

DATA REPORT

THE 2026 NORTHWEST OHIO ONLINE PRESENCE REPORT

We checked 949 real local businesses the way a customer would.
Here is what a stranger with a phone actually sees.

1 in 5

local businesses in our region has no real website at all. And of the sites that exist, 94% show no fresh content this year.

949 BUSINESSES · 8 INDUSTRIES · 10 TOWNS · AUGUST 2026



SALES FUNNEL MARKETING
salesfunnelmarketing.us · Northwest Ohio

Original local research

Nobody shows owners what's actually out there.

Everybody tells local owners they need to "do better online." Nobody ever shows them what the businesses around them are actually doing. So this summer, we went and looked.

We pulled 949 independent businesses across Toledo, Oregon, Maumee, Perrysburg, Sylvania, Bowling Green, Findlay, Fremont, Defiance, and Monroe: restaurants, plumbers, roofers, auto shops, dentists, chiropractors, gyms, and salons. We recorded what a stranger sees for every one of them, ran a detailed website audit on a 120-business sample, and went deep on 25 by hand.

No surveys, no self-reporting, nothing anyone could fudge. Just what a stranger sees.

Some of what we found was encouraging. A lot of it was not. One restaurant's old web address now sends people to a gambling site. Another has placeholder text from their website template still live on their homepage. A Toledo institution with roughly 4,000 reviews is running on a website built in 2013.

None of these owners are lazy. They are busy running real businesses, and the internet moved faster than anybody had time for. This report shows you exactly where it moved, so you can see where you stand before your customers decide for you.

Thanks for reading,

Jayson Hines

Founder, Sales Funnel Marketing

"A customer who can't find you doesn't leave a complaint. They just buy from someone else."

HOW WE DID THIS

949 businesses, 8 industries, 10 towns, checked in August 2026 in three passes: Maps listing data for all 949, a structured website audit on a stratified 120-business sample, and hand-checked deep dives on 25. Anything we could not verify was marked unknown and left out of the math. Businesses are not named in negative findings. Full methodology on the back page.

THE VISIBILITY GAP

The visibility gap is the distance between how good a business is at its work and how good it looks to a stranger with a phone. Around here, that gap is wide. And the businesses on the wrong side of it never feel it happening, because a customer who can't find you doesn't leave a complaint. They just buy from someone else.

22%

have no real website at all, 209 of the 949 businesses we checked

94%

of audited websites showed no fresh content anywhere this year

1 in 4

audited websites gave customers no way to book, order, or get a quote

1 in 5

businesses sits under 20 reviews, where nearly half of consumers walk away

WHY IT MATTERS

National consumer research sets the stakes: 98% of consumers search online for nearby businesses, 76% of those who search visit one within 24 hours, and 47% won't consider a business with fewer than 20 reviews. The doors are being tried every single day. The rest of this report walks through the five of them, one at a time, with what we found behind each.

Consumer stats: BrightLocal Local Consumer Review Survey 2026 · BrightLocal Local SEO Statistics 2026

WHAT'S AHEAD: THE FIVE FRONT DOORS

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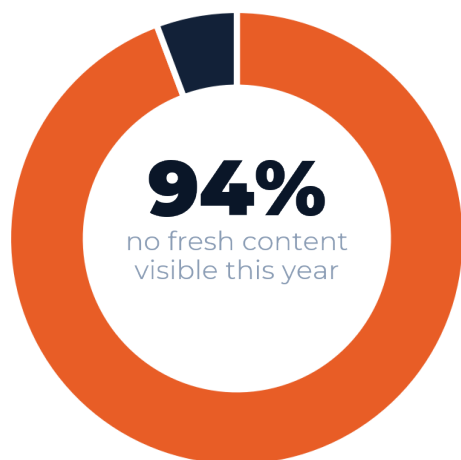
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FRONT DOOR ONE

GOOGLE SEARCH

Search is the door most customers try first, and it is bigger than Google now. When someone asks ChatGPT or their phone's assistant for the best roofer in Perrysburg, the answer is built from what machines can read. In our 120-site audit, 24% of homepages had a title that never says what the business does, and nearly 1 in 5 either blocked automated visitors or served no readable text. To AI search, those businesses do not exist.



FRESH CONTENT

99 of the 105 sites we could read showed no dated content from this year anywhere: no news, no posts, no updates. Fresh content is how you show search engines, AI tools, and customers that the lights are on. It is also the cheapest advantage on this list: one useful page a month puts you ahead of 94% of the region.

WHAT WE SAW

A Perrysburg restaurant rebuilt its website with a modern design, and it looks great to a human. To a search engine it is a blank page: zero readable text. In the exact moment somebody is deciding where to eat, they are not in the running.

