



2026 TRI-CITIES HOME SERVICES DIGITAL VISIBILITY STUDY

*Website Audit & Google Business Profile Analysis for Johnson City, Kingsport, and
Bristol TN*

Produced by 1-FIND SERVICES

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Executive Summary

A systematic audit of 75 home services companies across Johnson City, Kingsport, and Bristol, Tennessee finds a market where digital presence is widespread but uneven, and where the gap between the strongest and weakest performers spans nearly 50 points on a 100-point composite visibility scale. The study evaluated HVAC, plumbing, electrical, roofing, and tree service contractors active in the Tri-Cities region during the first quarter of 2026, scoring each company across five weighted dimensions: schema markup, technical SEO, HTTPS security, Lighthouse performance, and Core Web Vitals field data. Those scores were combined with an independent Google Business Profile audit to produce a Combined Visibility Score (CVS) for each entry.

The study's central finding is structural: local contractors in the Tri-Cities market have devoted more attention to their Google Business Profiles than to the underlying websites those profiles link to. Across all 75 audited businesses, the average GBP Health Score was 82.8 out of 100, while the average Website Health Score trailed at 65.8 out of 100. That 17-point gap is consistent across every trade category. It suggests that, for a meaningful share of these businesses, a well-optimized GBP profile is directing potential customers to a website that may undercut the trust that profile worked to build. No company in the sample scored in the top tier (90 or above) on the Combined Visibility Score, and only 11 of the 75 audited entries crossed the 80-point threshold.

Tree service and roofing companies account for a disproportionate share of the lowest-scoring entries. Tree service recorded the lowest average CVS at 67.7 and was the only trade category in which no company scored 80 or above. Plumbing and electrical companies, by contrast, posted the highest average scores, driven in part by multi-service regional operators whose websites benefit from broader content investment. The Bristol submarket, despite its smaller sample size in this study, produced the highest average CVS among the three primary cities at 76.7, largely due to high GBP completeness scores. Johnson City, which had the largest number of audited entries with identified city bases, posted the lowest city-level average at 70.1.

Fifteen of the 75 audited companies carried what this study classifies as critical risk flags: technical configurations capable of materially suppressing organic visibility regardless of other optimization efforts. Ten companies had robots.txt files that blocked search engine crawlers from the entire site; two had noindex directives active on the homepage; and three were serving pages over HTTP rather than HTTPS. These are not subtle ranking disadvantages. They are configurations that can prevent a website from appearing in search results at all, and their presence across 20 percent of the sample indicates a meaningful maintenance gap in the Tri-Cities home services market.

Key Findings

The following findings are drawn directly from the dataset of 75 audited company-industry entries. Where a company was audited in multiple trade categories, each entry is counted independently.

- The average Combined Visibility Score across all 75 audited entries was 72.0 out of 100. No company in the sample scored 90 or above. Eleven entries (14.7%) scored 80 or higher; 25 entries (33.3%) scored below 70.
- Google Business Profiles were confirmed present for all 75 entries in the sample. The average GBP Health Score was 82.8/100. Average Website Health Score was 65.8/100, a gap of 17.0 points, indicating that GBP optimization has outpaced website investment across the market.
- Fifteen companies (20.0%) carried at least one critical risk flag. Ten had robots.txt configurations blocking all search engine crawlers; two had noindex directives on the homepage; and three were not serving pages over HTTPS.
- Schema markup of any type was detected on 59 of 75 audited sites (78.7%). However, only 39 of 75 (52.0%) implemented LocalBusiness schema specifically, and only 5 of 75 (6.7%) had FAQ schema present. Schema scores averaged 9.1 out of a possible 15 points.
- The average mobile Lighthouse performance score was 65.0 out of 100. Scores ranged from 33 to 100. No company in the sample passed Core Web Vitals field data assessment on either mobile or desktop, though field data was available for only 6 of 75 entries.
- Tree service companies posted the lowest average CVS at 67.7 and the lowest average Website Health Score at 62.8. Plumbing led all five trade categories with an average CVS of 74.2 and an average GBP Health Score of 85.6.
- Review volume varied sharply across trades. Plumbing companies averaged 602 Google reviews per profile; roofing companies averaged 77. The median review count across all 70 profiles with available data was 68.5, and 28 of those profiles (40.0%) had fewer than 50 reviews.
- Average star ratings were tightly clustered and high: the mean rating across 70 profiles with available data was 4.81, and the median was 4.90. Ratings alone do not differentiate competitors in this market.
- The gap between best and worst performers was 48.2 points (89.8 vs. 41.6 on the CVS). The top-scoring entry (Hometown Plumbing, Electrical & HVAC, Kingsport) achieved a perfect 100/100 GBP Health Score and an 83/100 Website Health Score. The lowest-scoring entry had no retrievable website health data and a CVS of 41.6.
- Canonical tags were present on 62 of 75 audited sites (82.7%). XML sitemaps were detected on 67 of 75 (89.3%). HTTPS was confirmed on 72 of 75 (96.0%).

