent removal (39): median score 79, a price shown on 3%, a licence number on 15%. Mosquito, bed bug and specialty (35): median score 73, a price shown on 23%, a licence number on 9%.



1	Wildlife and rodent removal Attic, roofline • 39 sites • ±15.7	79 _{/100}
2	General household pest Kitchen, living areas • 45 sites • ±14.6	78 _{/100}
3	Termite and wood-destroying insects Foundation, crawlspace • 36 sites • ±16.3	77 _{/100}
4	Mosquito, bed bug and specialty Yard, shrubs • 35 sites • ±16.6	73 _{/100}

Median overall website score out of 100, placed where each kind of company works in the house. ± is the margin of error on a yes/no share for that group at 95% confidence.



The evening search. Most families look a company up at home, on a phone, before anyone calls.

THE QUESTION AT THE TABLE

38%

of companies answer “Is it safe for my kids and my dog?”

Before anyone treats the kitchen, a parent wants to know what is used, where, and when the children and the dog can go back in. A plain sentence on the website answers it before the visit; 62% of sites in this edition do not.

Where each website scores

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

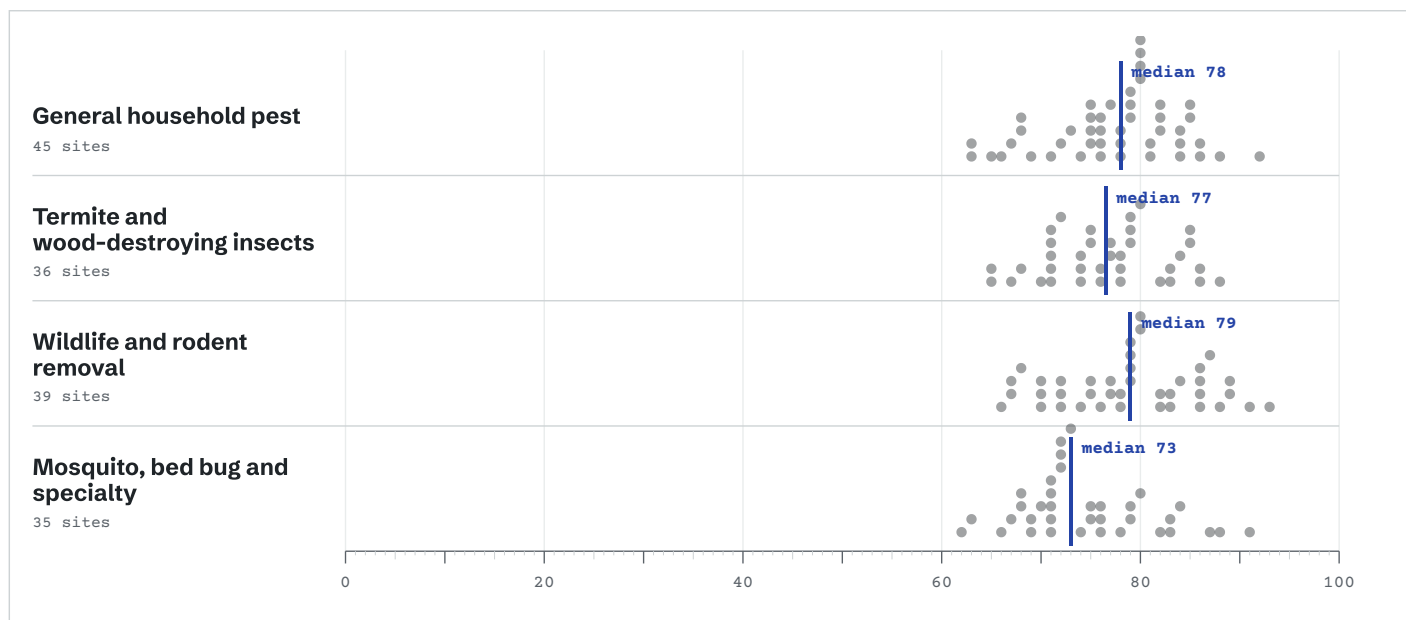


Figure 2. Overall website score out of 100, one dot per site. The blue rule marks each group's median.

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 company. The homeowner-question checks are reported separately and do not feed it. ²

Four companies, 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 company itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.



