VERMONT & NEW HAMPSHIRE

Chimney Services

$8.33	$90.92	8.05%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

No chimney-specific benchmark is published. This is the US median for home & home improvement, Apr 2025 – Mar 2026 (WordStream / LocaliQ). [1]

WHAT'S MOVING

01 **Clicks went up again.** The median home-services click rose from $7.85 to $8.33 year over year. [1,2]

02 **Leads are getting pricier.** Across home services, cost per lead went up for 69% of advertisers while conversion rates slid about 15%. Every booked sweep costs more to win. [3]

03 **Reviews have a shelf life.** 32% of consumers now look for reviews from the last two weeks, up from 20%. Steady reviews through the fall rush keep you on the shortlist. [4]

13.8%

CLOSE TO HOME · SOURCE 5

of Vermont homes heat primarily with wood, more than 10x the US rate of 1.3%. New Hampshire is at 6.2%. That's a lot of flues burning all winter.

WORTH KNOWING FOR CHIMNEY COMPANIES

25%

of US home heating fires trace back to failure to clean, mostly chimneys. The leading factor [6]

1x / yr

NFPA 211 says chimneys, fireplaces and vents should be inspected, even little-used ones [7]

1/8 in

of soot buildup is when CSIA says a masonry fireplace needs sweeping, sooner if there's glaze [7]

ON THE HOUSE

Free audit. No strings.

We'll go through your SEO, Google Ads, Local Services Ads and website, and send back a short list of what we'd fix first. It's yours to keep either way.

Reply or email

niko@bravado.info

Nikolas DiGangi

Sources: [1] WordStream, Google Ads Benchmarks 2026, Apr 2025 – Mar 2026, 13,474 US campaigns (wordstream.com) · [2] WordStream, Google Ads Benchmarks 2025 (wordstream.com) · [3] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [4] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [5] US Census Bureau, American Community Survey 2023, table B25040, house heating fuel (census.gov) · [6] NFPA, Home Heating Fires, 2014–2018 annual averages (nfpa.org) · [7] Chimney Safety Institute of America, citing NFPA 211 (csia.org)