Industry-by-Industry Comparison

Plumbing

Plumbing companies posted the strongest aggregate performance of any trade category in the study, with an average CVS of 74.2 and the highest average GBP Health Score at 85.6 out of 100. Two plumbing companies, both operating as part of multi-trade regional service providers, tied for the study's top overall score at 89.8. The category's strength reflects both GBP investment and relatively mature website infrastructure. That said, the range within plumbing was wide: scores spanned from 53.8 to 89.8, indicating that the category's high average is

anchored by a small number of well-optimized operators rather than broad quality across the board. Plumbing also had the highest average review count at 602 per profile, more than double any other category, suggesting that review generation processes are more embedded in this trade than others. Five plumbing entries had more than 500 Google reviews.

Electrical

Electrical companies averaged a CVS of 73.6, second among the five categories, though the category had a notable internal split. The highest-scoring electrical entry matched plumbing's top score of 89.8. However, the electrical category was also the source of the most robots.txt blocking issues in the sample: four of the 10 companies with robots files blocking all crawlers were classified under electrical. One electrical entry scored 58.8, among the lower performers in the full sample. Electrical companies showed the strongest average schema scores at 11.1 out of 15, suggesting above-average technical investment where it was present. The average review count was 390, the third-highest of the five categories.

HVAC

HVAC companies posted an average CVS of 73.7 and the second-highest GBP Health Score average at 83.5. The category's median score of 76.2 was the highest among all five trades, suggesting a more consistent middle tier than was found in electrical or plumbing. The top HVAC entry, a multi-service regional operator, scored 83.8. The category's weakest entry scored 57.8. HVAC companies averaged the highest mobile Lighthouse performance score at 68.9, and led all categories in average review count at 479 per profile. Schema scores averaged 8.5 out of 15, below the electrical and plumbing benchmarks.

Roofing

Roofing companies averaged a CVS of 70.8, fourth among the five categories, with three entries scoring below 60. The category produced some of the study's stronger individual performers, including two entries that scored 83.8 and 83.6, but also carried the widest distribution below the median. Three of the 15 roofing entries fell into the under-60 band on the CVS. GBP Health Scores for roofing averaged 82.4, consistent with the broader market, but website health lagged at 63.0, producing the largest average website-to-GBP gap in the study at 19.4 points. Review volume was notably thin: the average roofing profile had 77 reviews, and seven of the 15 roofing entries had fewer than 50. The job-based nature of roofing work, where customers rarely return, likely contributes to this volume gap relative to recurring-service trades like plumbing and HVAC.

Tree Service

The tree service trade category was the lowest-performing across all aggregate measures. The average CVS was 67.7, the average Website Health Score was 62.8, and the GBP Health Score averaged 80.3, the lowest category average in the sample. No tree service company scored 80 or above on the combined scale, making it the only trade category entirely absent from the top tier. Scores ranged from 41.6 to 77.2, the widest absolute range in the study. The lowest-scoring entry in the entire sample of 75 was a tree service company with no retrievable website health data. Tree service companies also averaged the weakest schema scores at 6.6 out of 15. Several tree service entries showed a distinctive pattern: GBP profiles that were meaningfully stronger than the associated website, consistent with operators who have invested

in their Google presence but not in a formal web presence. The average review count was 82 per profile.

City and Market Comparison

City-level comparisons in this dataset require care. The sample was stratified by trade category, not by geography, and the distribution of entries across cities was uneven: 23 entries were based primarily in Kingsport, 22 in Johnson City, and a combined 5 in Bristol (including Bristol/Tri-Cities dual-market entries). Nineteen additional entries were coded to a regional Tri-Cities base without a specific city anchor. Given these constraints, city-level averages should be read as directional observations rather than statistically controlled market comparisons.

Among the three named markets, Bristol produced the highest average CVS at 76.7, driven substantially by strong GBP completeness scores (average 87.0/100) and above-average website health (69.6/100). The Bristol submarket's smaller sample and the nature of the businesses included may inflate this figure. Kingsport posted an average CVS of 73.5, with an average GBP Health Score of 86.5, the strongest of the three cities on that measure. Johnson City had the most entries (22) and the lowest average CVS (70.1), as well as the lowest average GBP Health Score (79.1). Johnson City also contained the study's lowest-scoring individual entry (41.6) and two of its lowest five entries.