INSPECTION
No. 01

QUESTIONS
9 of 9

FINDING
CLEAR

A household pest company in the South

88 / 100

REACH AND BOOKING

COST AND GUARANTEE

TRUST AND SAFETY

ACCESSIBILITY

SPEED

Answers 9 of 9 homeowner questions. Passes every check in this edition.



INSPECTION
No. 02

QUESTIONS
5 of 9

FINDING
CLEAR

A mosquito, bed bug and specialty company in the Northeast

71 / 100

REACH AND BOOKING

COST AND GUARANTEE

TRUST AND SAFETY

ACCESSIBILITY

SPEED

Answers 5 of 9 homeowner questions. Falls short on online booking, any price, guarantee terms and 3 more.



INSPECTION
No. 03

QUESTIONS
4 of 9

FINDING
MONITOR

A wildlife and rodent company in the West

79 / 100

REACH AND BOOKING

COST AND GUARANTEE

TRUST AND SAFETY

ACCESSIBILITY

SPEED

Answers 4 of 9 homeowner questions. Falls short on same-day service, online booking, its service area and 5 more.



INSPECTION
No. 04

QUESTIONS
0 of 9

FINDING
ACTION

A household pest company in the West

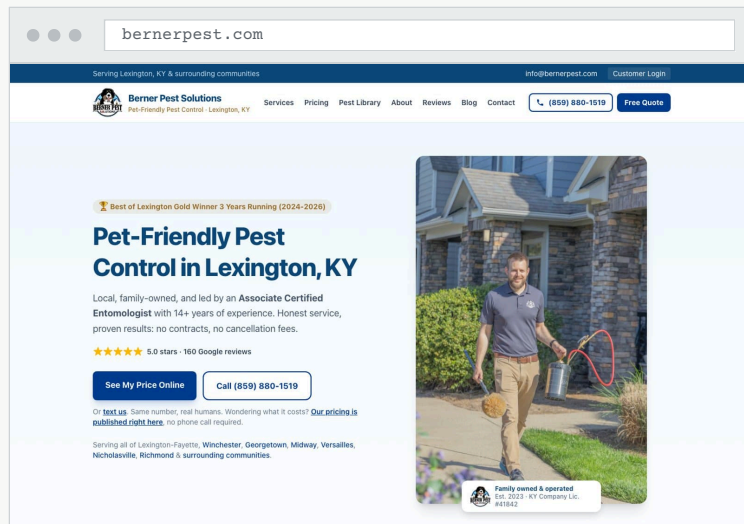
76 / 100

REACH AND BOOKING	COST AND GUARANTEE	TRUST AND SAFETY	ACCESSIBILITY	SPEED

Answers 0 of 9 homeowner questions. Falls short on the pests it treats, same-day service, online booking and 9 more.

Berner Pest Solutions

General household pest, Lexington, KY. It answers 9 of the 9 homeowner questions this edition tests, passes every speed and accessibility check. Its overall website score is 88/100. Named as a positive example; every other site in this report is anonymous.



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

WHAT IT DOES WELL

- ☐ The pests it treats, named
- ☐ Same-day, next-day or emergency service stated
- ☐ Book or request an inspection online
- ☐ Service area named
- ☐ A price shown: a visit, a plan or an inspection
- ☐ Guarantee with its terms: free re-treatment, money back or a set period
- ☐ State licence number shown
- ☐ Says how treatment affects children and pets
- ☐ Reviews marked up, in a widget or quoted
- ☐ 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: speed 99, accessibility 100, SEO 100, trust 97



The careful reader. Older homeowners book inspections often. Small type, low contrast and unlabelled images turn them away.