FIX IT FIRST

- 1 Search your service plus your town in a private browser window. If you are not on page 1, neither are your customers.
- 2 Make sure your homepage title says what you do and where you do it, not just your name.
- 3 Publish one useful page a month. That alone beats 94% of the websites we audited.

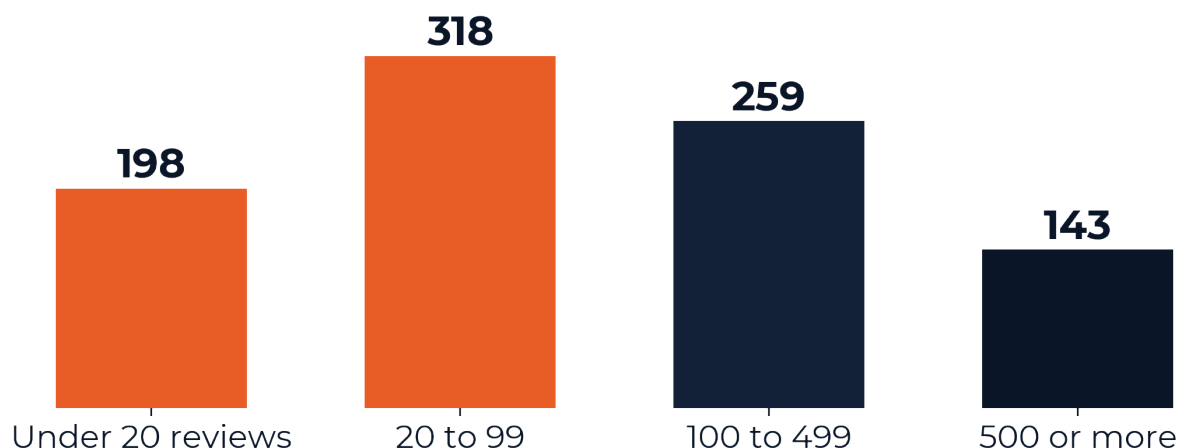
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FRONT DOOR TWO

MAPS + REVIEWS

Reviews are the town square now. Nearly half of consumers won't even consider a business with fewer than 20 reviews. Across our 918 businesses with visible counts, 198 sit under that line. The median local business has 77 reviews, but the spread by industry is enormous: the median restaurant has 587 while the median chiropractor has 24.

REVIEW COUNTS ACROSS 918 BUSINESSES



Ratings tell the same story: 17% of businesses sit below 4.5 stars, where consumer trust measurably drops, and 5% sit below 4.0, which functions as a closed sign in search results. The gap between industries means a roofer with 60 reviews is dominating their category while a restaurant with 60 is invisible. The bar is set by your competitors, not by the average.

WHAT WE SAW

A Perrysburg head spa does beautiful work and has 5 visible reviews. A stranger comparing salons has no reason to pick them. Across town, a plumbing company sits at 3.9 stars with no social presence to soften it, so the rating is the entire first impression.

FIX IT FIRST

- 1 Ask every happy customer for a review the same day, with a direct link. Same-day asks convert several times better than day-after asks.
- 2 Reply to every review, good and bad. It is the one signal both customers and Google reward.

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FRONT DOOR THREE

YOUR WEBSITE

The most surprising number in this study: 209 of the 949 businesses we checked have no real website at all. Their entire online existence is a Maps pin and whatever customers have posted about them. That is 1 in 5 local businesses invisible to every customer who wants to see a menu, a price, or a photo before they commit.



AND THE SITES THAT EXIST

Having a website is not the same as having one that works. In our 120-site audit, 13% could not be read by an automated visitor, 7% were design shells with no readable text, and 46% had no tappable phone number, meaning a customer on their phone has to copy the number by hand. In our 25 deep dives we found worse: hijacked domains, live placeholder text, and PDF-only menus.

WHAT WE SAW

A Bowling Green restaurant rebranded, but its old web address, still listed as the official site in directories, now redirects to a gambling spam site. A Toledo Italian restaurant's homepage still reads "YOUR FOOTER TEXT GOES HERE." And a Toledo institution with roughly 4,000 reviews runs on a 2013-era site with a PDF-only menu and no online ordering.

FIX IT FIRST

- 1 Open your own website on your phone tonight and try to do what a customer would do.
- 2 Check every old domain you have ever owned still points at you. Expired domains get bought by spammers.
- 3 If your menu or price list is a PDF, replace it with a real page.



