



III CLIKITI RESEARCH

THEY MEASURE YOU BEFORE YOU ARRIVE

We read the websites of 165 independent plumbers, heating and cooling firms, electricians, roofers and appliance repairers in the US the way a homeowner does: on a phone, often with water on the floor or no heat, asking whether you cover their street, whether someone can come tonight and what the visit will cost.

STUDIED

165 websites

TRADES

Four trades

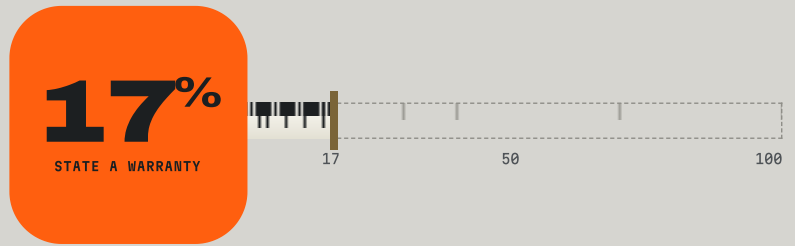
MEASURED

Thirteen checks

The State of Independent Home-Service Trades Websites • Q4 2026 •
edition 2026-Q4



Measured. Every trade quotes off a tape. Here it measures the websites.



of the 165 websites in this study answer the homeowner's question "What if it fails again?"

Only 17% of the 165 independent home-service trade websites Clikiti scanned in Q4 2026 answer "What if it fails again?"
Margin of error ± 7.6 points at 95% confidence.

00	Summary of findings	01	What homeowners ask	02	How the four trades compare	03	Four businesses, up close
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SUMMARY OF FINDINGS

Homeowners ask nine things. The median contractor answers **four**.

Across 165 independent trade websites, the median site answers four of the nine homeowner questions this edition tests. 18% show any price; 28% show a licence number.¹

Reading note

Figures come from automated scans of 165 independent trade websites in the US. Results are anonymous except one best-in-class business. Margin of error: ± 7.6 points at 95% confidence for a share of all 165 sites (Plumbing and HVAC ± 14.8 , Electrical ± 15.1 , Roofing and exteriors ± 15.1 , Appliance repair and handyman ± 16.1). Notes are at the end.

77 /100 Median website score across all 165 businesses.	4 /9 homeowner questions answered by the median business's site.	80 % answer the most-answered question: "Do you work in my area?"	73 % have text that fails the WCAG contrast minimum.
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By trade, appliance repair and handyman have the highest median score (83) and roofing and exteriors the lowest (75), against 77 for all 165.

The least-answered question is “What if it fails again?” (17% of businesses). The most-answered is “Do you work in my area?” (80%).

2 of 165 businesses answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 93% of businesses (Core Web Vitals · LCP).

01

WHAT HOMEOWNERS
ASK

What a homeowner can find out before calling

We listed nine things people ask before they let a tradesperson into the house, turned them into nine checks, then read each site for an answer a homeowner could find on a phone.

Share of all 165 websites answering each question



Steel = answered by a third or more · orange = fewer than a third · ticks every 2 points, long ticks every 10

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; the tape is the scale.



The question. What the website did not answer gets asked here, on their knees, after the trip charge.

“What if it fails again?”

The homeowner question businesses answer least: 17% of 165 sites



ON SITE

Heating and cooling repairs are often urgent. Whether a contractor's site says it offers emergency service is one of the nine questions in this study.

Four trades, side by side

Plumbing and HVAC (44): median score 75, a price shown on 30%, online booking on 68%.

Electrical (42): median score 75, a price shown on 2%, online booking on 52%. Roofing and

exteriors (42): median score 75, a price shown on 24%, online booking on 69%. Appliance

repair and handyman (37): median score 83, a price shown on 14%, online booking on 49%.

