



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

About this edition. This revision corrects the methodology description in the May 2026 release. The technical SEO component is scored out of 25 points, not 20, so the five website components total 100. The Combined Visibility Score weights the Website Health Score at 60% and the GBP Health Score at 40%, not 50/50. This formula reproduces all 75 combined scores in the dataset, and no scores have changed. We also corrected several counts and comparisons in the narrative; they are listed at the end of the methodology.

We audited 75 company-industry entries across HVAC, plumbing, electrical, roofing and tree service in Johnson City, Kingsport, Bristol and the surrounding Tri-Cities region, 15 per trade. Businesses that work in more than one trade appear once per trade, so the 75 entries represent 68 distinct businesses. Each entry received a Website Health Score and a Google Business Profile (GBP) Health Score, combined into a Combined Visibility Score (CVS) on a 0 to 100 scale.

The average CVS was 72.0. No entry scored 90 or above; 11 entries (14.7%) scored 80 or above, and 25 (33.3%) scored below 70. Scores ranged from 41.6 to 89.8.

GBP scores ran well ahead of website scores. The average GBP Health Score was 82.8, compared with 65.8 for the Website Health Score, a difference of 17.0 points that appeared in every trade (14.0 to 19.4 points). Both are our own audit scales, so the difference shows how these businesses scored on them, not how much they invested in either.

Tree service and roofing had the lowest averages: tree service at 67.7, with no entry reaching 80, and roofing at 70.8. Plumbing had the highest average at 74.2.

15 entries, representing 14 businesses, carried a critical risk flag: 10 robots.txt files that disallowed all crawlers, 2 homepage noindex directives, and 3 sites where HTTPS could not be confirmed at the time of the audit. These issues limit search visibility in different ways, and each should be confirmed manually before acting on it.

Key Findings

Measure	Result	Base
Average Combined Visibility Score	72.0 (median 73.2)	75 entries
CVS of 80 or above	11 (14.7%)	75 entries
CVS of 90 or above	0	75 entries
CVS below 70	25 (33.3%)	75 entries
Average GBP Health Score	82.8	75 entries
Average Website Health Score	65.8	73 entries with full measurement
GBP listing present	75 (100.0%)	75 entries
Any schema detected	59 (78.7%)	75 entries
LocalBusiness schema detected	39 (52.0%)	75 entries
FAQ schema detected	5 (6.7%)	75 entries
Canonical tag present	62 (82.7%)	75 entries
XML sitemap detected	67 (89.3%)	75 entries
HTTPS confirmed	72 (96.0%)	75 entries
Mobile Lighthouse performance	Mean 65.0; range 33–100	73 entries
Desktop Lighthouse performance	Mean 82.5	73 entries
Google review count	Median 68.5; range 1–3,690	70 entries with data
Fewer than 50 reviews	27 (38.6%)	70 entries with data
Google star rating	Mean 4.81; median 4.90	70 entries with data

Combined Visibility Score distribution

CVS band	Entries	Share
90 and above	0	0.0%
80–89.9	11	14.7%
70–79.9	39	52.0%
60–69.9	16	21.3%
Below 60	9	12.0%

- The top score, 89.8, belongs to Hometown Plumbing, Electrical & HVAC (Kingsport), which appears in both the electrical and plumbing samples with a GBP Health Score of 100 and a Website Health Score of 83. Stateline Services placed in the top ten three times, across HVAC, plumbing and electrical.
- Real-user Core Web Vitals data was available for only 6 entries, and none of them passed the field assessment. Missing field data is not a failing result; entries without it were scored on lab measurements.
- Desktop performance averaged 82.5, against 65.0 on mobile, where most local searches happen.
- Average star ratings were tightly grouped (mean 4.81), while review counts ranged from 1 to 3,690. Ratings did little to separate businesses in this sample; review volume did.

Industry-by-Industry Comparison

Trade	Avg CVS	Median	Range	Website	GBP	Gap	Avg reviews	CVS 80+
Plumbing	74.2	74.8	53.8–89.8	67.9	85.6	17.7	602	3
HVAC	73.7	76.2	57.8–85.4	67.2	83.5	16.3	479	2
Electrical	73.6	72.8	58.8–89.8	68.0	82.0	14.0	390	3
Roofing	70.8	71.6	53.8–83.8	63.0	82.4	19.4	77	3
Tree Service	67.7	72.0	41.6–77.2	62.8	80.3	17.5	82	0

15 entries per trade. Website averages exclude two entries without full measurement; review averages use entries with review data.

