VERMONT & NEW HAMPSHIRE

Plumbing & Heating

$10.49	$129.02	7.63%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

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

WHAT'S MOVING

01 **Clicks cost about 2x the average business.** Plumbing clicks run $10.49 against $5.26 across all industries, so every wasted click hurts more. [1,2]

02 **The results page is more crowded.** Local Services Ads and map listings now stack above regular ads, one reason fewer clicks turn into calls. [1]

03 **Fresh reviews win the emergency call.** 74% of consumers only care about reviews from the last 3 months, and someone with water on the floor isn't scrolling far. [3]

46%

CLOSE TO HOME · SOURCES 4, 5

of Vermont homes heat with fuel oil (40% in New Hampshire), and 1 in 4 Vermont homes was built before 1940, about double the national share. That's a lot of aging boilers and pipes in a small market.

WORTH KNOWING FOR PLUMBERS

1 in 60
insured homes files a water damage or freezing claim every year [6]

22.6%
of 2023 homeowners insurance losses came from water and freezing [6]

9,400 gal
of water the average family loses to household leaks each year [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] 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] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [4] US Energy Information Administration, Residential Energy Consumption Survey 2020 (eia.gov) · [5] Vermont Housing Needs Assessment 2025, US Census ACS 2018–22 (vhfa.org) · [6] Insurance Information Institute / ISO, homeowners losses 2019–2023 (iii.org) · [7] US EPA WaterSense (epa.gov/watersense)