Grow That Local

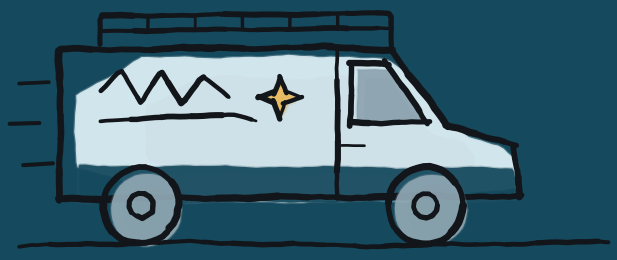
a free guide

When customers search: the local trade season calendar 2026

We measured four years of Google searches for 70 local trades across the US. Here's when customers look for each one, ranked from the most seasonal to the least.

For owners, trade groups and local press.

- 15 short sections in 5 parts
- 43 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Every local business has a busy season and a slow one. Most owners know theirs by feel. We wanted to put numbers on it, for every trade, in every part of the country.

So we pulled Google's monthly search estimates for 922 searches people use when they want to hire a local business, across 70 trades, from pool service and roofing to piano lessons and stairlifts. We covered every month from November 2022 to October 2026, for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas. Then we measured how much each trade's searches rise and fall through the year.

How to read the numbers. Each month is compared with an average month in the same year. "+74%" means about 74% more searches than an average month. "Swing" is the busiest month divided by the slowest: a swing of 2.00 means the top month gets twice the searches of the bottom month.

The headline findings:

- Pool service is the most seasonal trade we measured, with a swing of 3.48. June runs 74% above an average month. Landscaping is right behind at 3.45.
- Stairlift installers are the steadiest, with a swing of 1.14.
- 13 of the 70 trades have a swing of 2 or more. Their top month gets at least twice the searches of their slowest.
- Most trades peak in spring and summer: 14 peak in March, 6 in April, 5 in May, 5 in June and 11 in July.
- 13 trades peak in January, including remodeling, insulation, generators, lessons and fitness.
- The north swings harder. In New England, 61 of the 70 trades are more seasonal than they are nationally. In the Gulf Coast and Florida, only 24 are.
- The same trade can peak in different months in different places. Roofing searches top out in September across the US, in March in the Southeast, and in January on the Pacific coast.

Part 1 ranks all 70 trades. Part 2 groups them by when they peak. Part 3 covers regions and the Southeast metro areas. Part 4 turns the numbers into a plan for an owner. Part 5 explains how we did it and where it falls short.

Two rules we kept while writing it:

- Every figure about the 70 trades comes from our own analysis, cited as "GTL analysis of Google Ads search estimates, November 2022 to October 2026." When we give our opinion, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show how to use the numbers. None of them are real businesses.

Reporters, trade groups and bloggers are welcome to quote any figure here. Please credit "GTL analysis of Google Ads search estimates, November 2022 to October 2026" and link to this page.



Part 1

All 70 trades, ranked

1 Every trade, one table

The idea. Here are all 70 trades, sorted from the biggest swing to the smallest, for the whole US.

How to read it. "Busiest months" and "Slowest months" are the top three and bottom three, in order. "Top month vs average" is how far the busiest month runs above an average month. "US searches a month" is the average number of searches a month across the US for the searches we counted in that trade, November 2022 to September 2026. It shows size, not market share: our search lists differ in length from trade to trade.