TRADE	MEDIAN	ON THE TAPE	SAMPLE
Appliance repair and handyman	83		37 sites · ±16.1
Plumbing and HVAC	75		44 sites · ±14.8
Electrical	75		42 sites · ±15.1
Roofing and exteriors	75		42 sites · ±15.1

Median website score out of 100 on the same tape scale. ± is the margin of error on a yes/no share for that trade at 95% confidence.

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 homeowner-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 orange rule is each trade's median

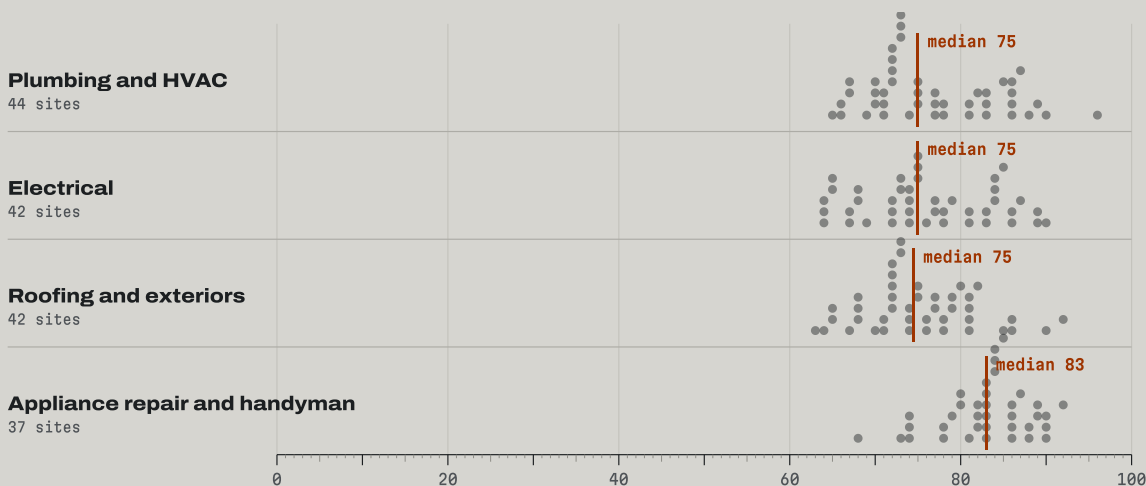


Figure 2. Overall website score out of 100, one dot per site. The orange rule marks each trade's median.



THE TRADE THAT ANSWERS
LEAST

10%

**of electrical sites
state a warranty.**

Across all 165 businesses the figure is 17%. It is the first thing people ask, and the business that answers it on the first screen takes the call its competitors lose.

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



JOB SHEET 01

A plumbing and heating contractor in the Midwest

88 / 100



Answers 8 of 9 homeowner questions. Falls short on any price and phone load time.

02



JOB SHEET 02

An appliance repair or handyman service in the Midwest

74 / 100



Answers 6 of 9 homeowner questions. Falls short on a licence number, financing, a stated warranty and 4 more.

03



JOB SHEET 03

A plumbing and heating contractor in the Northeast

71 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED



Answers 3 of 9 homeowner questions. Falls short on emergency service, a licence number, financing and 5 more.

