

—FREE RESOURCE — NORTHWEST ARKANSAS EDITION

The Invisibility Report

A field guide to local visibility for NWA home service trades. The math is straightforward. The patterns I keep finding in contractor profiles are not.

2026 RESEARCH BY CHAD SMITH NORTHWEST ARKANSAS

8.5B

Google searches processed every single day

46%

of those have local intent — someone looking for a pro in their zip code

80%

of local searches result in a call, visit, or booking within 24 hours

3.12 billion local conversions. Every day.

That number is easy to dismiss — but it contains a specific opportunity that matters directly to your business. 46% of all Google searches have local intent. That's 3.91 billion searches a day from people looking for a pro in their zip code. Not a national brand. Someone local.

Of those local searches, 80% result in action — a call, a visit, or a booking — within 24 hours. That puts daily conversions from local search at roughly 3.12 billion. Globally, yes. But the same pattern holds in Rogers, in Bentonville, in Fayetteville.

Every day, people in NWA search for "plumber near me" or "HVAC repair Springdale." Those calls go somewhere. If your business isn't visible when they search, the call goes to whoever is.

I've looked at dozens of NWA contractor profiles. Here's what keeps coming up.

These anonymized examples represent the patterns I see most often through my Visibility Audit process.

Profile A — The 20-Year Legacy Contractor

5/10 — CRITICAL

A master-level contractor with two decades of work in NWA. No active Google Business Profile. Their website had placeholder text — "This is a paragraph" — still live on the service pages. To Google and AI, this looked like an unfinished project, not a 20-year authority. **The experience was real. The digital footprint said otherwise.**

Profile B — The Unoptimized Contender

2/10 — CRITICAL

Solid reviews. Claimed Google Business Profile. But their address was listed differently across the web — "Highway 412" in one place, "US-412" in another. These NAP inconsistencies confuse search engines. **Google resolves ambiguity by ranking the business lower, in favor of competitors with cleaner data.**

Profile C — The Invisible Tradesman

2/10 — CRITICAL

A reputable service provider with a functional website and no technical SEO foundation. No JSON-LD Schema markup — the structured data that tells Google what services you offer and what cities you serve. Without it, Google can't confidently surface this business for location-specific searches. **The work was solid. Google had no way to know.**

The highest-impact gaps. You can check all three yourself.

01 Your Google Business Profile

Search your business name on Google. Does your profile appear on the right side of the results? If not, go to business.google.com and claim it. Once claimed, check: Is your primary category specific? ("HVAC Contractor" ranks better than "Contractor.") Are your service areas listed? Do you have at least 10 photos of actual work? Google treats profile activity as a ranking signal. An unclaimed or inactive profile sits below active competitors by default.

business.google.com

02 Your NAP Consistency

Google your business and city, then look at every listing that appears: Yelp, Yellow Pages, Apple Maps, Facebook, Angi. Your name, address, and phone number should be identical across all of them — same abbreviations, same formatting. One inconsistency won't kill your ranking. A pattern of them signals ambiguous results, and ambiguity gets you buried.

03 Your Schema Markup

Go to search.google.com/test/rich-results and enter your website URL. If it comes back empty or with errors, Google can't read your business details in structured form. Schema markup is how you tell Google what you do, where you do it, and what you charge. Without it, your site competes with both hands tied behind its back against contractors who have it.

search.google.com/test/rich-results

Ready to see your actual score?

The free Local Visibility Audit takes less than 2 minutes and shows you exactly where you stand — no email required, no sales pitch attached.

audit.localsearchally.com

(479) 380-8626

I answer my own phone. — Chad Smith · Siloam Springs,
AR