Rank	Trade	Busiest months	Slowest months	Top month vs average	Swing	US searches a month
1	Pool service	Jun, May, Jul	Dec, Nov, Jan	Jun (+74%)	3.48	233,724
2	Landscaping and lawn care	Apr, May, Mar	Dec, Nov, Jan	Apr (+62%)	3.45	1,110,627
3	Stump grinding	Apr, May, Jun	Dec, Jan, Nov	Apr (+48%)	2.95	210,083
4	Irrigation repair	May, Jun, Apr	Dec, Jan, Feb	May (+41%)	2.82	152,512
5	Chimney sweep	Oct, Nov, Dec	May, Apr, Jul	Oct (+69%)	2.75	246,971
6	Party rentals	Jun, May, Jul	Dec, Feb, Jan	Jun (+44%)	2.71	511,634
7	Deck building	Jun, May, Apr	Dec, Nov, Jan	Jun (+40%)	2.70	336,844
8	Pressure washing	May, Apr, Jun	Dec, Nov, Jan	May (+46%)	2.49	594,987
9	Fencing	Mar, Apr, May	Dec, Nov, Jan	Mar (+45%)	2.47	576,591
10	Family photography	Nov, Dec, Oct	Feb, Jun, Apr	Nov (+57%)	2.32	244,016
11	Asphalt sealcoating	Apr, Jul, May	Dec, Nov, Jan	Apr (+26%)	2.31	124,030
12	Tutoring	Oct, Sep, Jan	Jul, Dec, Jun	Oct (+50%)	2.09	287,572
13	Boat docks	Jul, May, Jun	Nov, Dec, Jan	Jul (+33%)	2.01	133,346
14	Tree service	Jul, May, Aug	Dec, Jan, Nov	Jul (+22%)	1.82	549,673
15	Window cleaning	May, Jun, Apr	Dec, Jan, Nov	May (+8%)	1.76	207,565
16	Gutters	Jul, Jun, May	Dec, Feb, Jan	Jul (+16%)	1.70	393,808
17	Generator installation	Jan, Jul, Aug	Apr, May, Nov	Jan (+18%)	1.69	319,678

Rank	Trade	Busiest months	Slowest months	Top month vs average	Swing	US searches a month
18	HVAC	Jul, Jun, Aug	Nov, Dec, Apr	Jul (+34%)	1.63	1,817,199
19	Spray foam insulation	Jan, Oct, Aug	Apr, May, Mar	Jan (+18%)	1.58	295,105
20	Radon mitigation	Jan, Oct, Mar	Dec, Jul, Nov	Jan (+30%)	1.57	242,255
21	Roofing	Sep, Aug, Mar	Nov, Dec, Feb	Sep (+19%)	1.52	1,164,932
22	Well drilling	Jul, May, Jun	Dec, Nov, Feb	Jul (+15%)	1.52	126,611
23	Land clearing	Mar, Sep, Apr	Dec, Nov, Jan	Mar (+16%)	1.52	40,681
24	Wildlife removal	May, Jun, Mar	Dec, Nov, Oct	May (+22%)	1.51	297,195
25	Roof cleaning	Mar, Apr, May	Dec, Nov, Oct	Mar (+12%)	1.50	48,415
26	Wedding photography	Oct, Jul, Jan	Dec, Nov, Jun	Oct (+20%)	1.50	128,526
27	Crawl space waterproofing	Apr, Jul, Aug	Nov, Feb, Dec	Apr (+18%)	1.50	293,718
28	Interior design	Jan, Oct, Mar	Jun, May, Apr	Jan (+22%)	1.49	454,474
29	Foundation repair	Oct, Mar, Sep	Nov, Jun, Dec	Oct (+21%)	1.48	194,790
30	Bathroom remodeling	Jan, Sep, Mar	Dec, Nov, May	Jan (+16%)	1.44	517,585
31	Plumbing	Jul, Jan, Oct	Jun, Nov, May	Jul (+23%)	1.42	2,090,376
32	Shed building	Mar, Apr, May	Dec, Oct, Nov	Mar (+15%)	1.41	379,357
33	Excavation	Mar, Apr, May	Dec, Nov, Oct	Mar (+12%)	1.41	181,542
34	Personal training (interest)	Jan, Sep, Aug	Nov, Dec, Oct	Jan (+16%)	1.39	2,718,226

