

FERVOR

Conversion intelligence for home service contractors

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THE CONTRACTOR CRO INDEX ·

Digital State of the Remodeling Industry.

A Fervor Grade Framework audit of 146 Remodeling contractor websites across the US and Canada. 100 points across six categories, graded A through F



65.67

Mean Fervor Score
INDUSTRY AVERAGE

0 of 146

Brands earning an A
SCORE 90 OR ABOVE

46%

Brands earning a D or F
SCORE BELOW 70



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Report context

Sample size	146 remodeling contractor websites
Geography	United States and Canada
Data collection window	2026-04-15 to 2026-05-12
Instruments	axe-core 4.10.2 (WCAG 2.1 AA), Google Lighthouse 13.3.0 (mobile)
Scoring rubric	Fervor Grade Framework. 100 points across six categories.
Published	2026-05-15

Self-consistency verified

Every percentage and count in this report is re-derived from the per-brand evidence captures at build time. A five-gate verifier refuses to ship the report if any rendered number drifts more than one percentage point from the canonical field, or if the score JSON cites only a single evidence source when the per-brand evidence directory contains non-empty DOM facts, accessibility, CTA, or architecture artifacts.

HIGHLIGHTS

Five findings from the 2026 Remodeling trade sample.

Every number anchors to a real measurement. Captured at scale, scored on one framework, audited by a five-gate verifier before publication.

65.67

MEAN FERVOR SCORE

67 of 146 remodeling brands graded D or F. 24 graded B or better.

50%

PHONE IN PERSISTENT HEADER

Remodeling leads on long-form intake, not phone-first. Adoption trails HVAC and roofing.

10.16s

MEAN MOBILE LCP

Google's "good" threshold is 2.5 seconds. The trade sits beyond that on average across the sample.

59.6%

CRITICAL WCAG 2.1 AA

axe-core 4.10.2 flagged at least one critical violation in this share of brands. Overlay widgets do not satisfy ADA Title III.

44.5%

BEFORE / AFTER GALLERY

Remodeling buyers shop the work, not the brand. Visual proof of completed projects is the strongest trust signal in the trade.

Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

METHODOLOGY

How the framework works.

The Fervor Grade Framework is a 100-point rubric. Six categories, weighted by their influence on lead generation. Each Site Inspection produces a Base Score from the rubric, then any documented Grade Adjustments are applied, then an Adjusted Score lands on the brand's record. That Adjusted Score is the Fervor Score reported here. Score maps to a letter Grade using standard school grading thresholds: A is 90 and above, B is 80 to 89, C is 70 to 79, D is 60 to 69, F is below 60.

Category	Max points	% of total
First Impression	20	20%
Trust & Credibility	22	22%
Lead Capture	20	20%
Mobile Experience	15	15%
Content & SEO	15	15%
Accessibility	8	8%
Total	100	100%

Sample and geography

Final sample: n = 146. Remodeling contractor websites across the United States and Canada. Field work ran 2026-04-15 to 2026-05-12.

What the score uses

Every brand was inspected the same way. Screenshot capture across mobile and desktop viewports. Structured DOM extraction for facts a reviewer can verify, schema.org JSON-LD types, form counts, contact channels, navigation structure. axe-core 4.10.2 for accessibility, against WCAG 2.1 AA. And Google Lighthouse 13.3.0 for Core Web Vitals on a mobile profile. Rubric scoring is anchored to evidence files. Pure opinion doesn't move the score.

What the score doesn't use

Live conversion rate from analytics. Paid-traffic landing-page performance. A/B-test variants. Off-page SEO. Per-brand revenue. The Revenue Loss Estimate is a trade-comparability model, not a balance-sheet figure.

Accessibility overlays don't count toward the score

Third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) aren't credited toward a brand's accessibility score, even when present. This aligns with the WebAIM Overlay Fact Sheet, DOJ guidance, and U.S. case law in the Robles v. Domino's lineage. Overlays are opt-in by default, so most visitors never activate them. axe-core measures the DOM at page load, which is what a visitor encounters.

Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands)

Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands)

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands)

Remodeling Contractor Website Performance: Comprehensive State of the Industry 2026

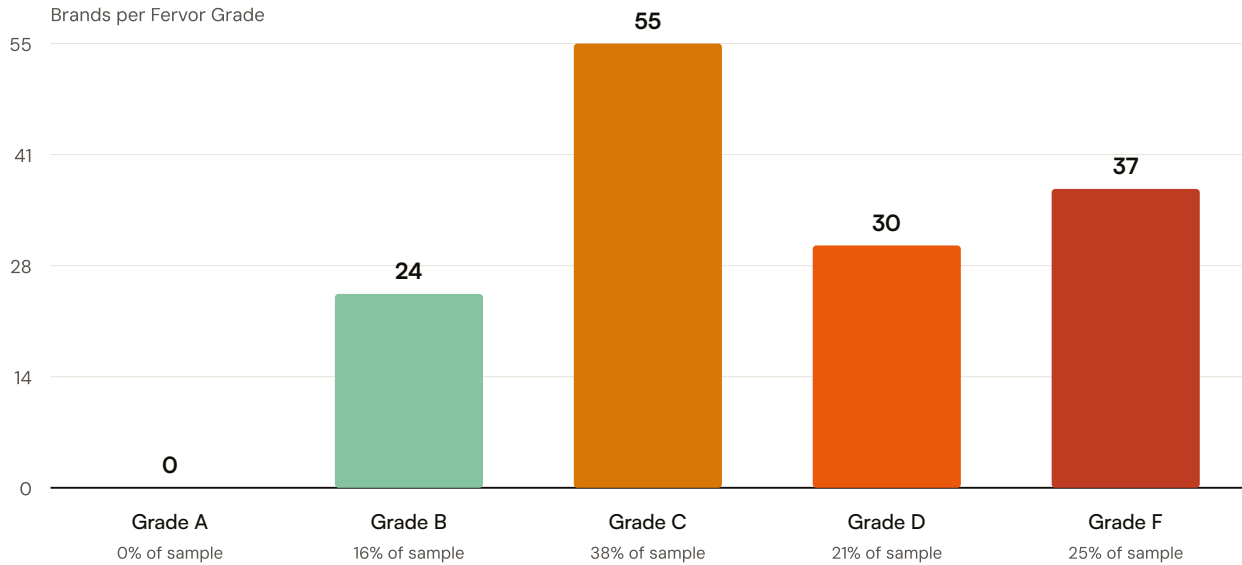
The Contractor CRO Index, Published by Fervor Studio.

This is the comprehensive report. Every signal mined from every captured page across every brand in the sample, organized for citation by trade press, associations, industry analysts, and contractors evaluating their own infrastructure. Methodology is fully reproducible; raw evidence files are preserved per brand.

1. Executive summary

Figure 1

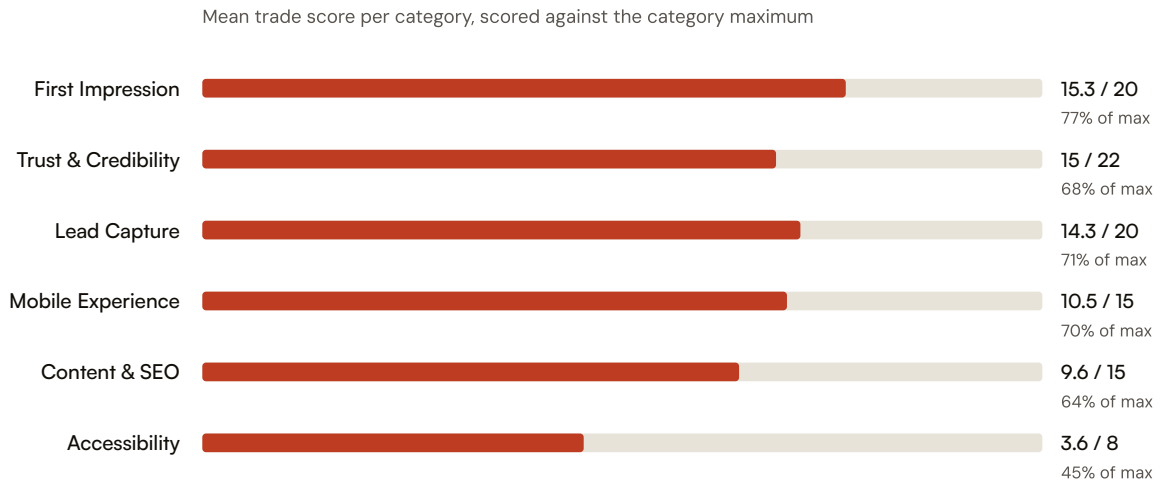
Fervor Grade distribution across the 2026 Remodeling sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

Figure 2

Six-category mean performance



Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

We conducted independent **Site Inspections** of **146 remodeling contractor websites** during 2026-04-15 to 2026-05-12, evaluating each against the **Fervor Grade Framework**, a 100-point, 6-category

rubric covering First Impression, Trust & Credibility, Lead Capture, Mobile Experience, Content & SEO, and Accessibility.