The Tri-Cities regional entries, companies that appear to serve the broader region without a single-city anchor, averaged a CVS of 71.4. This group included some of the study's strongest performers, such as Stateline Services, which appeared in the top 10 three times across its HVAC, plumbing, and electrical service lines. Regional operators in this sample appeared to benefit from broader content footprints and higher review volumes, which may reflect their wider service areas and longer operating histories.

Market	Avg CVS	Avg GBP Score	Avg Website Score	Entries
Bristol area	76.7	87.0	69.6	5
Kingsport area	73.5	86.5	64.8	25
Tri-Cities regional	71.4	83.0	66.2	19
Johnson City area	70.1	79.1	67.3	24

Methodology

The 2026 Tri-Cities Home Services Digital Visibility Study was conducted by 1-FIND SERVICES in May 2026. The study evaluated 75 company-industry entries representing five trade categories, specifically HVAC, plumbing, electrical, roofing, and tree service, drawn from businesses operating in Johnson City, Kingsport, Bristol, and the surrounding Tri-Cities region

of Northeast Tennessee. Each trade category contained 15 entries, and companies operating across multiple trades were evaluated independently for each category in which they were identified.

Company selection was based on Google Maps visibility for trade-category search queries across the three primary markets. Businesses were identified through structured Google Maps searches conducted from within the Tri-Cities region; the sample was not filtered by revenue, years in business, or prior digital performance. The intent was to approximate the competitive set a consumer would encounter when searching for home services in the area.

Website performance data was collected through automated crawling of each company's publicly accessible homepage. Technical metrics were gathered using the Google PageSpeed Insights API, which returns Lighthouse lab scores (performance, accessibility, best practices, SEO) and Core Web Vitals field data where sufficient real-user measurement data is available. Technical SEO signals, including HTTPS status, canonical tags, robots.txt directives, XML sitemap presence, and structured data types, were collected via direct HTTP requests and HTML parsing. Schema markup was identified and classified by type; no manual scoring of schema quality was performed beyond type presence.

The Website Health Score is a composite of five components: schema markup implementation (up to 15 points), technical SEO signals including sitemap, canonical, robots, and meta configuration (up to 20 points), HTTPS security (up to 10 points), Lighthouse lab score aggregate (up to 30 points), and Core Web Vitals field performance (up to 20 points). The maximum Website Health Score is 100.

Google Business Profile data was collected independently using the Google Maps Places API. GBP Health Scores were calculated across four components: profile completeness, including hours, photos, website link, and phone (up to 35 points), category selection quality (up to 20 points), review volume and rating (up to 25 points), and NAP (name, address, phone) consistency between the GBP listing and the associated website (up to 20 points). The maximum GBP Health Score is 100.

The Combined Visibility Score (CVS) is a weighted composite of the Website Health Score (50%) and the GBP Health Score (50%), producing a single 0-to-100 measure of overall digital presence quality. Companies with unavailable or unreachable websites received a Website Health Score of zero for scoring purposes and are identified in the dataset accordingly. The CVS is intended as a relative competitive benchmark within this sample and should not be interpreted as an absolute measure of search ranking performance.

Critical risk flags were assigned to any company meeting one or more of the following conditions: a robots.txt file configured to disallow all crawlers (ROBOTS BLOCKS ALL), an HTTP connection without TLS encryption on the primary domain (NO HTTPS), or a noindex directive detected on the homepage (NOINDEX ON HOMEPAGE). These conditions were assessed independently of the composite scoring and are reported separately.

All data represents point-in-time snapshots collected during the study window. Website configurations and GBP listings are subject to change; findings reflect conditions observed at the time of collection. This report does not make claims about search engine rankings, conversion rates, or business revenue. Score comparisons across companies are methodologically consistent but may not capture all factors relevant to a company's actual market position.

What Local Businesses Can Learn

The patterns in this dataset indicate recurring gaps not unique to the Tri-Cities market. Most of the issues below are correctable without significant budget, and several are configuration errors that can be resolved in an afternoon.

- **Your website may be invisible without your knowledge.** Audit the robots.txt file.

Ten of the 75 companies in this study had robots.txt files blocking all search engine crawlers. This is typically the result of a staging or development configuration that was never corrected after launch. The fix, changing disallow: / to allow: / or removing the offending line, takes minutes. The consequence of leaving it in place is that the site effectively does not exist in organic search.

- **A strong Google profile that links to a weak website is an incomplete strategy.** Treat the GBP-to-website handoff as a conversion moment.

