VERMONT & NEW HAMPSHIRE · SITE WORK

Excavation & Paving

$5.31	$165.67	2.61%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

Google search ads, US median for construction & contractors, the closest category LocaliQ tracks for site work, Apr 2024 – Mar 2025.[1]

WHAT'S MOVING

01 **Cheap clicks, slow decisions.** Clicks cost about half what plumbers pay, but only 2.61% turn into leads, the lowest conversion rate in home services.[1]

02 **Big jobs get shopped.** LocaliQ notes homeowners asking for six or more bids on larger projects, so showing up early and looking credible matters.[1]

03 **Builders and homeowners vet you first.** 97% of consumers read reviews before hiring a local business, and site work is rarely a small check.[2]

55%

CLOSE TO HOME · SOURCES 3, 4

of Vermont households run on a private septic system, and about 6 in 10 in New Hampshire. Every new build, addition and failed system starts with someone digging.

WORTH KNOWING FOR SITE CONTRACTORS

24k–36k
new homes Vermont needs between 2025 and 2029[5]

5,800+
housing units built in New Hampshire in 2025, the most since 2006[6]

88,364
more units New Hampshire needs by 2040 to balance its market[6]

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] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [2] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [3] Vermont Agency of Natural Resources, citing US Census (anr.vermont.gov) · [4] NH Department of Environmental Services (des.nh.gov) · [5] Vermont Housing Needs Assessment 2025 (vhfa.org) · [6] NH Dept. of Business & Economic Affairs, Housing Supply Report FY26, via NHPR, Feb 2026 (nheconomy.com)