The sample's aggregate **Fervor Score** is **65.67** (median 71.0, range 3–86). On the **standard school grading scale** the Fervor Grade Framework uses:

Fervor Grade	Score range	Brands	% of sample
A, Honors	90+	0	0.0%
B, Passing	80–89	24	16.4%
C, Conditional	70–79	55	37.7%
D, Probation	60–69	30	20.5%
F, Condemned	<60	37	25.3%

Headline findings (each citable in isolation, each backed by mechanical measurement):

- **10.16 seconds:** mean mobile Largest Contentful Paint across the sample. Google considers anything over 4 seconds “poor.”
- **12.1%:** brands missing a meta description on their homepage.
- **83.6%:** brands with any JSON-LD structured data markup (the signal that feeds AI Overviews + rich snippets).
- **0.7%:** brands with any detectable AI-integration signal.
- **3.6%:** brands running any pop-up / exit-intent vendor.
- **48.6%:** brands running any advertising retargeting pixel.
- **40.4%:** brands with **zero** critical accessibility violations under WCAG 2.1 AA.

2. Methodology

Each brand went through a hands-on Site Inspection. We captured full-page screenshots at desktop and mobile width across every page our crawler could find. We read each page's underlying structure, forms, the structured markup Google uses to build rich results, phone and email links, social-media links, manufacturer badges, review widgets, chat widgets, common body-copy patterns. We ran axe-core 4.10.2 against WCAG 2.1 AA to check accessibility. And we measured Core Web Vitals using Google Lighthouse. Then we scored what we captured against the Fervor Grade™ rubric, 100 points across six

categories, and produced three numbers for each brand: a Base Score (what the rubric returned), Grade Adjustments (small corrections we apply where context warrants), and the Adjusted Score, which is the final Fervor Score. That score maps to a Fervor Grade (A through F) on the same letter-grade scale schools use. The averages on this page, means, medians, distributions, are mechanical and reproducible. Per-brand callouts aren't included in this public report; they're still in the integrity-review queue and live on each brand's individual report page.

Evidence layers captured per brand

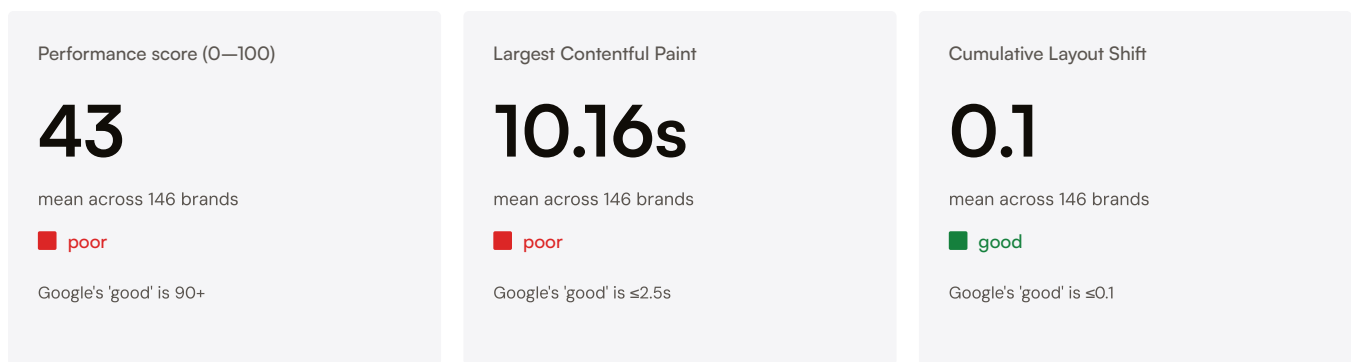
Layer	Tool	Per-brand artifacts
Visual	Crawl4AI + playwright-stealth	Screenshots at desktop + mobile, multiple render states, every page in URL discovery
Structural DOM	Custom JS extraction injected during Crawl4AI capture	dom_facts/*.json (schema, tel/mailto, forms, social, credentials, review widgets, chat widget, body-text patterns)
Raw markup	Crawl4AI HTML capture	html/*.html , every page × viewport
Accessibility	axe-core 4.10.2, WCAG 2.1 AA	a11y/*.json per-page violation lists
Performance	Google Lighthouse 13.3.0	lighthouse/home_lh_{mobile,desktop}.json , categories + ~150 audits
Architecture	Custom signal detection	architecture.json (standard / single_page_brochure / quiz / chat-widget conversion / etc.)
Conversion paths	Headless click-through automation	cta_clickthrough.json , every CTA on every page, destination URL captured
Rubric scoring	Session D (sealed-prompt scoring)	score.json , Fervor Score, Fervor Grade, evidence_citations

Comprehensive evidence mining via parallel multiprocessing across the full sample. Each brand's complete HTML capture (every page × viewport), every DOM-facts JSON, every axe-core JSON, every Lighthouse JSON, and every screenshot file is read and analyzed. Vendor pattern matching scans all

pages (not just homepage), giving better coverage for tools loaded only on specific pages (contact forms, scheduling embeds, etc.). False-positive/negative caveats apply: patterns can fire on legacy code and may miss vendors loaded via opaque tag managers. Coverage: 140/146 brands had at least one captured HTML file (95.9%).

3. Performance: Google Core Web Vitals

Figure 3
Mobile Core Web Vitals across the sample



Google Lighthouse 13.3.0, mobile profile, mean across the sample.

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

Independent measurement via Google Lighthouse 13.3.0, run sequentially (one Chrome at a time) for research-grade measurement integrity.

Largest Contentful Paint (LCP)

The time it takes for the page’s main content to render. Google’s thresholds: ≤2.5s “good”, 2.5–4.0s “needs improvement”, >4.0s “poor.”

	Mobile	Desktop
Mean	10.15 s	2.37 s
Median	7.53 s	2.05 s
Worst observed	37.32 s	7.73 s

Cumulative Layout Shift (CLS)

How much elements move during load. Thresholds: ≤ 0.1 "good", $0.1-0.25$ "needs improvement", > 0.25 "poor."

	Mobile	Desktop
Mean	0.1	0.08
Median	0.01	0.01

Total Blocking Time (TBT), JavaScript execution time

	Mobile (ms)	Desktop (ms)
Mean	3857.7	588.86
Median	1643.5	234.5

Page weight

	Mobile (KB)	Desktop (KB)
Mean	7239.77	8040.82
Median	3595.74	4038.57

Lighthouse Performance Score (composite)

	Mobile	Desktop
Mean	43.02 / 100	68.66 / 100
Median	39 / 100	71 / 100

Estimated savings if Lighthouse opportunities were addressed

These are sample-mean values from Lighthouse's "Opportunities" section, what each brand could save if they remediated the flagged issue.