Plumbing

Plumbing posted the highest average CVS (74.2) and the highest average GBP Health Score (85.6). It also had the most reviews per entry, averaging 602, with 5 entries above 500. The range was wide, from 53.8 to 89.8, so a few strong operators lift the average. The top score, 89.8, belongs to Hometown Plumbing, Electrical & HVAC, which also appears in the electrical sample.

HVAC

HVAC averaged 73.7, second among the five trades, and had the highest median at 76.2, pointing to a more consistent middle tier. Its top entry, Steve Huff Plumbing, Heating & Air, scored 85.4; its lowest scored 57.8. HVAC had the highest average mobile Lighthouse performance at 68.9 and averaged 479 reviews per entry, second to plumbing. Its average schema score was 8.5 out of 15.

Electrical

Electrical averaged 73.6, third, just behind HVAC. It had the strongest average schema score, 11.1 out of 15, and also 4 of the 10 robots.txt flags in the study. Scores ranged from 58.8 to 89.8. Entries with review data averaged 390 reviews.

Roofing

Roofing averaged 70.8. It produced two of the stronger individual results (83.8 and 83.6) but also 3 entries below 60. Website scores lagged at 63.0 against a GBP average of 82.4, the widest gap in the study at 19.4 points. Review volume was thin: 77 reviews per entry on average, with 7 of 15 entries under 50.

Tree Service

Tree service had the lowest averages on all three scores: 67.7 CVS, 62.8 website and 80.3 GBP. It was the only trade with no entry at 80 or above, and its range ran from 41.6 to 77.2. The lowest entry in the study, at 41.6, is a site whose security certificate did not match its domain, so its website could not be fully measured. The average schema score was 6.6 out of 15, and entries with review data averaged 82 reviews.

City and Market Comparison

We coded each entry to the business's primary base and grouped the results into four areas. The sample was built by trade, not by city, so treat these as descriptive comparisons rather than controlled rankings of local markets.

Area	Entries	Avg CVS	Avg GBP	Avg website
Bristol area	5	76.6	87.0	69.6
Kingsport area	25	73.0	86.1	64.4
Tri-Cities regional	20	71.4	81.4	64.6
Johnson City area	25	70.5	79.7	67.5

Kingsport area includes Kingsport, Kingsport / Tri-Cities and Surgoinsville. Johnson City area includes Johnson City, Johnson City / Tri-Cities and Jonesborough. Bristol area includes Bristol and Bristol / Tri-Cities. Tri-Cities regional covers entries with no single-city base. All 75 entries are included.

Bristol had the highest averages on all three measures, but with only 5 entries a single business can move the figure. Of the two larger areas, Kingsport had the stronger GBP average (86.1 versus 79.7) and the higher CVS (73.0 versus 70.5), while Johnson City had the stronger website average (67.5 versus 64.4).

Regional operators averaged 71.4 and include some of the study's strongest entries, such as Stateline Services. Their broader service areas and content may contribute, but we did not measure company size, age or service area, so this is an observation rather than a cause.

Methodology

Sample

Between January and May 2026 we evaluated 75 company-industry entries, 15 in each of five trades, identified through structured Google Maps searches run from within the Tri-Cities region. The sample was not filtered by revenue, years in business or prior digital performance; the aim was to approximate the set of businesses a homeowner would see when searching. Businesses operating in more than one trade were evaluated in each, using the same website data, so the 75 entries represent 68 distinct businesses.

Website Health Score

Homepage technical signals (HTTPS, canonical tags, robots.txt, meta robots directives, XML sitemaps and structured data types) were collected through direct HTTP requests and HTML parsing. The Google PageSpeed Insights API supplied Lighthouse lab scores and, where available, Chrome User Experience Report field data.

Component	Max points	What it measures
Schema markup	15	Structured data types present, including LocalBusiness and FAQ
Technical SEO	25	Sitemap, canonical tag, robots.txt and meta robots configuration
HTTPS	10	TLS on the primary domain
Lighthouse	30	Lab performance, accessibility, best practices and SEO
Core Web Vitals	20	Field data where available, otherwise lab measurements
Website Health Score	100	Sum of the five components

GBP Health Score

GBP data was collected from Google Maps listing data for each business.

Component	Max points	What it measures
Profile completeness	35	Hours, website link, phone, and address or service area
Category selection	20	Relevance of the listing's categories, rated 1 to 5 and multiplied by 4
Reviews	25	Review volume and rating
NAP consistency	20	Name, address and phone agreement between listing and website, rated 0 to 5 and multiplied by 4
GBP Health Score	100	Sum of the four components

The average NAP consistency score was 15.7 out of 20 (3.92 out of 5 before scaling).