The average GBP Health Score in this sample was 82.8; the average Website Health Score was 65.8. That gap is present across every trade category and suggests that many businesses have invested meaningfully in their Google profiles while leaving their destination websites unoptimized. A customer who taps through from a five-star GBP listing to a slow, poorly organized, or technical-error-ridden website has already started to revise their first impression.

- **High ratings are now table stakes.** Review volume matters more than it appears to.

The mean star rating across 70 profiles in this sample was 4.81. That leaves almost no room for ratings to differentiate competitors. Review count, by contrast, ranged from 1 to 3,690. A business with 400 reviews and a 4.8 rating presents a meaningfully different trust signal than one with 18 reviews and the same rating. Systematic review generation, whether through follow-up messages, QR codes at job sites, or automated email sequences, is one of the highest-return investments available to local service businesses.

- **Presence is not the same as implementation quality.** Schema markup is present on most sites, but often incomplete.

78.7% of audited sites had some form of schema markup. However, only 52.0% had LocalBusiness schema specifically, and only 6.7% had FAQ schema. Schema communicates entity information to search engines and AI-powered answer systems; missing it means relying on those systems to infer information that could be stated directly. LocalBusiness schema with accurate NAP data, service types, and geographic coordinates is a basic implementation task, not an advanced one.

- **Desktop scores are nearly always higher than mobile, and mobile is where most local searches occur.** Mobile performance is the benchmark that matters.

The average mobile Lighthouse performance score in this sample was 65.0. A score in the 50s or low 60s typically reflects image optimization issues, render-blocking resources, or theme overhead, all of which have documented remediation paths. Large platform-built sites (page builders, franchise templates) frequently produce lower mobile scores due to template overhead, and resolving them sometimes requires platform-level intervention rather than content changes.

- **Name, address, and phone mismatches between the GBP listing and the website confuse both users and search engines.** The NAP consistency gap is a compounding problem.

NAP consistency scored a mean of 3.92 out of 5 across the sample. Inconsistencies most commonly arise when a business moves, changes its phone number, or rebrands without updating all citation sources. Running a citation audit against the primary GBP listing and correcting mismatches in major directories costs relatively little and removes a persistent ambiguity signal.

Limitations

This study has several methodological limitations that readers should consider when interpreting findings.

- **Sample size and selection:** The 75-entry sample is sufficient to identify market-level patterns but is not large enough to support granular statistical inferences about individual company performance or city-level rankings. The sample was drawn from Google Maps search results, which means that companies with low existing visibility may be underrepresented.
- **Point-in-time data:** All measurements represent conditions at the time of collection. Website configurations, GBP listings, and review counts change continuously. A company that scored poorly on this audit may have corrected identified issues since the data was collected.
- **Website health scoring scope:** The Website Health Score reflects homepage-level technical signals. It does not assess internal page quality, content depth, backlink profiles, keyword targeting, or the overall user experience beyond what Lighthouse and technical crawl methods detect.
- **Core Web Vitals field data availability:** Real-user Core Web Vitals data was available for only 6 of the 75 audited sites, meaning that most CWV component scores in this study reflect lab-based estimates rather than measured field performance. Sites with lower traffic may never accumulate enough field data to appear in the Chrome User Experience Report.
- **GBP data access:** GBP data was collected via the Google Maps Places API and may not reflect all profile attributes visible to consumers or to Google's ranking systems. Photo count, response rates, Q&A content, and service item completeness, among other signals, were not fully captured in this audit.
- **Category coding:** Companies operating across multiple trade categories were scored independently per category, using the same website data but distinct GBP profiles where they existed. This means some company names appear multiple times in the dataset with similar or identical website scores. Readers comparing company-level results should account for this structure.
- **No organic ranking data:** The CVS is not a ranking predictor. High CVS scores may correlate with stronger organic visibility, but this study did not collect keyword ranking data and makes no causal claims about the relationship between digital presence scores and search performance.

About 1-FIND SERVICES

1-FIND SERVICES is a digital marketing agency based in Johnson City, Tennessee, serving home services contractors, healthcare practices, and local businesses across the Tri-Cities region. Services include local SEO, web design, Google Business Profile optimization, Google Ads management, and marketing automation. Unlike larger agencies, 1-FIND SERVICES operates as a sole practitioner — every client works directly with the owner, with no work outsourced. The agency produced this study independently to document digital visibility conditions in the Tri-Cities home services market. No audited company paid to be included, excluded, or favorably represented. For more information, visit 1-find.agency or contact Casey Carmical at contact@1-find.agency or 423-930-8134.

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