Opportunity	Mean savings (mobile)
Eliminate render-blocking resources	? ms
Remove unused CSS	6364.98 ms
Remove unused JavaScript	121442.3 ms
Use modern image formats (WebP/AVIF)	? bytes
Enable text compression	? bytes
Efficient cache policy	? ms

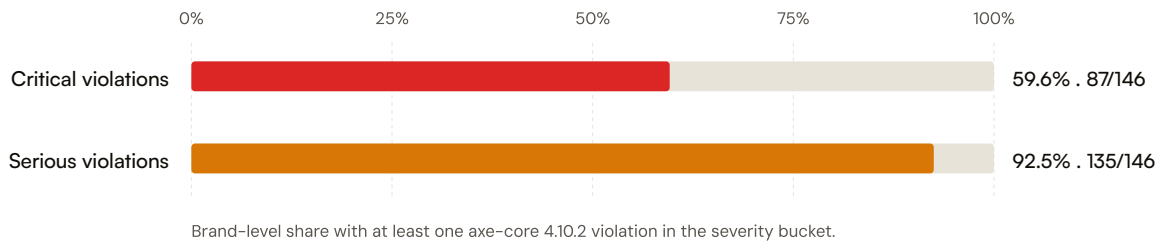
Technical SEO audit-flag adoption

Signal (from Lighthouse mobile audit)	% of sample
Uses HTTPS	69.3%
Has viewport meta tag	0.0%
Indexable (not blocked by robots.txt or noindex)	72.1%

4. Accessibility: comprehensive axe-core analysis

Figure 4

Brands with WCAG 2.1 AA violations, by severity



Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

We score each brand’s accessibility on what a visitor actually sees when they land on the page, the default state, no overlays activated. The third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) are NOT credited toward a brand’s accessibility Fervor Score, even when they’re installed. Three reasons. First, the WebAIM team and 700+ accessibility experts published the Overlay Fact Sheet making the same call. Second, U.S. Department of Justice guidance is that overlays don’t satisfy the ADA. And third, U.S. case law (Robles v. Domino’s and the cases that followed) has held that overlays aren’t enough to defend against an accessibility lawsuit. Overlays are also opt-in, most visitors never click the widget, keyboard-only users often can’t reach it before bouncing, and screen-reader users frequently get a worse experience with the overlay turned on.

We also ran a separate overlay census to ground-truth how common they are. On 2026-05-12 we fetched the homepage of every remodeling brand in the sample (n=107) with a Chrome 120 user agent, then looked through the page source for the named overlay vendors. 102 sites returned HTML successfully (95.3%); 5 failed. Of the 102 we did scan, 3 brands ran an overlay (2.8% of the trade), 2 AccessiBe, 1 UserWay. Worst case, if every single one of the 5 unscanned brands also carried an overlay, the rate would top out at 7.5%, still a small minority, and still uncredited toward the score.

One footnote on the sample. The overlay census above ran against the sample as it stood on 2026-05-12. The sample published in this report is n=146. The overlay percentages reflect the May 12 sample and haven’t been re-scanned for the current one.

Severity breakdown

Severity	Count across sample
critical	505
minor	207
moderate	1917
serious	1410

Top 20 most common violation IDs

The actionable sample-wide remediation list. Fix these at the template/theme level and accessibility improves across every page simultaneously.

Rank	Violation ID	Occurrences
1	region	586
2	color-contrast	529
3	heading-order	416
4	link-name	396
5	landmark-one-main	324
6	landmark-unique	279
7	image-alt	149
8	frame-title	137
9	meta-viewport	123
10	page-has-heading-one	106
11	empty-heading	105
12	link-in-text-block	76
13	skip-link	62
14	button-name	56
15	label-title-only	49
16	label	48
17	aria-allowed-role	43
18	list	41
19	landmark-no-duplicate-banner	40
20	select-name	39

Brand-level outcomes

- **59.6%** of brands have at least one critical violation
- **40.4%** have zero critical violations
- **92.5%** have at least one serious violation

Violations by page role

Where accessibility violations concentrate per page type:

- **location**: 240 total violations, by severity: {'critical': 35, 'serious': 75, 'moderate': 116, 'minor': 14}
- **other**: 761 total violations, by severity: {'critical': 96, 'moderate': 362, 'serious': 268, 'minor': 35}
- **home**: 1507 total violations, by severity: {'critical': 193, 'serious': 531, 'moderate': 688, 'minor': 95}
- **contact**: 1024 total violations, by severity: {'critical': 125, 'serious': 366, 'minor': 37, 'moderate': 496}
- **service**: 507 total violations, by severity: {'moderate': 255, 'serious': 170, 'critical': 56, 'minor': 26}

5. SEO infrastructure (homepage)

Title tag

- Brands with a title tag: **100.0%**
- Median title length: **60 chars** (Google truncates around 60)
- Brands with titles exceeding 60 chars (truncated in SERPs): **49.3%**
- Brands with titles under 30 chars (underutilizing SERP slot): **8.6%**

Meta description

- Brands with a meta description: **87.9%**
- Brands MISSING meta description: **12.1%**
- Median description length: **148 chars** (Google truncates around 160)
- Brands with descriptions exceeding 160 chars: **28.6%**

Technical SEO meta adoption

Signal	Brands with it
Canonical URL declared	95.0%
Viewport meta tag (mobile-ready)	99.3%
Open Graph fully implemented (all 6 fields: title/description/image/url/type/site_name)	55.7%
Open Graph partially implemented	39.3%
Twitter Card declared	82.1%
hreflang (multilingual)	5.7%
Favicon present	96.4%
Robots noindex (intentionally de-indexed)	0.7%

Heading structure (homepage)

- Brands with at least one H1 on the homepage: **84.3%**
- Brands with zero H1 on the homepage (no clear page topic): **15.7%**
- Brands with multiple H1s on the homepage (ambiguous topic): **23.3%** (evidence-grounded: 34 of 146 brands; counted from `<h1>` tags in homepage HTML captures, both viewports plus rendered HTML)
- Brands with multiple H1s anywhere across captured pages (broader): **84.3%** (any-page aggregation; not homepage-specific)
- Brands with proper H1→H2→H3 hierarchy: **54.3%**
- Median first-H1 length: **36 chars**

Image optimization, site-wide (all captured pages)

- Mean images per brand (across captured pages): **186.53**
- Median images per brand: **112**

Signal	Mean across sample	Brands at threshold
Alt-text coverage	90.7% of images	46.4% of brands at 100% / 1.4% at 0%
Lazy-loading	37.4% of images	,
Modern formats (WebP/AVIF)	7.7% of images	32.9% using ANY modern format
Responsive srcset	883.6% of images	,

6. Structured data adoption (schema.org JSON-LD)

JSON-LD structured data feeds AI Overviews, rich snippets, and LLM-driven search. Brands without it are effectively invisible to the next generation of search.

- **83.6%** of brands have at least some JSON-LD schema markup.
- Median schema blocks per brand: **6**

Schema @type breakdown

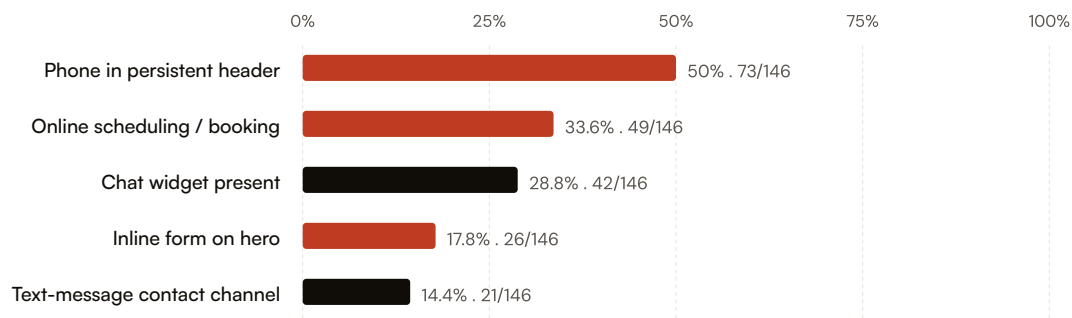
Schema @type	Brands using	% of sample
LocalBusiness	35	25.0%
WebSite	30	21.4%
Organization	25	17.9%
FAQPage	9	6.4%
Product	8	5.7%
GeneralContractor	8	5.7%
HomeAndConstructionBusiness	6	4.3%
ContactPage	5	3.6%
Service	5	3.6%
WebPage	4	2.9%
VideoObject	4	2.9%
BreadcrumbList	3	2.1%
Corporation	2	1.4%
ProfessionalService	2	1.4%
CollectionPage	1	0.7%
DataFeedItem	1	0.7%
Article	1	0.7%
organization	1	0.7%
ImageGallery	1	0.7%