Combined Visibility Score

$CVS = 0.6 \times \text{Website Health Score} + 0.4 \times \text{GBP Health Score}$. This formula reproduces every combined score in the dataset. The CVS is a relative benchmark within this sample, not a measure of search ranking.

Partial measurements

PageSpeed data could not be collected for 2 entries. Their website scores were calculated from the components that could be measured, used in their combined scores, and excluded from website averages. One of the two was a site whose security certificate did not match its domain.

Critical risk flags

Flags were assigned separately from the scores to any entry with a robots.txt file disallowing all crawlers, a noindex directive on the homepage, or a primary domain where HTTPS could not be confirmed. Of the three HTTPS flags, two were connection failures during the audit and one was a certificate that did not match the domain. The 15 flags cover 14 businesses, because one business was flagged in two trades.

Corrections in this edition

- Technical SEO is scored out of 25 points, not 20, so the Website Health Score components total 100.
- The Combined Visibility Score weights website 60% and GBP 40%, not 50/50.
- The 15 critical risk flags represent 14 businesses, not 15.
- HVAC, not electrical, ranks second on average CVS. Plumbing, not HVAC, leads in average reviews.
- The top score of 89.8 belongs to one business that appears in two trades, not two tied companies. HVAC's top entry scored 85.4.
- Plumbing's average of 602 reviews is the highest, but not double HVAC's 479.
- 27 of 70 entries with review data had fewer than 50 reviews.
- City groupings now account for all 75 entries.
- NAP consistency is reported on its 0 to 20 scale.
- Entries without retrievable PageSpeed data were scored on the components available, not given zero website points.

What Local Businesses Can Learn

Check crawl and indexing controls

Inspect your robots.txt file and homepage indexing directives. A rule that disallows all crawlers can keep search engines from reading your site, and a noindex directive can remove an accessible page from search. A rule that blocks one specific AI crawler is not the same as blocking Googlebot, so confirm which user agents and paths a rule applies to before changing it.

Give the website the same attention as the profile

GBP scores ran ahead of website scores in every trade, by 14.0 to 19.4 points. A customer who taps through from a strong listing lands on your homepage next, so make sure it loads quickly, works on a phone and makes it easy to call or request a quote.

Use HTTPS and check the final address

Serve your site securely and confirm the certificate matches your domain. A site that starts on HTTP but redirects to a working HTTPS page is fine. HTTPS supports security and customer confidence; on its own, its absence does not stop a page from being indexed.

Keep business information accurate

Keep hours, phone number, website link, categories and address or service area current on both your Google profile and your website. Mismatches are worth checking, though formatting differences and service-area businesses that hide their address are not true conflicts.

Earn honest reviews consistently

Review counts varied far more than ratings in this sample. A steady habit of asking customers for honest reviews helps prospective customers judge your business. Ask every customer, without filtering by expected sentiment or offering incentives.

Improve the mobile experience and use structured data that fits

Mobile performance averaged 65.0 against 82.5 on desktop. Use Lighthouse diagnostics to find the actual causes rather than guessing from a score. Accurate LocalBusiness structured data describes your business clearly. FAQ schema is optional, and Google stopped showing FAQ rich results in May 2026, so its absence is not a gap.

Limitations

Selection. The sample came from Google Maps results, so businesses with little existing visibility may be underrepresented. Seventy-five entries can show market-level patterns but cannot support firm conclusions about individual companies.

Repeated entries. Businesses in more than one trade appear more than once, so the 75 entries are not all independent. Percentages describe entries unless stated otherwise.

Point in time and homepage scope. Measurements reflect conditions at collection time and cover homepages only. The audit did not measure internal pages, content depth, backlinks, keyword targeting, conversions, revenue or rankings.

Core Web Vitals field data. Real-user data was available for only 6 entries, so most Core Web Vitals scores reflect lab measurements. Lower-traffic sites may never collect enough field data to be assessed.

Profile data. Listing data does not capture every Google Business Profile attribute. Photos, response rates, Q&A and service details were not fully measured.

Automated detection. Automated checks can miss structured data or sitemaps, misread crawler rules, or fail on a temporary connection problem. Validate any flag manually before drawing conclusions about a specific business.

Scores are not ranking predictors. Our scores have not been validated against search rankings. Differences between averages describe this sample and do not establish cause or investment levels.

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.

The agency operates as a sole practitioner: clients work directly with the owner, with no work outsourced. We produced this study independently to document digital presence in the Tri-Cities home services market. No audited company paid to be included, excluded or favorably represented.

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