04



JOB SHEET 04

An independent electrician in the South

68 / 100

REACH AND BOOKING



COST AND GUARANTEE



TRUST



ACCESSIBILITY



SPEED

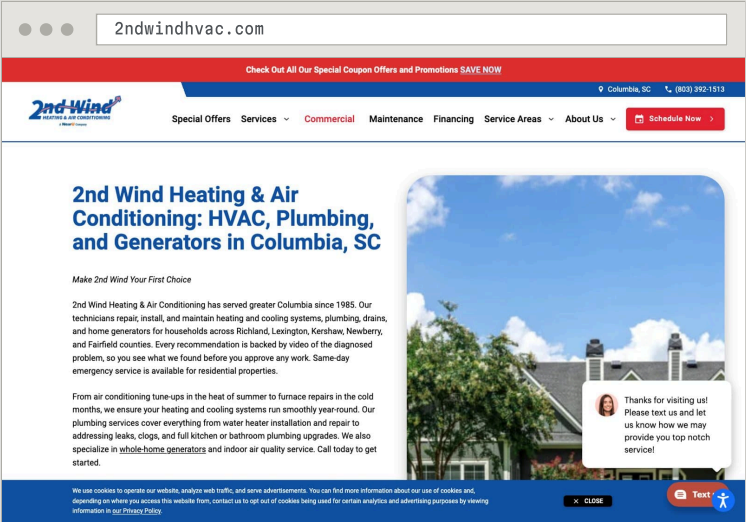


Answers 1 of 9 homeowner questions. Falls short on phone and hours, emergency service, a licence number and 9 more.

Best in class

2nd Wind Heating & Air Conditioning

Plumbing and HVAC, Columbia, SC. It answers 8 of the 9 homeowner 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 86/100. 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 2ndwindhvac.com

WHAT IT DOES WELL

- Tappable phone plus opening hours
- Service area named: towns, ZIP codes or an area page
- Emergency, 24/7 or same-day service stated
- Licence number shown as text
- Book or request an estimate online
- Financing offered
- A price shown: a service call, a fee, a rate or a job
- Reviews marked up, in a widget or quoted
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: accessibility 98, SEO 91

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: warranty or guarantee stated with its terms

04

LEFT OUT



The caller. Older homeowners call trades most. Small text and slow pages stop them first.

The homeowners left out

A homeowner using a screen reader, zooming the text, or on an old phone in a basement with one bar of signal 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	93%
Text contrast passes 4.5:1	WCAG 1.4.3	73%
Plumber, HVACBusiness, Electrician or RoofingContractor structured data	Schema.org · HomeAndConstructionBusiness	61%
Images have text descriptions	WCAG 1.1.1	22%

Table 1. Technical checks, share of the 165 sites that fail each one.

How the sites were read

STEP 1 • ALL 165 SITES

READ

The home page and up to nine pages it links to (services, service area, prices, financing, warranty, about, reviews, booking, contact), read as a server delivers them.

The homeowner questions are answered here, by fixed published rules (Appendix A4).

STEP 2 • ALL 165 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 165 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 contractors present themselves on the web, not the quality of their work, their prices or whether a licence is valid.



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 plumbers, HVAC firms, electricians, roofers and appliance repairers. We scanned 165 of their websites: 0% score under 60 out of 100, and 85% 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

Plumbing and HVAC are the most winnable: the lowest median score in this report (75 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
Plumbing and HVAC	44	75	0%
Electrical	42	75	0%
Roofing and exteriors	42	75	0%
Appliance repair and handyman	37	83	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

93% 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 a flooded basement."

83% What if it fails again? QUICK FIX

State the warranty on parts and on labour, in months or years, on the home page and the service pages.

"What if it fails again?" is the second question a homeowner asks, and your site has no answer."

82% What will the visit cost? CONTENT

Publish the service-call or diagnostic fee, and a starting price or range for the common jobs.

"Homeowners fear the bill first. Your site gives them no number at all, not even the trip charge."

73% Can I spread the cost? CONTENT

A financing page that names the lender and the terms, linked from big-ticket service pages.

"A new furnace or roof is a five-figure decision. Your site never says it can be paid monthly."

73% 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."

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 (93% 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 165 independent plumbing, HVAC, electrical, roofing and appliance repair businesses 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 Klikiti: 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 CONTRACTOR WHAT HOMEOWNERS SEE

Klikiti reads a contractor'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

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 contractor who wants to check the evidence behind a pitch.