Rank	Trade	Busiest months	Slowest months	Top month vs average	Swing	US searches a month
35	Piano lessons	Jan, Dec, Sep	Apr, Feb, Mar	Jan (+17%)	1.39	205,451
36	Hydraulic repair	Aug, Sep, Apr	Dec, Feb, Jan	Aug (+10%)	1.38	63,706
37	Sunrooms	Apr, Mar, May	Dec, Nov, Oct	Apr (+13%)	1.38	119,113
38	Pet sitting	Jun, May, Jul	Feb, Dec, Oct	Jun (+22%)	1.37	558,012
39	Tile installation	Jan, Jul, Mar	Dec, Aug, Apr	Jan (+14%)	1.37	116,283
40	Mobile welding	Oct, Aug, Apr	Dec, Nov, Feb	Oct (+11%)	1.37	209,296
41	House cleaning	Apr, Mar, Jul	Dec, Jan, Feb	Apr (+14%)	1.36	559,449
42	Electrician	Jul, Aug, Mar	Nov, Dec, Feb	Jul (+16%)	1.36	949,598
43	Septic service	Oct, Mar, Apr	Nov, Dec, Feb	Oct (+12%)	1.36	167,532
44	Water softeners	Mar, Jan, Jul	Jun, Dec, May	Mar (+13%)	1.36	537,194
45	Lash and brow	Mar, Apr, May	Oct, Nov, Sep	Mar (+15%)	1.35	877,183
46	Music lessons	Jun, Sep, May	Nov, Feb, Dec	Jun (+11%)	1.35	282,123
47	Auto detailing	Mar, Jul, May	Oct, Feb, Jan	Mar (+11%)	1.32	1,018,250
48	Kitchen remodeling	Jan, Mar, Feb	Jun, May, Dec	Jan (+15%)	1.32	934,664
49	Dryer vent cleaning	Jul, Mar, Oct	Dec, Feb, Nov	Jul (+12%)	1.32	210,920
50	Painting	Sep, Oct, Apr	Dec, Nov, Jan	Sep (+12%)	1.31	1,050,051
51	Mortgage broker (interest)	Mar, Apr, Jan	Dec, Nov, Oct	Mar (+14%)	1.31	5,004,885

Rank	Trade	Busiest months	Slowest months	Top month vs average	Swing	US searches a month
52	Realtor (interest)	Mar, Jul, Jun	Dec, Nov, Oct	Mar (+10%)	1.31	5,454,983
53	Event planning	Jan, Jul, Dec	Sep, Apr, Mar	Jan (+2%)	1.29	238,690
54	Barber	Aug, Mar, Jul	Nov, Feb, Sep	Aug (+14%)	1.28	8,183,706
55	Carpet cleaning	Jul, Oct, Nov	Dec, Feb, Jan	Jul (+9%)	1.28	785,538
56	Flooring	Mar, Jan, Jul	Dec, May, Apr	Mar (+12%)	1.28	349,170
57	Epoxy floor coating	Mar, Apr, Sep	Dec, Nov, Feb	Mar (+7%)	1.28	223,000
58	Catering	Dec, Mar, May	Feb, Sep, Jun	Dec (+9%)	1.26	331,879
59	Handyman	Jul, Nov, Jan	Feb, Oct, Dec	Jul (+12%)	1.25	565,986
60	Insurance agent (interest)	May, Sep, Oct	Feb, Nov, Dec	May (+11%)	1.25	2,131,100
61	Massage	Oct, Aug, Sep	Nov, Dec, Apr	Oct (+10%)	1.25	8,845,021
62	Automatic gates	Sep, Oct, Jul	Feb, Dec, Nov	Sep (+6%)	1.25	71,051
63	Dog grooming	Mar, Jul, Jun	Oct, Dec, Sep	Mar (+10%)	1.24	1,264,413
64	Martial arts	Jan, Mar, Aug	Dec, Nov, Jul	Jan (+11%)	1.24	1,099,957
65	Garage doors	Oct, Mar, Sep	Jun, May, Dec	Oct (+11%)	1.23	664,520
66	Hair stylist	Jul, Mar, Jun	Nov, Oct, Feb	Jul (+7%)	1.22	4,058,687
67	Med spa (interest)	Mar, Jan, Apr	Nov, Aug, Dec	Mar (+10%)	1.22	2,108,857
68	Pole barns	Jan, Mar, Apr	Oct, Sep, Jun	Jan (+16%)	1.21	791,828

Rank	Trade	Busiest months	Slowest months	Top month vs average	Swing	US searches a month
69	Appliance repair	Oct, Aug, Jul	Feb, Apr, May	Oct (+9%)	1.19	798,672
70	Stairlifts	Jan, Mar, Jul	Dec, Feb, Nov	Jan (+7%)	1.14	103,106

Rows marked "(interest)" are realtors, mortgage brokers, insurance agents, med spas and personal trainers. Their searches mix research with hiring, so read those rows as interest, not buying.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026.