The homeowners left out

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

CHECK	FAIL
✖ Loads in under 2.5 s on a phone Core Web Vitals · LCP	88%
✖ Text contrast passes 4.5:1 WCAG 1.4.3	77%
✖ LocalBusiness structured data Schema.org · LocalBusiness	43%
✖ Images have text descriptions WCAG 1.1.1	21%

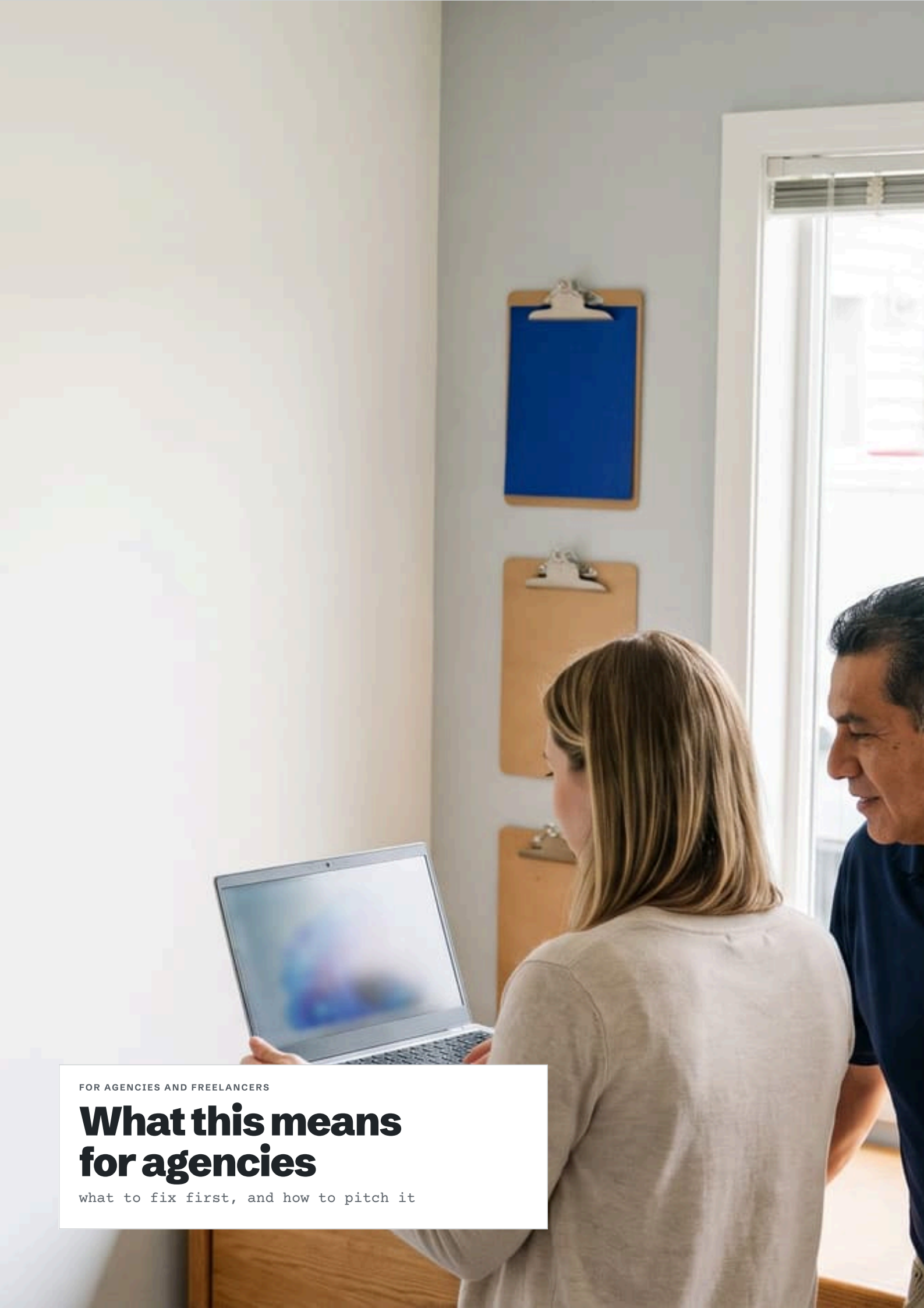
Table 1. Technical checks, share of the 155 sites that fail each one.

How the sites were read

STEP 1 • ALL 155 SITES Read The home page and up to nine pages it links to (services, pests, prices and plans, guarantee, about, reviews, service area, booking, contact), read as a server delivers them. The homeowner questions are answered here, by fixed published rules (Appendix A4).	STEP 2 • ALL 155 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 155 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 pest control companies present themselves on the web, not the quality, safety or effectiveness of their treatments, their products or their prices.