Schema @type	Brands using	% of sample
BlogPosting	1	0.7%

7. Conversion infrastructure

Figure 5

Conversion-infrastructure adoption across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

Phone visibility

- Mean tel: links per brand (across captured pages): **2.36**
- Median: **2**

Form architecture

- Mean conversion forms per brand: **7.6**
- Median: **4**
- **Multi-step / wizard forms detected: 6.4%** of sample (detected via Gravity Forms, WPForms, Elementor multi-step, or generic step-form/wizard markers)

Chat widget adoption

- **28.8%** of brands have any chat widget present

Social platform presence

Platform	Brands	% of sample
facebook	124	88.6%
instagram	106	75.7%
houzz	55	39.3%
google_maps	53	37.9%
youtube	49	35.0%
linkedin	47	33.6%
pinterest	45	32.1%
twitter	35	25.0%
bbb	15	10.7%
google_business	10	7.1%
yelp	6	4.3%
tiktok	6	4.3%

Review widget adoption (third-party review platforms embedded)

Review platform	Brands	% of sample
podium	1	0.7%
google	1	0.7%
yelp	1	0.7%

8. Marketing technology stack

Detected vendor software via pattern matching across captured HTML (script src URLs, namespace identifiers, distinctive class names).

MarTech vendors (analytics, A/B testing, heat mapping, email marketing)

Brands with any MarTech signal: 87.1% (122 brands).

Vendor	Brands	% of sample
Google Analytics / GTM	122	87.1%
Microsoft Clarity	23	16.4%
HubSpot Marketing	16	11.4%
Hotjar	11	7.9%
Crazy Egg	4	2.9%
Mailchimp	4	2.9%
Klaviyo	2	1.4%
Adobe Analytics	1	0.7%
Plausible	1	0.7%
VWO	1	0.7%
Segment	1	0.7%

9. AI integration adoption

This section is split into two strict categories so we don't conflate "AI is on the site" with "the site uses a chat product that *can* enable AI."

9a. Confirmed AI integration

Detection requires one of: a direct LLM API call (OpenAI, Anthropic, Google Gemini), an AI-first chatbot vendor (Ada, ManyChat, Chatfuel, Landbot, Botpress, Kommunicate), or an “AI-powered” / “AI assistant” / “powered by GPT” copy marker visible in body text.

Brands with confirmed AI integration: 0.7% (1 brands).

Vendor	Brands	% of sample
AI-marker copy on site	1	0.7%

9b. Chat platforms with optional AI features

These are general chat platforms (Intercom, Drift, Hubspot Conversations, Tidio, Crisp) that *offer* AI features as add-ons. Detection of the platform alone does **not** prove AI is enabled, most installations are human-staffed chat. Reported separately so the “AI integration” number above doesn’t get inflated by platform adoption.

Brands running a chat platform with optional AI features: 10.7% (15 brands).

Vendor	Brands	% of sample
Hubspot Conversations (AI optional)	13	9.3%
Tidio (AI is opt-in)	1	0.7%
Crisp Chat (AI optional)	1	0.7%

10. Pop-ups and exit-intent technology

Brands using any pop-up vendor or exit-intent script: 3.6% (5 brands).

Vendor	Brands	% of sample
Mailchimp popups	2	1.4%
Klaviyo popups	2	1.4%
Exit-intent (vendor-agnostic)	1	0.7%
Time-delayed popup script	1	0.7%

11. Lead capture & CRM tooling

Scheduling tools, CRM platforms, and human-staffed live chat vendors.

Vendor	Brands	% of sample
HubSpot CRM	9	6.4%
Calendly	4	2.9%
Zoho	3	2.1%
LiveChat	2	1.4%
Pipedrive LeadBooster	1	0.7%
Zendesk Chat	1	0.7%
Podium	1	0.7%
Tawk.to	1	0.7%

12. Advertising / retargeting pixels

Brands running any advertising pixel: 48.6% (68 brands).

Vendor	Brands	% of sample
Facebook Pixel	65	46.4%
Bing UET	21	15.0%
Pinterest Tag	10	7.1%
LinkedIn Insight	6	4.3%
Reddit Pixel	4	2.9%
Google Ads Conversion	4	2.9%
TikTok Pixel	2	1.4%
Twitter / X Pixel	1	0.7%
Quora Pixel	1	0.7%

13. Tag managers & data layer

Vendor	Brands	% of sample
Google Tag Manager	84	60.0%
Adobe Launch	1	0.7%
Segment	1	0.7%
Ensignten	1	0.7%

14. Website technology stack

CMS platform

Brands on a detectable CMS: 78.6%. The rest run custom builds or use CMSes outside our pattern catalog.

Vendor	Brands	% of sample
WordPress	85	60.7%
Squarespace	16	11.4%
Wix	6	4.3%
Duda	3	2.1%

Page builder

Visual page-builder plugins (mostly WordPress).

Vendor	Brands	% of sample
Gutenberg Blocks	77	55.0%
Elementor	36	25.7%
Divi	20	14.3%
WPBakery	8	5.7%
Oxygen Builder	4	2.9%
Beaver Builder	3	2.1%
Bricks Builder	2	1.4%
Thrive Architect	1	0.7%
Cornerstone (X)	1	0.7%

JavaScript / CSS frameworks

Vendor	Brands	% of sample
jQuery	82	58.6%
Bootstrap CSS	7	5.0%
React	6	4.3%
Next.js	5	3.6%
Angular	5	3.6%
Foundation	4	2.9%
Vue.js	2	1.4%
Nuxt.js	1	0.7%
Astro	1	0.7%
Alpine.js	1	0.7%
Tailwind CSS	1	0.7%

Hosting & CDN

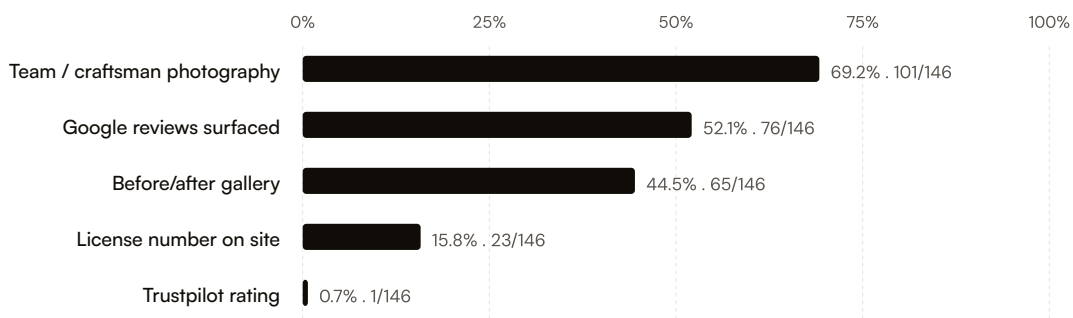
Detected via CDN edge domains in script/style/image references.

Vendor	Brands	% of sample
Google CDN (gstatic)	91	65.0%
Cloudflare	31	22.1%
jsDelivr	17	12.1%
AWS CloudFront	8	5.7%
unpkg	4	2.9%
Bunny.net	1	0.7%
KeyCDN	1	0.7%

15. Trust signals (comprehensive)

Figure 6

Trust-signal stack across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

Beyond manufacturer credentials and basic review surface, the sample displays a wide range of trust markers detectable in body copy.

