VERMONT & NEW HAMPSHIRE

Pest Control

$6.55	$39.25	4.31%
Avg. cost per click	Avg. cost per lead	Of searchers who click the ad

Google search ads, US median for pest & rodent control, LocaliQ's latest pest-specific data (May 2020 – Jun 2021). Home-services clicks overall now run $8.33.[1,2]

WHAT'S MOVING

01 **Historically one of the cheapest leads around.** In the same data, pest leads cost $39.25 against $48.91 for plumbing and $101.49 for roofing.[1]

02 **Costs have climbed since.** The median home-services click is now $8.33, and cost per lead rose for 69% of home-service advertisers in the latest LocaliQ study.[2,3]

03 **The bar for reviews went up.** 31% of consumers now only consider businesses rated 4.5 stars or higher, up from 17% a year ago.[4]

Top 3

CLOSE TO HOME · SOURCE 6

Vermont had one of the three highest Lyme disease rates in the country in 2023, alongside Maine. Tick control is a real, year-after-year need here.

WORTH KNOWING FOR PEST CONTROL

21M
US homes invaded by rodents each winter[7]

24%
of homeowners report mice specifically in winter[7]

1 in 4
Vermont homes was built before 1940, with plenty of old ways in[5]

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 Advertising Benchmarks, May 2020 – Jun 2021, 4,595 accounts (localiq.com) · [2] WordStream, Google Ads Benchmarks 2026, 13,474 US campaigns (wordstream.com) · [3] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025 (localiq.com) · [4] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [5] Vermont Housing Needs Assessment 2025, US Census ACS 2018–22 (vhfa.org) · [6] CDC Lyme disease surveillance data 2023, via Statista (statista.com) · [7] National Pest Management Association (pestworld.org)