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 pest control companies. We scanned 155 of their websites: 0% score under 60 out of 100, and 86% leave at least three of the questions homeowners 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

Mosquito, bed bug and specialty are the most winnable: the lowest median score in this report (73 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
General household pest	45	78	0%
Termite and wood-destroying insects	36	77	0%
Wildlife and rodent removal	39	79	0%
Mosquito, bed bug and specialty	35	73	0%

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

5 problems to lead a pitch with

- 88%

Who will treat my home?

QUICK FIX

Show the state pest control licence number in the footer and on the about page, with the names of the licensed applicators.

"A parent letting a stranger spray their home wants proof you are licensed, and your site gives no number to check."
- 88%

Loads in under 2.5 s on a phone

BUILD

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

"Your home page takes several seconds to appear on the phone of someone standing in their kitchen."
- 79%

What will it cost?

CONTENT

Publish the price of the first visit and of the regular plan (per month or per quarter), with what each visit includes.

"What will it cost?" is the question your site never answers, and the national brands do."
- 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."
- 68%

What if they come back?

QUICK FIX

State the guarantee in plain terms: free re-treatment between visits, or the length of the termite or exclusion warranty.

"You stand behind your work, but your site never says what happens if the pests come back."

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 "Who will treat my home?" (88% 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 155 independent pest control companies sites, the median scores 77 out of 100 and answers 4 of the 9 questions homeowners 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 company **what a family sees**

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

SEE YOUR MARKET ON CLIKITI



The perimeter. The work a family never sees. The website is how they know it was done.

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 company owner who wants to check the evidence behind a pitch.

155 websites studied	4 types of organisation	41 states	±7.9 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When a homeowner finds pests, or wants their home protected, and looks an independent pest control company up online, usually on a phone, can they find out whether it treats their problem, whether it can come soon, whether they can book an inspection without calling, whether it serves their town, what it costs, what happens if the pests come back, who is licensed to treat their home, whether the treatment is safe for their children and pets, and whether their neighbours vouch for it?

Population. Independently owned US pest control companies with one to three locations in one state and their own website, in four groups: general household pest control, termite and wood-destroying insects, wildlife and rodent removal, and mosquito, bed bug and specialty services. These are the pest control 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 household pest	Independent general pest control companies found in local search results, city by city	52
Local search, termite	Independent termite and wood-destroying insect specialists found in local search results, city by city	43
Local search, wildlife and rodent	Independent wildlife removal, rodent control and exclusion companies found in local search results, city by city	37
Local search, mosquito, bed bug and specialty	Independent mosquito and tick, bed bug, bee and wasp, and fumigation specialists found in local search results, city by city	40

INCLUDED

- An independently owned company with one to three locations in one state and its own website (not a directory, marketplace or social profile)
- Based in the United States
- Home page responds and shows the company it claims to be (each home page title was checked before scanning)

EXCLUDED

- National pest control brands and their franchises (for example Orkin, Terminix, Rentokil and its brands, HomeTeam, Arrow, Aptive, Truly Nolen, Mosquito Joe, Mosquito Squad, Critter Control) and local companies bought and run centrally by them
- Regional chains: any company with four or more locations or working from offices in several states
- Directories, marketplaces and lead-generation pages (Angi, HomeAdvisor, Thumbtack, Yelp)

- Parked, placeholder, password-protected or unreachable sites, hijacked domains and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	182
Removed at screening: the site refused automated visitors (12)	-12
Removed at screening: no response (1)	-1
Removed at screening: parked or placeholder (1)	-1
Removed at editorial review: lead-generation and doorway pages (5), companies working from several states (3), and a hijacked domain serving unrelated content (1)	-9
Cohort	159

REGION (US CENSUS)	GENERAL HOUSEHOLD PEST	TERMITE AND WOOD-DESTROYING INSECTS	WILDLIFE AND RODENT REMOVAL	MOSQUITO, BED BUG AND SPECIALTY	ALL
Northeast	9	6	10	11	36
Midwest	9	10	9	8	36
South	13	11	12	9	45
West	14	9	8	7	38
All regions	45	36	39	35	155

A3. How the sites were read

Pages. The home page, then for each of nine topics (services, pests treated, prices and plans, guarantee, about, reviews, service area, 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 ten 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