Example (sample numbers). A made-up fence company owner finds their row: rank 9, busiest in March, April and May, swing 2.47. Their top month gets almost two and a half times the searches of December. They decide to cut winter ads and put that money into February.

Do it in 24 hours

- [ ] Find your trade's row. Write down its busiest and slowest months.
- [ ] Write down its swing. Above 2 means a short, sharp season. Under 1.4 means a steady year.
- [ ] Compare the busiest months with your own invoices from last year.

2 The most seasonal trades

The idea. The top of the table is mostly outdoor work tied to warm weather. Pool service peaks in June, 74% above average, and drops to 50% below in December. Landscaping peaks in April, 62% above. Stump grinding, irrigation repair, deck building and pressure washing follow the same spring curve.

One trade near the top runs the other way. Chimney sweeps peak in October, 69% above average, and bottom out in May, with a swing of 2.75. Family photographers peak in November, 57% above, ahead of holiday cards.

Example (sample numbers). A made-up pool service in Ohio has a swing far above the national 3.48. They sell a spring opening and summer plan in February, so cash arrives before the work does.

Do it in 24 hours

- [ ] If your swing is above 2, write down the month your searches start to climb.
- [ ] Plan your biggest push for the six weeks before it.
- [ ] Decide what you'll sell in the slow months: a plan, a winter service, or nothing and a rest.

3 The steadiest trades

The idea. At the bottom of the table, the year is nearly flat. Stairlift installers have a swing of 1.14, appliance repair 1.19, and pole barn builders 1.21. 18 of the 70 trades have a swing under 1.3. People need these services whenever something breaks, or whenever life changes.

Steady doesn't mean no peaks. Appliance repair still tops out in October, and pole barns in January, 16% above average. A small peak is still the best month to be easy to find.

Example (sample numbers). A made-up appliance repair shop sees a swing of 1.19. They stop waiting for a busy season and spend the same on marketing every month, with a small extra push in late summer before the October top.

Do it in 24 hours

- [ ] If your swing is under 1.4, set one monthly marketing budget and keep it steady.
- [ ] Find your top month anyway and plan one extra push before it.
- [ ] Focus on what matters every month: reviews, a fast reply and a complete Google profile.



Part 2

When each kind of trade peaks

4 Spring and summer peaks

The idea. 14 trades peak in March, more than any other month: fencing, land clearing, roof cleaning, shed building, excavation, water softeners, lash and brow, auto detailing, mortgage broker, realtor, flooring, epoxy floor coating, dog grooming and med spa.

6 peak in April: landscaping and lawn care, stump grinding, asphalt sealcoating, crawl space waterproofing, sunrooms and house cleaning. 5 peak in May: irrigation repair, pressure washing, window cleaning, wildlife removal and insurance agent. 5 peak in June: pool service, party rentals, deck building, pet sitting and music lessons. And 11 peak in July: boat docks, tree service, gutters, HVAC, well drilling, plumbing, electrician, dryer vent cleaning, carpet cleaning, handyman and hair stylist.

March and July are also the two months with reporting bumps in our data (March 2025 and July 2024). Our method smooths those out, but read a March or July top as "early spring" or "high summer," not an exact date.

Example (sample numbers). A made-up gutter company sees July as its top month. It used to start marketing in July. Now it starts in late May, six weeks ahead.

Do it in 24 hours

- [ ] Find your trade in the lists above.
- [ ] Count back six weeks from your top month and mark the date.
- [ ] Check last year: were you ready by that date?