165 websites studied	4 types of organisation	35 states	±7.6 points, margin of error at 95%	2026-10-14 to 2026-10-15 date the sites were read
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A1. THE RESEARCH QUESTION

When a homeowner has a leak, a dead furnace, a storm-damaged roof, a tripped panel or a broken washer and looks up an independent contractor online, usually on a phone, can they find out how to reach it and when it is open, whether it works in their area, whether it comes in an emergency, roughly what a visit costs, whether it is licensed, whether they can book without calling, whether there is financing, whether the work is guaranteed and whether neighbours vouch for it?

Population. Independently owned US home-service contractors with one to three locations and their own website, in four groups: plumbing and HVAC, electrical, roofing and exteriors, and appliance repair and handyman services. These are the trades 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, plumbing and HVAC	Independent plumbing, heating and air-conditioning contractors found in local search results, city by city	77
Local search, electrical	Independent electrical contractors and electricians found in local search results, city by city	42
Local search, roofing and exteriors	Independent roofing, siding and exterior contractors found in local search results, city by city	42
Local search, appliance repair and handyman	Independent in-home appliance repair services found in local search results, city by city; in two cities where appliance repair ran short, independent handyman and home-repair services	37

INCLUDED

- An independently owned business with one to three locations, all in one state, and its own website (not a directory, marketplace or social profile)
- Serves homeowners: residential work is a main line of business, not a side to commercial or industrial contracting

EXCLUDED

- Franchises and national brands (for example Mr. Rooter, Roto-Rooter, ARS/Rescue Rooter, One Hour Heating & Air, Benjamin Franklin Plumbing, Mister Sparky, Mr. Electric, Mr. Appliance, Sears Home Services, Handyman Connection, Mr. Handyman) and any business with four or more locations or offices in more than one state

- Based in the United States
- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Contractors whose work is mostly commercial, industrial or institutional
- Retail stores whose site is a store catalogue, even when they also repair
- Directories, marketplaces and lead-generation pages (Angi, HomeAdvisor, Thumbtack, Yelp, Porch) and generic keyword domains that hide the business
- Parked, placeholder, under-maintenance, password-protected or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	212
Removed at screening: the site refused automated visitors (25)	-25
Removed at screening: no response, or no page served to automated visitors (7)	-7
Removed at screening: parked or placeholder (2)	-2
Removed at screening by hand: offices in two states, no address, a generic keyword domain (3)	-3
Removed at editorial review: mostly commercial or industrial work (3), offices in more than one state (3), a site under maintenance (1), retail stores (2)	-9
Cohort	166

REGION (US CENSUS)	PLUMBING AND HVAC	ELECTRICAL	ROOFING AND EXTERIORS	APPLIANCE REPAIR AND HANDYMAN	ALL
Northeast	11	9	10	8	38
Midwest	12	11	12	10	45
South	15	14	13	11	53
West	6	8	7	8	29
All regions	44	42	42	37	165

A3. HOW THE SITES WERE READ

Pages. The home page, then for each of nine topics (services, service area, prices and specials, financing, warranty, about, reviews, booking or estimate, 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 tradesperson 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
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) or 24/7 availability.	Clikiti homeowner question 1 of 9
Do you work in my area? Service area named: towns, ZIP codes or an area page	The site names where the business works: a service-area page linked from the home page, a statement such as "serving the greater Portland area" or "the following areas:" with places, or a list of ZIP codes.	Clikiti homeowner question 2 of 9
Can someone come tonight? Emergency, 24/7 or same-day service stated	Emergency, 24/7, after-hours or same-day service is offered (a warning about emergencies, or "24/7" for answering questions online, does not count).	Clikiti homeowner question 3 of 9
Are you licensed? Licence number shown as text	A state licence or registration number is shown as text (for example "License #M-116444" or "Registration # 13-115186"); a bare "licensed and insured" does not count.	Clikiti homeowner question 4 of 9
Can I book without calling? Book or request an estimate online	A link, button or embedded scheduler lets the visitor book service or request an estimate, quote or inspection online (phone and e-mail links and call-back requests do not count).	Clikiti homeowner question 5 of 9
Can I spread the cost? Financing offered	Financing is offered: a statement such as "financing available" or "flexible financing", 0% APR terms, or a named lender.	Clikiti homeowner question 6 of 9
What if it fails again? Warranty or guarantee stated with its terms	A warranty or guarantee on the work is stated with its terms: days, months or years, or lifetime (a bare "satisfaction guaranteed" does not count).	Clikiti homeowner question 7 of 9
What will the visit cost? A price shown: a service call, a fee, a rate or a job	A dollar price is shown for a service call, a diagnostic or trip fee, a rate, a maintenance plan or a named job, including a typical price range (discounts, rebates, savings, referral rewards and financing amounts do not count).	Clikiti homeowner question 8 of 9