Trust signal	Brands	% of sample
Award, Best of / Top rated	58	41.4%
Free estimate / quote	57	40.7%
Years-in-business claim	53	37.9%
Insurance / bonded	29	20.7%
Generic financing offered	19	15.8%
Family-owned	19	13.6%
Lifetime warranty	11	7.9%
License number on site	10	7.1%
Multi-year warranty	8	5.7%
Better Business Bureau A+	7	5.0%
As seen in / featured in	6	4.3%
24/7 service	5	3.6%
Emergency service	3	2.1%
Limited warranty	2	1.4%
Veteran-owned	2	1.4%
Customer-count claim	2	1.4%
100% satisfaction	1	0.7%
Angi / Angie's List	1	0.7%
Woman-owned	1	0.7%
Same-day service	1	0.7%

16. Content architecture

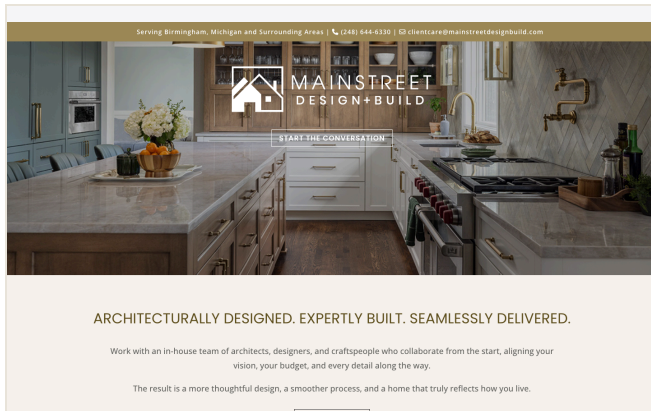
What pages and content types each brand publishes.

Content pattern	Brands	% of sample
Blog or news section	61	43.6%
Portfolio / gallery	55	39.3%
Team / staff page	47	33.6%
Customer testimonials	45	32.1%
Service area listing	42	30.0%
YouTube video embed	31	22.1%
FAQ section	30	21.4%
Careers / Hiring page	28	44.5%
Native HTML5 video	22	15.7%
Before/after gallery	22	15.7%
Financing / Promo page	11	7.9%
Resource library	11	7.9%
Newsletter signup	11	7.9%
Vimeo video embed	8	5.7%
Case studies	7	5.0%
Press / Media kit	5	3.6%

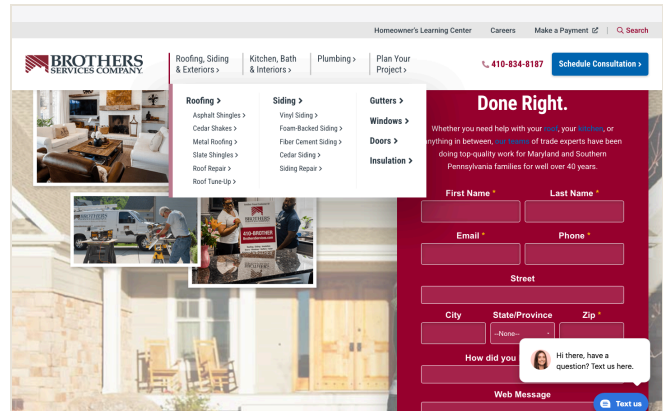
17. Top-quartile vs bottom-quartile structural gap

Figure 7

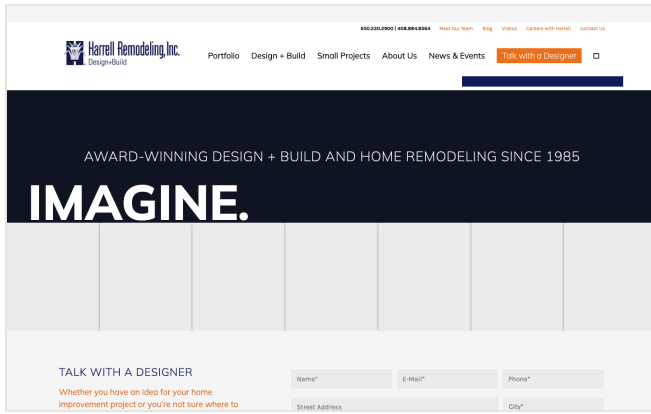
Top First-Impression Remodeling homepages, desktop first-load capture



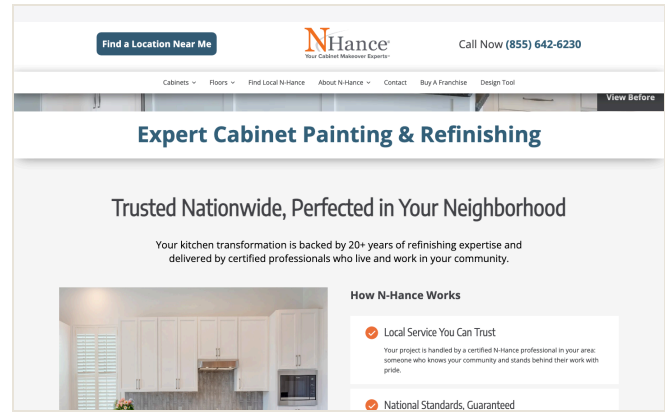
Below-fold scroll reveals GuildQuality Member + NKBA + NARI CotY Award Winner credentialing badge row + featured Birmingham + Bloomfield Hills + Royal Oak + Rochester Hills project photography aligning with the 30-year integrated design-build positioning. [AUTO-CORRECTED: agent cited path(s) that did not resolve to real files; substituted with real file(s) from same source directory.]



Homepage H1 + sub-H2 stack ('Brothers Services Company: Priced Right. Done Right.



Navy hero category with 'AWARD-WINNING DESIGN + BUILD AND HOME REMODELING SINCE 1985' tagline and oversized 'IMAGINE.' wordmark; orange 'Talk with a Designer' CTA fixed in the top-right header.

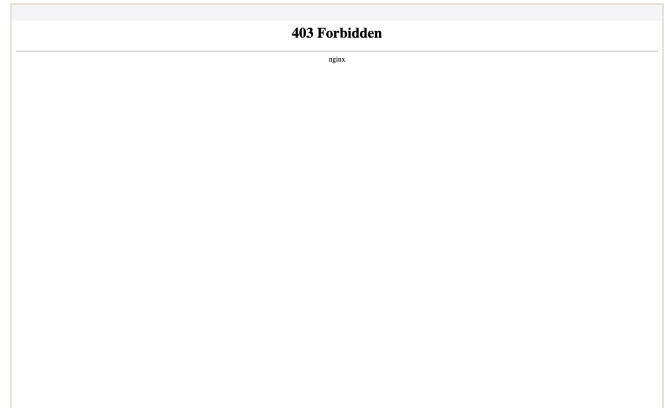
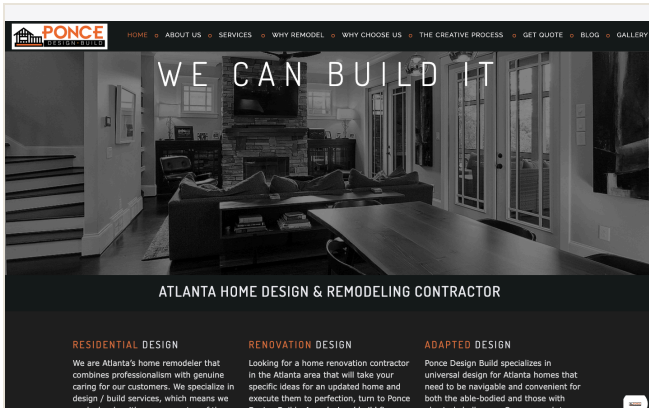


Per screenshots. json captures[0] bytes=318668 + passes_count=39: above-fold capture confirms N-Hance wordmark, Your Cabinet Makeover Experts tagline, Find a Location Near Me header CTA, (855) 642-6230 Call Now header CTA, Hero refinishing photography.

Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

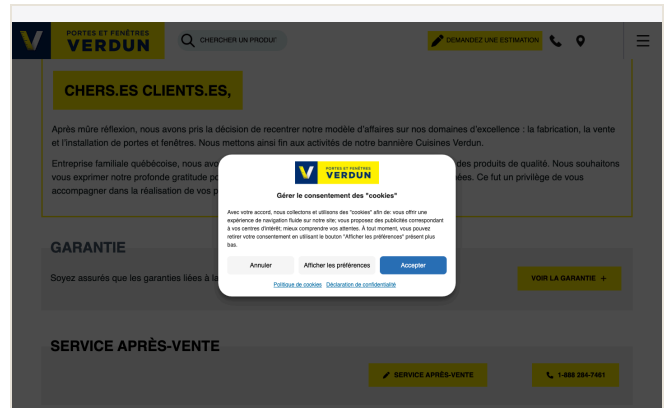
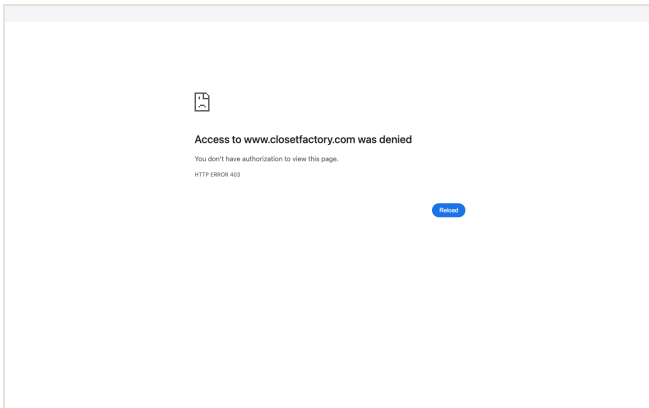
Figure 8

Bottom First-Impression Remodeling homepages, desktop first-load capture



the homepage capture + dom_facts/home__desktop__1_load.json: hero rotator text 'We Can Build it' (rendered upper-case) is generic and brand-promise vague, no value proposition, no trade specificity, no geo.

Both desktop and mobile homepage captures across all three states (1_load, 2_scroll, 3_postcta) render the bare nginx '403 Forbidden' error page with no brand content. All six PNGs share identical byte sizes (11408 desktop, 7569 mobile) confirming static error-page rendering.



All three brand URLs render Chrome's HTTP 403 'Access to www. closetfactory.com'.

this brand's site topology as 'standard' with high confidence, used by the page-weighting model to assign per-page scoring weights.

Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

Top quartile: 36 brands, Fervor Scores 77–86. **Bottom quartile:** 36 brands, Fervor Scores 3–58. **Mean Fervor Score gap:** 39.5 points.

Per-category gap

Category	Top Q mean	Bottom Q mean	Gap
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Lighthouse-metric gap

Metric	Top Q mean	Bottom Q mean	Gap
Lighthouse Performance (mobile)	44.45	48.62	-4.17
Largest Contentful Paint mobile (s)	8.92	9.24	-0.32
Cumulative Layout Shift (mobile)	0.05	0.06	-0.01

Evidence-adoption gap

Signal	Top quartile %	Bottom quartile %
any_schema_jsonld_pct	88.9%	72.2%
bbb_accredited_pct	2.8%	2.8%
chat_widget_pct	33.3%	11.1%

18. Modeled market opportunity (Revenue Loss Estimate)

The sample-aggregate Revenue Loss Estimate is a **modeled industry projection**, not a measurement of any specific brand’s actual revenue loss.

The figure

If every remodeling brand in this sample lifted to industry-benchmark conversion rates, the modeled annual opportunity totals approximately **\$6.0B** (\$397.1M – \$11.7B).

Methodology

Per-brand annual RLE = $(\text{benchmark_CVR} - \text{benchmark_CVR} \times \text{Fervor_Score} / 100) \times \text{monthly_visitor_benchmark} \times 0.35 \text{ close_rate} \times \text{trade_benchmark_avg_project_value} \times 12$.

What this figure IS and IS NOT

IS: A market-sizing estimate of addressable revenue opportunity across the sample at benchmark traffic and conversion rates. Methodology-consistent with NRCA, IBISWorld, JCHS, and Verified Market Reports comparative analyses.

IS NOT:

- A measurement of any specific brand’s actual revenue loss
- A comparison-grade metric across brands of different scale (national franchises and small local operators use identical traffic assumptions in the math)
- A substitute for per-brand measurement-based audits using real analytics

Distribution by Fervor Grade

Fervor Grade	Brands	Mean modeled annual RLE
B	24	\$33.7M
C	55	\$36.6M
D	30	\$38.3M
F	37	\$55.8M

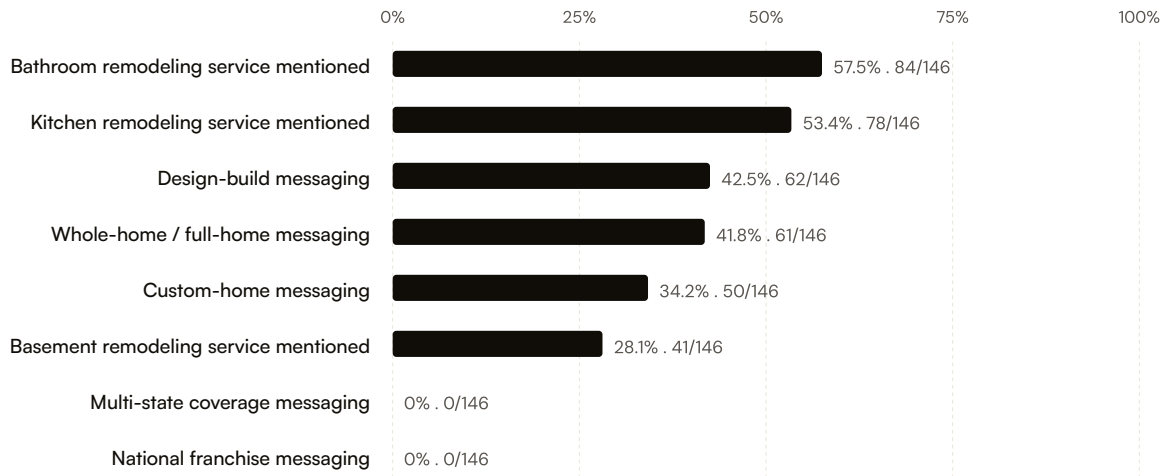
APPENDIX . FIGURES

Additional figures.

Charts not placed inline alongside the trade narrative.

Figure 9

Positioning and messaging-frame adoption



Source: Fervor Studio, Contractor CRO Index 2026 (n=146 Remodeling brands). Data captured 2026-04-15 to 2026-05-12.

APPENDIX

Per-brand scores.

The aggregate numbers above describe the full 146-brand remodeling sample. The 146 brands listed below are the subset whose Site Inspections have been formally published to the Contractor CRO Index. External readers can verify any chart in this report against the rows here.

