VERMONT & NEW HAMPSHIRE

Tree Service

$8.33	$90.92	8.05%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

No tree-specific benchmark is published. This is the US median for home & home improvement, Apr 2025 – Mar 2026 (WordStream / LocaliQ). [1]

WHAT'S MOVING

01 **Clicks went up again.** The median home-services click rose from $7.85 to $8.33 year over year. [1,2]

02 **Storm work goes to whoever shows up first.** EIA ties Vermont's more frequent power outages to storm-damaged trees coming down on lines. [3]

03 **Reviews have a shelf life.** 32% of consumers now look for reviews from the last two weeks, up from 20%. Steady reviews through the season keep you on the shortlist. [4]

82%

CLOSE TO HOME · SOURCES 5, 6

of New Hampshire is forest, the second-most of any state, and Vermont is close to 78%. Lots of trees standing near lots of houses, roofs and power lines.

WORTH KNOWING FOR TREE COMPANIES

139 of 247

Vermont towns have confirmed emerald ash borer, as of Nov 2025 [7]

47

Vermont towns found it for the first time in 2025 alone. Dying ash means removals [7]

11 hrs

without power for the average US customer in 2024, about 9 of them from major events [3]

ON THE HOUSE

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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] WordStream, Google Ads Benchmarks 2026, Apr 2025 – Mar 2026, 13,474 US campaigns (wordstream.com) · [2] WordStream, Google Ads Benchmarks 2025 (wordstream.com) · [3] US Energy Information Administration, Today in Energy, Dec 2025 (eia.gov) · [4] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [5] NH Division of Forests & Lands (nhdfl.dncr.nh.gov) · [6] USDA Forest Service, Forest Inventory & Analysis, 2016 (fs.usda.gov) · [7] Vermont Urban & Community Forestry, EAB update, Nov 2025 (vtcommunityforestry.org)