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
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
Plumber, HVACBusiness, Electrician or RoofingContractor structured data Plumber, HVACBusiness, Electrician or RoofingContractor structured data	The site describes the business to search engines with Plumber, HVACBusiness, Electrician, RoofingContractor, HomeAndConstructionBusiness or GeneralContractor structured data.	Schema.org · HomeAndConstruction Business

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 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 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 165 sites, a share reported for the whole sample is precise to within ± 7.6 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: plumbing and hvac ± 14.8 (n = 44); electrical ± 15.1 (n = 42); roofing and exteriors ± 15.1 (n = 42); appliance repair and handyman ± 16.1 (n = 37). 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, and every home page was checked for gambling, pharmacy, adult and crypto spam (none found)
- Businesses were checked for duplicates across domains by phone number (none found)
- Detection rules were checked against the evidence they record for a sample of passes and fails for every rule, 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, multi-step quote forms and customer portals 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 whole sites, schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 34 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 contractor's work or prices, and it does not check whether any licence is valid or current.
- 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 165 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.

PLUMBING AND HVAC (44)

2nd Wind Heating & Air Conditioning
Columbia, SC

A-1 Plumbing Heating Cooling Electrical
Topeka, KS

A.R. Zukowski Plumbing & Heating
West Springfield, MA

AAA NorthStar Heating & Cooling
East Peoria, IL

Ace Plumbing, Heating and Air Conditioning
Topeka, KS

Alamo HVAC
El Paso, TX

American Plumbing
Lansing, MI

B&B Heating & Air
Reno, NV

Barrett Airworks Service Co.
El Paso, TX

Bell Heating and Air
Hixson, TN

Berkshire Heating & Air Conditioning
West Springfield, MA

Cecil's Heating & Air Conditioning
Lexington, KY

Clean Air Mechanical
Springfield, MA

Comfort Specialists
East Peoria, IL

Fayette Plumbing, Heating & Air
Conditioning
Lexington, KY

Gonzalez Heating & Cooling
El Paso, TX

Hubbard Mechanical
Lexington, KY

Jenks Plumbing & Heating
Lansing, MI

John Scott Plumbing & Heating
Westbrook, ME

Kings Aire
El Paso, TX

Korrek Plumbing, Heating & Air