9 questions homeowners ask before they let a technician into the house, 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
Do you treat my problem? The pests it treats, named	Three or more pests are named on the home, services, pests or about page (for example ants, termites, mice, bed bugs, mosquitoes, raccoons), or a specialist names its pest in the home page title or main heading.	Clikiti homeowner question 1 of 9
Can you come today? Same-day, next-day or emergency service stated	The site states same-day, next-day, emergency or 24-hour service, in the company's own words (customer reviews do not count).	Clikiti homeowner question 2 of 9

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Can I book without calling? Book or request an inspection online	A link, button or embedded scheduler lets the visitor book or request an inspection, a service or a quote online, or a web form asks for the visitor's details to request a quote, an inspection or a service. A general contact form does not count.	Clikiti homeowner question 3 of 9
Do you come to my town? Service area named	The site names where it works: "serving" followed by a place, a service-area list of places, two or more counties, or a service-area page linked from the home page. A menu link alone does not count.	Clikiti homeowner question 4 of 9
What will it cost? A price shown: a visit, a plan or an inspection	A dollar price is shown for a named visit, plan, treatment or inspection (discounts, savings, coupon amounts, "value" figures and theme placeholder prices do not count).	Clikiti homeowner question 5 of 9
What if they come back? Guarantee with its terms: free re-treatment, money back or a set period	A guarantee is stated with its terms: free re-treatment or re-service between visits ("if they come back, so do we"), money back, or a warranty, bond or guarantee for a stated period or season. A bare "satisfaction guaranteed" does not count.	Clikiti homeowner question 6 of 9
Who will treat my home? State licence number shown	A state pest control licence, business licence, registration or certified applicator number is shown. "Licensed and insured" without a number does not count.	Clikiti homeowner question 7 of 9
Is it safe for my kids and my dog? Says how treatment affects children and pets	The site says how its treatment affects children or pets (for example safe for pets and children, pet-friendly products, or when they can return to treated rooms). General "safe for your family" wording and customer reviews do not count.	Clikiti homeowner question 8 of 9
Do my neighbours 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 homeowner question 9 of 9
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
LocalBusiness structured data LocalBusiness structured data	The site describes the business to search engines with LocalBusiness structured data (or a LocalBusiness subtype).	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 company, and the homeowner 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 company 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 155 sites, a share reported for the whole sample is precise to within ± 7.9 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: general household pest ± 14.6 (n = 45); termite and wood-destroying insects ± 16.3 (n = 36); wildlife and rodent removal ± 15.7 (n = 39); mosquito, bed bug and specialty ± 16.6 (n = 35). 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 company before scanning, and every home page was checked for unrelated spam content
- Detection rules were checked against the evidence they record for a sample of companies 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. Chat widgets, quote calculators and multi-step booking 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 schedulers, review widgets and service-area maps) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 13 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 treatment, product, price or safety claim, or compliance with any state pesticide licensing or labelling 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 companies, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every company 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.

Companies in this study

The 155 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 household pest (45)

