VERMONT & NEW HAMPSHIRE

Electrical

$12.18	$93.69	9.08%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

Google search ads, US median for electricians & electrical contractors, Apr 2024 – Mar 2025 (LocaliQ). The all-industry average click is $5.26. [1,2]

WHAT'S MOVING

01 **Some of the priciest clicks in home services.** At $12.18, electrical clicks cost more than plumbing, HVAC or roofing. Only painting runs higher in LocaliQ's data. [1]

02 **But they convert.** 9.08% of clicks turn into leads, the best of the major trades, which is why the cost per lead lands lower than plumbing or HVAC. [1]

03 **Electrification is pulling in work.** Heat pumps and EV chargers often mean panel and circuit upgrades, and Vermont and New Hampshire rebates are still pushing heat pumps in 2026. [3]

58%

CLOSE TO HOME · SOURCE 4

of Vermont homes were built before 1978, and 1 in 4 before 1940. That's a lot of older wiring and smaller panels being asked to run heat pumps and chargers.

WORTH KNOWING FOR ELECTRICIANS

20,970

EVs registered in Vermont, up 12% in a year, each one a charger install [5]

11 hrs

without power for the average US customer in 2024. Vermont outages run more frequent [6]

19,900

home fires a year traced to wiring and electrical distribution [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

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Sources: [1] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [2] WordStream, Google Ads Benchmarks 2025, 16,446 US campaigns (wordstream.com) · [3] Efficiency Vermont and NHSaves, 2026 heat pump programs (efficiencyvermont.com, nhsaves.com) · [4] Vermont Housing Needs Assessment 2025, US Census ACS 2018–22 (vhfa.org) · [5] Drive Electric Vermont, registration data, June 2026 (driveelectricvt.com) · [6] US Energy Information Administration, Today in Energy, Dec 2025 (eia.gov) · [7] US Consumer Product Safety Commission, Residential Fire Loss Estimates 2015–2017 (cpsc.gov)