Conditioning
Dayton, OH

Leach & Company Heating, Cooling &
Plumbing
Peoria, IL

M & M Plumbing, Heating, and Air
Conditioning
Scranton, PA

Maietta Titus Blaschke Plumbing & Heating
Portland, ME

Meridian Heating, Cooling, Plumbing &
Electrical
East Lansing, MI

Metro Plumbing, Heating and Air
Chattanooga, TN

Mid-State Heating and Air
Columbia, SC

Modern Heating & A/C
Springfield, MA

Mountain City Service
Chattanooga, TN

NDI Heating, Cooling & Plumbing
Reno, NV

Oak View Mechanical
Colorado Springs, CO

On Call Plumbing, Heating & Air
Columbia, SC

On Point Plumbing & Heating
Portland, ME

Paschall Plumbing Heating Cooling
Reno, NV

Ross Heating and Air Conditioning
Reno, NV

Ryan Heating & Air
Chattanooga, TN

Scranton Electric Heating & Cooling Service
Scranton, PA

SouthTowne Plumbing, Heating & Cooling
Centerville, OH

Stanley Heating Cooling & Plumbing
Moraine, OH

Stoudenmire Heating & Air Conditioning
Columbia, SC

Talmich Plumbing & Heating
Colorado Springs, CO

Top Shelf Plumbing & Heating
Scranton, PA

Trouble Free Heating, Cooling & Plumbing
Pekin, IL

Woodville Plumbing and Heating
Portland, ME

ELECTRICAL (42)

Ambition Electric
Lincoln, NE

B&K Electrical Contractors
Little Rock, AR

Boyd Electric
Evansville, IN

Bryan Electric
Hamilton, NJ

Buzz Electric
Savannah, GA

Celco
Fresno, CA

Completely Wired
Evansville, IN

Current Electric
Burlington, VT

D'Angelo Electrical Contractors
Chesterfield, NJ

Doug Palmer Electric
Eugene, OR

Electrical Concepts
Cedar Rapids, IA

Electrical Solutions of Savannah
Savannah, GA

Electrico LLC
Tulsa, OK

Excel Electric
Eugene, OR

Globe Electric
North Little Rock, AR

Great Lakes Electrical Contracting
Toledo, OH

Hilbrich Electric JE Inc
Erie, PA

Houchin Electric
Tulsa, OK

Hy-Electric
Lincoln, NE

Johnsen Electric
Eugene, OR

Josh Lamb Electrician LLC
Evansville, IN

Joyner Electric & Security
Savannah, GA

Justice Electric Co.
Cedar Rapids, IA

Knoll Electric
Eugene, OR

LT Electric
Fresno, CA

M Electric
Tulsa, OK

McCollum Electric
Mobile, AL

Meadows Electrical Contracting
Mobile, AL

New England Electric
Williston, VT

Oak Electric Inc
Lincoln, NE

Oxbow Electric
Evansville, IN

Presley & Son Electric Service
Mobile, AL

Reed Electric
North Little Rock, AR

Reigel Electrical Services
Erie, PA

Reliant Electrical & Automation
Fresno, CA

Right Elektrik
Hamilton, NJ

Schneider Sons Electric Corp
Toledo, OH

Selsor Electric
Fresno, CA

Shalkham Electric & Construction Co.
Erie, PA

South Alabama Electric Co.
Mobile, AL

Staley Electric
Little Rock, AR

Stonehouse Electric
Erie, PA

ROOFING AND EXTERIORS (42)