Presence and connection are different things. Most businesses have a Facebook or Instagram page somewhere. But in our 120-site audit, a third of websites never link to their own social pages, so the proof and personality they have built does nothing for the stranger standing on their homepage. The two doors are open, but the hallway between them is bricked shut.

One honest note: post recency sits behind login walls, so we could not fairly measure it from the outside and we did not score it. But you can, in ten seconds: open your page and look at the date on your last post. If it is more than a week old, a customer comparing you against the shop down the road just learned something about you.

WHAT WE SAW

A Toledo gym has 2,270 recommendations on Facebook, real love from real members, one of the strongest social proof stockpiles in our whole sample. Their website does not link to it. All of that proof, doing nothing.

FIX IT FIRST

- 1 Link your social pages from your website header or footer, and link your website from every social profile. Two minutes, both directions.
- 2 Post real faces and real work weekly. A stranger should know what you sell within 5 seconds of scrolling.
- 3 Treat your page like a storefront window, not a megaphone: current photos, current hours, current people.

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FRONT DOOR FIVE

AFTER THEY REACH OUT

The last door is what happens when a customer is ready to act. In our 120-site audit, 1 in 4 websites offered no way to book, order, or request a quote, and 46% had no tappable phone number. The stakes are brutal: 76% of people who search for a local business visit one within 24 hours. Every barrier between "I want this" and "it's done" hands customers to a competitor.



THE MIDNIGHT TEST

Picture a customer ready to spend money with you at 9pm. Can they act, or can they only leave? A booking button, an order page, or even a simple quote form keeps the door open after hours. The phone-or-nothing model quietly loses every after-hours customer, and nobody ever tells you.

WHAT WE SAW

Three businesses we checked, including a Toledo restaurant with roughly 4,000 reviews, give a ready-to-buy customer no way to act online. No ordering, no booking, no form. Decades of hard-earned reputation, parked behind a phone line with business hours.

FIX IT FIRST

- 1 Add one form: book, order, or get a quote. One is enough to pass the midnight test.
- 2 Turn on missed-call text-back. The customer who hits voicemail was minutes from being yours.

WHAT THE WINNERS DO

The top of our sample was not lucky. The same patterns kept showing up, and none of them require a big budget.

THEY NEVER STOP ASKING

A Toledo roofer company has built over 1,000 Google reviews at 4.7 stars. That is not a marketing trick, it is years of asking every customer, every time. The moat gets deeper every week, and no competitor can buy their way across it.

THEY KEEP THE LIGHTS ON

A Perrysburg roofing company published new content 6 days before our check. To Google, to AI tools, and to customers, that freshness reads as: this business is alive, busy, and paying attention.

THEY MAKE THE NEXT STEP OBVIOUS

Every top scorer had a clear action on their site: request service, book online, get a free estimate. Not one made the customer figure out what to do next.

WANT TO KNOW YOUR OWN SCORE?

This report has a companion: The Local Business Online Presence Scorecard. 25 yes-or-no checks across the same five doors, scored in about 10 minutes with a pen. Reply to the email this report came in and we will send it over.

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METHODOLOGY

This study ran in three passes in August 2026. Pass one: we collected Maps listing data (rating, review count, website) for 1,124 businesses across 8 industries (restaurants, plumbers, roofers, auto repair, dentists, chiropractors, gyms, salons) in 10 towns (Toledo, Oregon, Maumee, Perrysburg, Sylvania, Bowling Green, Findlay, Fremont, Defiance, and Monroe, Michigan), then removed duplicates, national chains, and out-of-region results, leaving 949 independent businesses. Pass two: a structured website audit on a stratified random sample of 120 businesses (15 per industry), checking each homepage for title clarity, machine readability, booking paths, social links, tappable phone numbers, and dated content. Pass three: hand-checked deep dives on 25 businesses. Nothing was estimated. Any check that could not be verified was recorded as unknown and excluded from that statistic's denominator. No business is named in a negative finding. National consumer statistics are from BrightLocal's Local Consumer Review Survey 2026 and Local SEO Statistics 2026.

ABOUT SALES FUNNEL MARKETING

Sales Funnel Marketing builds online presences that pass every one of these checks: websites, search, Google profiles, social content, and the follow-up systems behind them, for local businesses in Northwest Ohio and Southeast Michigan. We are builders, not vendors, and we would rather show you receipts than promises.

WANT US TO CHECK YOURS?

We run every business in this report's five-door framework as a free Grade Card: your website, search, Google profile, social, and lead capture, each graded A through F with specific, dated findings. It is the same audit we did for this research, pointed at your business, and it is yours to keep either way.

GET YOUR FREE GRADE CARD

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