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
1	Capable Group Inc. capablegroupinc.ca	86	B	18/20	17/22	16/20	12/15	12/15	4/8
2	Garage Living garageliving.com	86	B	18/20	18/22	16/20	13/15	11/15	4/8
3	N-Hance nhance.com	85	B	19/20	20/22	18/20	14/15	11/15	8/8
4	DFW Improved dfwimproved.com	85	B	19/20	20/22	17/20	13/15	12/15	4/8
5	Murray Lampert Design Build Remodel murraylampert.com	85	B	18/20	18/22	17/20	13/15	13/15	5/8
6	Trademark Renovations trademarkrenovations.com	85	B	18/20	19/22	14/20	12/15	10/15	3/8
7	Floor Coverings International floorcoveringsinternational.com	84	B	17/20	18/22	18/20	11/15	13/15	6/8
8	EatGatherLove eatgatherlove.com	84	B	16/20	16/22	18/20	13/15	9/15	3/8
9	Westridge Fine Homes westridgefinehomes.com	84	B	17/20	20/22	17/20	11/15	9/15	7/8
10	Kowalske Kitchen & Bath kowalske.com	83	B	18/20	20/22	16/20	11/15	13/15	5/8
11	Mainstreet Design Build mainstreetdesignbuild.com	83	B	20/20	21/22	20/20	14/15	11/15	0/8
12	Michael Nash Design, Build & Homes michaelnashkitchens.com	83	B	19/20	19/22	20/20	14/15	11/15	1/8
13	New England Design & Construction nedesignbuild.com	83	B	18/20	19/22	17/20	10/15	13/15	5/8
14	Euro Design Remodel eurodesignremodel.com	82	B	18/20	18/22	16/20	12/15	12/15	4/8
15	Hartman Baldwin Design/Build hartmanbaldwin.com	82	B	18/20	18/22	16/20	11/15	13/15	5/8
16	Mr. Handyman mrhandyman.com	82	B	18/20	19/22	17/20	12/15	12/15	4/8
17	Easy Renovation easyrenovation.ca	82	B	18/20	17/22	18/20	12/15	14/15	2/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
18	Brothers Services Company brothersservices.com	81	B	20/20	19/22	20/20	14/15	11/15	0/8
19	Bedrock Basements bedrockbasements.ca	81	B	18/20	15/22	16/20	11/15	14/15	6/8
20	CRD Design Build crddesignbuild.com	81	B	18/20	17/22	17/20	10/15	13/15	5/8
21	Bath Planet bathplanet.com	80	B	17/20	16/22	17/20	12/15	12/15	5/8
22	FinishedBasement.ca finishedbasement.ca	80	B	17/20	17/22	18/20	11/15	11/15	5/8
23	Legal Eagle Contractors legaleaglecontractors.com	80	B	17/20	17/22	18/20	10/15	13/15	4/8
24	Ranney Blair Weidmann Remodeling ranneyblair.com	80	B	17/20	21/22	13/20	11/15	13/15	4/8
25	Moose Basements moosebasements.ca	79	C	19/20	19/22	18/20	12/15	12/15	1/8
26	Litchfield Builders litchfieldbuilders.com	79	C	17/20	19/22	19/20	13/15	9/15	1/8
27	Renovo Remodeling renovolv.com	79	C	19/20	16/22	17/20	14/15	9/15	3/8
28	Trail Appliances Kitchens trailappliances.com	79	C	16/20	19/22	15/20	13/15	11/15	6/8
29	Moss Building & Design mossbuildinganddesign.com	79	C	18/20	18/22	19/20	12/15	11/15	0/8
30	Case Design/Remodeling casedesign.com	78	C	15/20	16/22	11/20	12/15	7/15	4/8
31	Bath Fitter bathfitter.com	78	C	19/20	17/22	16/20	11/15	12/15	3/8
32	Premier Garage premiergarage.com	78	C	18/20	16/22	17/20	13/15	8/15	3/8
33	Greymark Design + Build greymark.com	78	C	18/20	16/22	15/20	11/15	12/15	6/8
34	LevelUp Group / Level Up Basements & Renovations levelupgroup.ca	77	C	17/20	17/22	18/20	12/15	13/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	Allly
35	Mosby Building Arts mosbybuildingarts.com	77	C	17/20	20/22	16/20	10/15	11/15	0/8
36	High Sierra Remodeling & Construction highsierraremodel.com	77	C	17/20	21/22	18/20	11/15	11/15	4/8
37	Savannah Remodeling savremodeling.com	77	C	15/20	16/22	16/20	12/15	8/15	6/8
38	Neil Kelly neilkelly.com	77	C	17/20	20/22	18/20	11/15	10/15	4/8
39	Manning Remodeling + Construction manningrandc.com	77	C	18/20	19/22	17/20	13/15	11/15	6/8
40	Lindross Remodeling lindrossremodeling.com	77	C	18/20	15/22	16/20	10/15	12/15	5/8
41	Improveit Home Remodeling (formerly NEWPRO) improveitusa.com	77	C	18/20	17/22	19/20	8/15	11/15	3/8
42	Empire Today empiretoday.com	76	C	17/20	18/22	18/20	14/15	7/15	1/8
43	Coacher Construction coacherconstruction.com	76	C	17/20	16/22	15/20	11/15	11/15	5/8
44	Sea Pointe Design & Remodel seapointe.com	76	C	17/20	16/22	18/20	9/15	12/15	3/8
45	Hilweh Builders hilwehbuilders.com	76	C	16/20	16/22	15/20	12/15	9/15	3/8
46	Penny Lane Builders pennylanebuilders.com	76	C	16/20	20/22	16/20	12/15	9/15	3/8
47	Landis Architects Builders landisconstruction.com	76	C	17/20	18/22	14/20	10/15	12/15	4/8
48	Owings Brothers Contracting owingsbrothers.com	76	C	17/20	18/22	17/20	12/15	9/15	3/8
49	Sun Design Remodeling Specialists sundesigninc.com	76	C	17/20	17/22	16/20	11/15	9/15	5/8
50	Rusch Design Build ruschdesignbuild.com	76	C	17/20	18/22	17/20	9/15	12/15	2/8
51	Vermont Renovation and Remodeling vermontrenovationandremodeling.com	75	C	16/20	19/22	15/20	11/15	11/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
52	Together Design & Build togetherdesignbuild.com	75	C	17/20	19/22	18/20	10/15	9/15	0/8
53	Reno Assistance renoassistance.ca	75	C	17/20	17/22	14/20	11/15	11/15	5/8
54	RenoDuck renoduck.com	74	C	16/20	15/22	19/20	9/15	14/15	0/8
55	The Wills Company willscompany.com	74	C	17/20	16/22	16/20	9/15	11/15	4/8
56	Mr. Sandless / Sir Grout sirgrout.com	73	C	19/20	19/22	16/20	11/15	9/15	4/8
57	Jacuzzi Bath Remodel jacuzzibathremodel.com	73	C	17/20	14/22	18/20	11/15	8/15	4/8
58	Thompson Contractors LLC thompsoncontractors.net	73	C	15/20	17/22	11/20	12/15	9/15	8/8
59	California Closets californiaclosets.com	73	C	16/20	14/22	16/20	11/15	11/15	5/8
60	Kitchen & Bath kitchenandbath.ca	73	C	16/20	16/22	14/20	12/15	9/15	5.85/8
61	Total Living Concepts totallivingconcepts.com	73	C	14/20	16/22	16/20	9/15	9/15	2/8
62	Lone Star Home Remodeling Pros lonestarthomeremodelingpros.com	73	C	16/20	15/22	17/20	11/15	11/15	6/8
63	Trace Ventures traceventures.com	73	C	16/20	16/22	14/20	10/15	12/15	4/8
64	DiFabion Remodeling difabionremodeling.com	73	C	16/20	14/22	17/20	9/15	13/15	3/8
65	EC Construction ecrenosparks.com	72	C	17/20	16/22	14/20	11/15	9/15	5/8
66	Tailored Living tailoredliving.com	72	C	17/20	18/22	19/20	13/15	9/15	4/8
67	Hurst Design-Build Remodeling hurstremodel.com	72	C	15/20	15/22	17/20	14/15	10/15	5/8
68	J&I Home Improvements jjbuild.com	72	C	19/20	19/22	17/20	14/15	10/15	1/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	A11y
69	All Things New atnhawaii.com	72	C	17/20	17/22	13/20	10/15	8/15	6/8
70	Espalux Renovation Inc. espalux.ca	72	C	15/20	17/22	16/20	12/15	7/15	5/8
71	ReVision Design + Build revisioncharlotte.com	72	C	14/20	17/22	13/20	11/15	11/15	6/8
72	DreamMaker Bath & Kitchen dreammaker-remodel.com	71	C	19/20	19/22	17/20	12/15	12/15	1/8
73	Normandy Remodeling normandyremodeling.com	71	C	16/20	14/22	15/20	12/15	11/15	3/8
74	Strobel Design Build strobeldesignbuild.com	71	C	17/20	15/22	14/20	8/15	13/15	3/8