AJ Construction & Roofing
South Bend, IN

All Roofing & Construction
St. Albans, WV

American Roofing & Storm Restoration
Lubbock, TX

Asscher Roofing
South Bend, IN

Bear Mountain Roofing
Bakersfield, CA

Buckworth Roofing
Pensacola, FL

C and K Roofing & Construction Services
Huntsville, AL

Century Roofing
Kansas City, KS

Craig Roofing & Gutters
Akron, OH

Customer First Roofing
Huntsville, AL

Dennis Padula & Sons Roofing
Utica, NY

Duluth Roofing Company
Duluth, MN

Easton Roofing
Kansas City, KS

Economy Roofing PA
Wyomissing, PA

Elite Roofing & Exterior
Lubbock, TX

Elite-Pro Roofing & Construction
Pensacola, FL

Empire Roofing
Duluth, MN

Granger Roofing Construction
Osceola, IN

Hart Roofing
Pensacola, FL

Hartman Roofing
Lubbock, TX

HP Roofing
Lubbock, TX

Huntsville Roofing Solutions
Huntsville, AL

Jackson Roofing Company
Pensacola, FL

Jewett Roofing Company
Utica, NY

JM Exteriors Roofing Siding
Lowell, MA

K9 Custom Roofing
Bakersfield, CA

Kirkness Roofing
Billings, MT

MDI Remodeling and Contracting
Dunbar, WV

Michael's General Contractor
Lowell, MA

Murphy & Sons Roofing
Kansas City, KS

Reliable Roofing & Construction
South Bend, IN

Rocket Roofing
Akron, OH

Rocky Mountain Roofing Co.
Billings, MT

Roof On Brand
Bakersfield, CA

Sprague Construction Roofing
Billings, MT

The Helping Company (THC Exteriors)
Reading, PA

Twin Peaks Roofing & Construction
Akron, OH

US Roof & Restoration
Billings, MT

Utica Roof Pros
Utica, NY

White & Sons Roofing
Reading, PA

Zangrilli Roofing Specialist
Utica, NY

Zimmerman Exteriors
Reading, PA

A-1 Marks Appliance Inc. Fort Wayne, IN	Fargo Moorhead Appliance Repair LLC Moorhead, MN	Owens Appliance Repair Fort Wayne, IN
Action Appliance Parts and Services Stratford, CT	GARS Repairs LLC Binghamton, NY	Pearson's Appliance Repair Fayetteville, AR
Appliance Pros Fargo, ND	Georgia State Appliance Augusta, GA	Pete's Appliance Repair Fargo, ND
Appliance Repair & Rescue LLC Boise, ID	Howard's Appliance Augusta, GA	PMCR Residential Services Norfolk, VA
Appliance Service Company Lancaster, PA	Integrity Appliance Service Chesapeake, VA	Pro Handyman Services LLC Stratford, CT
Arrow Appliance Repair Co. Corpus Christi, TX	J & J Distributing - Affordable Appliance Repair Las Cruces, NM	Quality Appliance Service and Repair Boise, ID
Certified Appliance Service NWA Fayetteville, AR	Javi the Handyman Las Cruces, NM	Rob's Home Repair Las Cruces, NM
Connecticut's Handyman Milford, CT	Joseph's Appliance Repair Chesapeake, VA	Roy's Appliance LLC Green Bay, WI
Corpus Christi Appliance Medic Corpus Christi, TX	LT Appliance Repair Rockford, IL	Surfside Appliance Repair LLC Virginia Beach, VA
David's Appliance Green Bay, WI	Murf's Appliance Repair Boise, ID	Swack Tek Appliance Service Endicott, NY
Diego's Handyman Service Las Cruces, NM	Narvaez Handyman Services Bridgeport, CT	Tommy's Appliance Service and Repair Johnson City, NY
Don's Appliance Service Rockford, IL	Natural State Appliance Repair Fayetteville, AR	Wisman's Appliance Fort Wayne, IN
Easy's Appliance Repair Services Boise, ID		

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 to 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any contractor's work, prices or licence, and automated checks may contain errors. This report is not a judgement of the quality of any contractor's work or prices, and it does not check whether any licence is valid or current. 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: 165 of 166 sites in the cohort, scanned 2026-10-14 to 2026-10-15. Margin of error: ±7.6 points at 95% confidence for a share of all 165 sites (Plumbing and HVAC ±14.8, Electrical ±15.1, Roofing and exteriors ±15.1, Appliance repair and handyman ±16.1). Left out: 1 (intent rules could not run). Results are not attributed to named businesses, except the best in class; elsewhere each is shown as its trade 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; plumber, HVACBusiness, Electrician or RoofingContractor 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); Plumber, HVACBusiness, Electrician or RoofingContractor structured data (Schema.org · HomeAndConstructionBusiness).
- 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 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 17% of the 165 independent home-service trade websites we scanned state a warranty with its terms: on parts or labour, in months or years. 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 home-service trades websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/trades/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/trades"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/trades">Clikiti, The State of Independent Home-Service Trades 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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165 sites · scanned October 2026 · margin of error up to ±7.6 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