Akita Pest Control
Lancaster, PA

Akron Pest Control
Akron, OH

Anchor Pest Services
Manchester, NH

Arab Termite & Pest Control
Fort Wayne, IN

Arizona Pest Control
Tucson, AZ

Berner Pest Solutions
Lexington, KY

Brown Pest Control
Dayton, OH

Central Exterminating Services
Lincolnton, ME

Delk Pest Control
Fresno, CA

Done Right Pest Control
Gainesville, FL

Excell Pest Control
Newington, CT

Exterm-It-All
Albuquerque, NM

Frank's Pest Control
Dayton, OH

Get Lost Pest Control
Meridian, ID

GGA Pest Management
Waco, TX

Grand Rapids Pest Control
Grand Rapids, MI

Green Guard Pest Control
Boise, ID

Greenville Pest Control
Greenville, SC

H & M Exterminators
Toledo, OH

Honest Pest Control
Loves Park (Rockford), IL

Howard's Pest Control
Fresno, CA

Infinity Pest Solutions
Eugene, OR

Jensen's Guaranteed Pest Control
Marriott-Slaterville (Ogden), UT

JustInTime Pest Control
Albuquerque, NM

Kwik Kill Pest Control
Madison, WI

LaJaunie's Pest Control
Baton Rouge, LA

Leupitz Pest Control
Salem, OR

McMahon Exterminating
Evansville, IN

Monroe Pest Solutions
Bakersfield, CA

Montgomery Exterminating
Tulsa, OK

North East Pest Solutions
Portland, ME

Ozane Termite & Pest Control
Toms River, NJ

Pinkston's Pest Control
Lubbock, TX

Port City Pest
Wilmington, NC

Pulaski Pest Control
Milton, VT

Ralph & Son Exterminating
Mobile, AL

Rasmussen Spray Service
Salem, OR

San Joaquin Pest Control
Fresno, CA

Scout's Pest Control
Greenville, SC

Signal Pest Control
Chattanooga, TN

Spokane Pest Pro
Spokane, WA

Target Pest Control
Rush, NY

Theresa's Pest Solutions
Lexington, KY

Ultra Pest
Charleston, SC

Yale Pest Control
Ansonia, CT

Termite and wood-destroying insects (36)

ACTION Termite & Pest Control
Phoenix, AZ

Albert's Termite & Pest Control
Peoria, IL

All American Termite & Pest Control
Highspire, PA

Allied Termite and Pest Control
Roanoke, VA

American Termapest
Greenville, SC

Arden Termite & Pest Control
Sacramento, CA

Big Bend Eubanks Termites & Pest Control
Tallahassee, FL

Brown Reclinator Termite & Pest Control
Wichita, KS

Budget Termite & Pest Control
Providence, RI

Chilton's Environmental Termite & Pest Control
Springfield, MO

Cobalt Pest Control
Richmond, VA

Cook Termite and Pest Service
Clinton, MS

Cox Termite & Pest Control
Savannah, GA

Defender Termite & Pest Management
Sacramento, CA

Diversified Pest Management
Madison, MS

Dynamic Pest Control
Toms River, NJ

Epcon Lane Pest Control
Akron, OH

Excalibur Termite & Pest Control
Dayton, OH

Exodus Pest Control
Ogden, UT

Frantz & Company
Pekin, IL

Genesis Termite and Pest Control
New Holland, PA

Green Dog Pest & Termite
Albuquerque, NM

Midwest Termite & Pest Control
Dayton, OH

Moat Termite & Pest Control
Menifee, CA

Moerman Pest Control & Michigan Termite Service
Grand Rapids, MI

Mountain View Termite Inc.
Beaumont, CA

Paul's Termite & Pest Control
Tallahassee, FL

Professional Termite & Pest Control
Omaha, NE

Redwood Empire Termite & Pest Control
Santa Rosa, CA

Selrahc Termite & Pest
Tallahassee, FL

Statewide Termite & Pest Control
Reno, NV

Stewart Termite & Pest Control
Pittsburgh, PA

TermiCare Pest Control
Torrington, CT

TNT Termite Services
Omaha, NE

Volunteer Rid-A-Pest
Cleveland, TN

Vulcan Termite & Pest Control
Birmingham, AL

Wildlife and rodent removal (39)

