VERMONT & NEW HAMPSHIRE

Septic Services

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

No septic-specific benchmark is published. Closest category is plumbing: US median, Apr 2024 – Mar 2025 (LocaliQ).[1]

WHAT'S MOVING

01 **Priced like plumbing.** With no septic-only benchmark, plumbing is the closest match, and those clicks run about 2x the all-industry average of $5.26.[1,2]

02 **Leads are getting pricier.** Across home services, cost per lead went up for 69% of advertisers last year (avg. +10.5%) while conversion rates slid about 15%.[1]

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.[3]

55%

CLOSE TO HOME · SOURCES 4, 5

of Vermont households rely on a private septic system, and about 6 in 10 in New Hampshire. Few markets in the country lean on septic this heavily.

WORTH KNOWING FOR SEPTIC COMPANIES

1 in 5

US homes are on septic. Vermont and New Hampshire run nearly 3x that[6]

3-5 yrs

typical pumping interval, so one customer is years of repeat work[6]

3 yrs

how often the EPA says a household system should be inspected, at minimum[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

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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 (wordstream.com) · [3] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [4] Vermont Agency of Natural Resources, citing US Census (anr.vermont.gov) · [5] NH Department of Environmental Services (des.nh.gov) · [6] US EPA, SepticSmart and septic system care guidance (epa.gov/septic)