75	Home Improvement Gallery homeimprovementgallery.com	71	C	16/20	14/22	13/20	10/15	10/15	7/8
76	HDR Remodeling hdrremodeling.com	70	C	16/20	13/22	14/20	9/15	13/15	4/8
77	Broderick Builders broderickbuilders.com	70	C	16/20	15/22	16/20	9/15	13/15	1/8
78	Five Star Bath Solutions fivestarbathsolutions.com	70	C	17/20	16/22	13/20	11/15	9/15	4/8
79	Synergy Design & Construction renovatehappy.com	70	C	16/20	16/22	14/20	10/15	11/15	3/8
80	Luxury Bath Technologies luxurybath.com	69	D	16/20	13/22	16/20	11/15	8/15	4.65/8
81	Winston Brown Remodeling winston-brown.com	68	D	17/20	15/22	17/20	13/15	9/15	4/8
82	Adams + Beasley Associates adamsbeasley.com	68	D	18/20	14/22	15/20	11/15	11/15	5/8
83	My House Design myhousedesignbuild.com	68	D	17/20	20/22	16/20	12/15	11/15	6/8
84	Amiano & Son Construction amianoandson.com	67	D	18/20	19/22	18/20	13/15	11/15	0/8
85	Feinmann feinmann.com	67	D	17/20	14/22	12/20	9/15	11/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
86	Milman Design Build milmandesignbuild.com	67	D	15/20	14/22	15/20	8/15	12/15	2/8
87	Schoenberg Construction schoenbergconstruction.com	66	D	14/20	17/22	13/20	11/15	8/15	6/8
88	Copper Sky Design + Remodel copperskyrenovations.com	66	D	15/20	13/22	13/20	9/15	11/15	4/8
89	Kirk Development Company kirkremodelers.com	66	D	17/20	14/22	15/20	9/15	8/15	3/8
90	Morse Constructions morseconstructions.com	66	D	15/20	14/22	13/20	11/15	9/15	4/8
91	H-1 Construction LLC h1constructionhawaii.com	66	D	12/20	18/22	11/20	9/15	12/15	4/8
92	Old World Kitchens & Custom Cabinets oldworldkitchens.com	66	D	16/20	16/22	12/20	9/15	11/15	3/8
93	Opal Design Build opaldesignbuild.com	65	D	16/20	16/22	13/20	11/15	10/15	6/8
94	Loos Construction Inc. loosconstructioninc.com	65	D	16/20	17/22	18/20	12/15	9/15	5/8
95	Renovation Sells renovationsells.com	64	D	14/20	14/22	12/20	9/15	8/15	3/8
96	Castle Windows, The Window People castlewindows.com	64	D	13/20	15/22	13/20	9/15	10/15	4/8
97	HighCraft Builders highcraft.net	64	D	16/20	14/22	13/20	7/15	11/15	3/8
98	Meridian Homes meridianhomesinc.com	64	D	17/20	20/22	17/20	11/15	10/15	3/8
99	Elite Pro Remodeling and Construction eliteproremodeling.com	64	D	18/20	19/22	19/20	13/15	12/15	3/8
100	HK Construction hkchawaii.com	63	D	15/20	16/22	17/20	12/15	9/15	5/8
101	Sublime Homes sublimehomes.ca	63	D	14/20	13/22	14/20	11/15	5/15	5/8
102	Atlas Construction atlasconstruction808.com	63	D	13/20	16/22	14/20	9/15	9/15	2/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	A11y
103	Toulmin Kitchen & Bath toulmincabinetry.com	62	D	16/20	19/22	18/20	12/15	11/15	6/8
104	Tahoe Brothers Construction tahoebrothers.com	62	D	16/20	11/22	14/20	10/15	7/15	4/8
105	Russell Remodeling russellremodel.com	61	D	15/20	13/22	11/20	9/15	9/15	4/8
106	Castle Building & Remodeling castlebri.com	61	D	16/20	12/22	12/20	10/15	8/15	3/8
107	Home Solutions LLC homesolutionsd.com	60	D	16/20	16/22	18/20	12/15	8/15	2/8
108	Bath, Kitchen & Tile bathkitchenandtile.com	60	D	15/20	11/22	13/20	10/15	9/15	2/8
109	Han-Cor Construction hancorconstruction.com	60	D	11/20	13/22	12/20	10/15	9/15	5/8
110	True-Blue Construction true-blue.construction	58	F	16/20	9/22	11/20	10/15	11/15	6/8
111	Hammer & Hand hammerandhand.com	58	F	17/20	19/22	14/20	11/15	10/15	5/8
112	Bridges Construction bridgesconst.com	57	F	11/20	11/22	13/20	8/15	10/15	2/8
113	Anthony John Construction anthonyjohnconstruction.com	56	F	14/20	11/22	8/20	11/15	9/15	3/8
114	MOSAIC Design Build mosaicdesignbuild.com	56	F	13/20	14/22	11/20	7/15	8/15	3/8
115	JNC Interiors jncinterior.com	55	F	12/20	6/22	14/20	11/15	9/15	5/8
116	Lewis Creek Company lewiscreekcompany.com	54	F	11/20	11/22	11/20	9/15	8/15	4/8
117	One Call Remodel onecallremodel.com	53	F	12/20	11/22	10/20	9/15	9/15	2/8
118	Owyhee Enterprises owyhee-enterprises.com	52	F	16/20	13/22	7/20	11/15	10/15	6/8
119	Forcha Rénovations renovationsforcha.com	52	F	7/20	14/22	11/20	11/15	4/15	4/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	A11y
120	VKW Homes Ltd. vkwhomes.ca	51	F	15/20	14/22	17/20	11/15	9/15	4/8
121	Altmann Builders altmannbuilders.com	51	F	10/20	10/22	10/20	9/15	7/15	5/8
122	Peregrine Design Build peregrinedesignbuild.com	51	F	11/20	11/22	10/20	9/15	7/15	3/8
123	Craven Contracting & Renovation Inc. craveyukon.com	51	F	11/20	9/22	12/20	9/15	7/15	3/8
124	D&S Renovations LTD dsrenovations.ca	50	F	17/20	14/22	15/20	11/15	9/15	6/8
125	Garrison Construction garrisonconstructiongroup.com	49	F	13/20	13/22	9/20	9/15	7/15	6/8
126	Maple Hill Construction maplehillvt.com	49	F	17/20	17/22	16/20	12/15	9/15	6/8
127	Harrell Remodeling harrell-remodeling.com	49	F	20/20	21/22	15/20	14/15	9/15	0/8
128	Ponce Design Build poncedesignbuild.com	48	F	0/20	0/22	0/20	0/15	0/15	0/8
129	Crisp Construction LLC crispconstructions.com	47	F	14/20	11/22	11/20	11/15	8/15	3/8
130	J Vasquez Construction jvasquezconstruction.com	45	F	17/20	16/22	15/20	14/15	9/15	0/8
131	Bernard Construction bernard-construction-yukon.com	45	F	11/20	7/22	6/20	8/15	9/15	4/8
132	Menuiserie Ranger Inc. menuisierieranger.com	45	F	9/20	9/22	11/20	8/15	6/15	5/8
133	Renov Plus renovplus.ca	44	F	11/20	9/22	11/20	7/15	4/15	2/8
134	Construction McKinley constructionmckinley.com	43	F	12/20	6/22	7/20	8/15	7/15	3/8
135	Form Construction Services formconstructionservices.com	40	F	5/20	9/22	10/20	5/15	8/15	4/8
136	Capitol Construction & Remodeling capitolcr.com	35	F	7/20	8/22	6/20	7/15	4/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	Allly
137	Landoll Construction landollconstruction.com	33	F	17/20	15/22	15/20	14/15	9/15	0/8
138	Construction Larochelle SE inc. constructionlarochelle.com	32	F	9/20	7/22	4/20	6/15	6/15	3/8
139	Avalanche Construction Inc. avalancheconstructioninc.com	30	F	9/20	4/22	8/20	5/15	5/15	2/8
140	JEI Construction jeiconstructionwy.com	29	F	18/20	14/22	15/20	14/15	9/15	1/8
141	FEXA fexa.ca	28	F	7/20	10/22	2/20	4/15	6/15	1/8
142	Rapid Restoration & Renovation rapidrestoration.ca	27	F	9/20	4/22	5/20	6/15	4/15	2/8
143	Cuisines Verdun cuisinesverdun.com	19	F	4/20	3/22	3/20	4/15	2/15	3/8
144	Builder Bees builderbees.com	11	F	16/20	14/22	16/20	12/15	9/15	6/8
145	Closet Factory closetfactory.com	5	F	2/20	0/22	0/20	1/15	0/15	2/8
146	Kitchen Solvers kitchensolvers.com	3	F	1/20	0/22	0/20	0/15	0/15	2/8

Source: Fervor Studio, Contractor CRO Index 2026 (n=146 published Remodeling Site Inspections). Each row is the brand's most recent published Site Inspection on the Contractor CRO Index.

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