Advanced Wildlife and Pest Control
Milwaukee, WI

Advantage Animal Control
Grand Rapids, MI

Alabama Wildlife Services
Arab, AL

Alpha Wildlife & Pest Management
Milford, CT

Anderson Wildlife Control
Naugatuck, CT

Backyard Wildlife Solutions
Lititz, PA

Catskill Animal Damage Control
Catskill, NY

Creature Catchers Wildlife Management
Roseville, CA

Critter Wranglers
Knoxville, TN

D & G Varmint Control
Little Rock, AR

Eastern Wildlife Solutions
Hanover, PA

Evictor Pest & Wildlife Solutions
Tacoma, WA

Fox Valley Wildlife Control
Green Bay, WI

Genuine Wildlife Control
Des Moines, IA

Gray Brothers Wildlife
Norwalk, CT

Hansen's Wildlife Removal
Charleston, SC

Illinois State Wildlife Service
Peoria, IL

JN Wildlife Solutions
Rochester, NY

K2 Kritter Solutions
Colorado Springs, CO

Keep Animals Out
Littleton, CO

Kritter Catchers NJ
Nutley, NJ

Lowcountry Wildlife Control
Charleston, SC

Matt's Wildlife Solutions
Monson, MA

Monster Wildlife
Charleston, SC

NCS Wildlife Solutions
Milford, CT

Nuisance Wildlife Control
Huntsville, AL

OakRidge Wildlife Control
Princeton, MN

Precision Pest and Wildlife Removal
Greenville, SC

Premier Pest & Wildlife Control
Gainesville, FL

Sierra Wildlife Control
Roseville, CA

Stellar Wildlife Solutions
Cottage Grove, MN

Tahoma Wildlife Control
Spokane, WA

Thomas Wildlife Control
Rocklin, CA

Traveling Bat Solutions
Nampa, ID

Two Guys Wildlife Removal
Richmond, VA

Verminator Wildlife Services
Peoria, IL

Wildlife Solutions LLC
Rockford area, IL

Wills Wildlife Control
Knoxville, TN

WNC Wildlife Removal
Asheville, NC

Mosquito, bed bug and specialty (35)

Advantage Mosquito & Pest Control Little Rock, AR	Marksman Mosquito and Tick Control Toledo, OH	Spectrum Pest Control Pittsburgh, PA
AZ Bee Kings Glendale, AZ	Master Pest Patrol Sacramento, CA	Swarm Ranger Huntsville, AL
Bed Bug Heat Pros Charleston, SC	Mid-Sota Mosquito & Tick Minnetonka, MN	The Bee Hunter (Bee Con Inc.) Pittsburgh, PA
Bed Bugs Gone Heat Solutions Evansville, IN	Midwest Bed Bug Services Hannibal, MO	The Beekeeper (Total Bee Control) Phoenix, AZ
Bee Wise Pest Control Las Vegas, NV	MN Bug Spray Stacy, MN	The Wasp Expert Southeastern PA, PA
Buffalo Bed Bug Exterminators Buffalo, NY	Mosquito & Tick Away Mansfield, MA	Tick and Mosquito Control of Western MA Dalton, MA
CB Pest Solutions Crystal Springs, MS	Mosquito Pros NH Exeter, NH	TruCare Burlington, VT
Dandi Guaranty Pest Control Tulsa, OK	PermaKill Exterminating Flanders, NJ	Tulsa Bed Bug Exterminator Tulsa, OK
Dead Bug Walkin LLC Skiatook, OK	Phoenix Bee Removal Phoenix, AZ	Tulsa Mosquito Control Tulsa, OK
Desert Swarm Bee Removal Tucson, AZ	Shoreline Mosquito Defense Charleston, SC	Upstate Bug Busters Albany, NY
Lakeshore Mosquito Manitowoc, WI	Skeeter Eater Ogden, UT	Yikes Pest Control Wadesville (Evansville), IN
Maine Mosquito Swat Winterport, ME	Smith IPM Lafayette, IN	

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any company's treatments, products, prices or safety, and automated checks may contain errors. This report is not a judgement of the quality, safety or effectiveness of any treatment or product, and it does not assess compliance with any state pesticide licensing or labelling rule. Clikiti is not affiliated with, and does not endorse, any company 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 company screenshot is the featured company's own home page, shown unaltered.

REMOVE MY COMPANY FROM THIS STUDY

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

NOTES

- 1. Every figure is computed from the scan data for this edition: 155 of 158 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ±7.9 points at 95% confidence for a share of all 155 sites (General

household pest ±14.6, Termite and wood-destroying insects ±16.3, Wildlife and rodent removal ±15.7, Mosquito, bed bug and specialty ±16.6). Left out: 2 (no mobile Lighthouse result), 1 (not scanned). Results are not attributed to named companies, except the standout; elsewhere each is shown as its kind of company and a number. The appendix lists who was scanned.

- 2. Thirteen checks: nine homeowner questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; LocalBusiness 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); LocalBusiness structured data (Schema.org · LocalBusiness).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person and animal shown is fictional. The one website screenshot is the standout company's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

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CITE (APA)

Clikiti. (2026, October 15). The state of independent pest control websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/pest/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/pest"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/pest">Clikiti, The State of Independent Pest Control 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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155 sites · scanned October 2026 · margin of error up to ±7.9 percentage points at 95% confidence.

Only 12% of the 155 independent pest control websites we scanned show a state licence number. 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

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

Research Benchmarks Gallery Free scan Privacy