5 January: the plan-it-this-year trades

The idea. 13 trades peak in January: generator installation, spray foam insulation, radon mitigation, interior design, bathroom remodeling, personal training, piano lessons, tile installation, kitchen remodeling, event planning, martial arts, pole barns and stairlifts. These are New Year decisions and winter worries. People plan a kitchen, sign up for lessons or a trainer, and look at generators and insulation after the first cold snap.

Interior designers peak in January, 22% above average. Generator installers have two peaks: January, 18% above, and July, 17% above, the storm and outage months.

Example (sample numbers). A made-up kitchen remodeler used to go quiet over the holidays. Now they post their before and after photos in late December and open January design consults, the month people search most.

Do it in 24 hours

- [ ] If your trade peaks in January, plan your push for mid-November to late December.
- [ ] Write a "plan your project this year" post or page.
- [ ] Open January appointment slots before the holidays.

6 Fall and the holidays

The idea. 9 trades peak in October: chimney sweep, tutoring, wedding photography, foundation repair, mobile welding, septic service, massage, garage doors and appliance repair. Family photographers peak in November and caterers in December. Roofing, painting and automatic gates peak in September.

Fall peaks come from two places: getting the house ready for winter (chimneys, foundations, septic, garage doors, roofs) and the school and holiday calendar (tutors, photographers, caterers). Tutors peak in October, 50% above average, as the first report cards come home.

Example (sample numbers). A made-up chimney sweep books most of the year's work in eight weeks. They start in mid-August with a "book before the first fire" postcard, so October is full before it starts.

Do it in 24 hours

- [ ] If your trade peaks in the fall, plan your push for late July or August.
- [ ] Write one "before winter" or "before the holidays" offer with a booking cutoff.
- [ ] Put the cutoff date on your Google profile.

7 Two-season trades

The idea. Some trades have two peaks, and many owners only plan for one. HVAC peaks in July, 34% above average, and again in October as heating starts. Plumbing peaks in July, January and October. Roofing peaks in September and again in March. Painting peaks in September and in April.

Example (sample numbers). A made-up HVAC owner always planned for summer. The second peak in October was never marketed. This year they mail a furnace tune-up card in September and fill October with tune-ups.

Do it in 24 hours

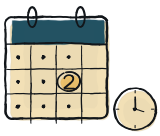
- [ ] Check your trade's three busiest months in section 1. Are they all in one season?
- [ ] If not, plan two pushes a year, each six weeks before its peak.
- [ ] Read your trade's busy season calendar for the details (Where to go next).

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Free sample: Your first report card, this month

Free. See how you stack up against local competitors before your next busy month. The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Part 3

Regions and cities

8 The north swings harder than the south

The idea. For each region, we looked at the typical (middle) swing across all 70 trades, and counted how many trades are more seasonal there than in the US as a whole.

Region	Typical swing across 70 trades	Trades more seasonal here than in the US
New England	1.53	61 of 70
Great Lakes and Upper Midwest	1.53	59 of 70
Great Plains	1.52	54 of 70
Mid-Atlantic	1.49	57 of 70
Mountain West	1.46	50 of 70
Alaska and Hawaii	1.45	37 of 70
Southeast and Upper South	1.43	39 of 70
Desert Southwest	1.42	31 of 70
Gulf Coast and Florida	1.40	24 of 70
Pacific West	1.39	33 of 70
Whole US	1.38	n/a

Regions are groups of states. Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026.

The cold-winter regions top the list. The Gulf Coast and Florida and the Pacific West are the steadiest. Pool service shows it best: its swing is 11.53 in New England and 2.25 in the Gulf Coast and Florida. Landscaping swings 6.11 in the Great Lakes and 2.61 in the Gulf Coast.

Example (sample numbers). A made-up landscaper moves from Florida to Michigan. Same trade, but their spring will be much sharper, so they plan to pre-sell spring work in February instead of waiting for calls.

Do it in 24 hours

- [ ] Find your region's row. Is it above or below the US?
- [ ] If above, plan for a shorter, sharper season.
- [ ] If below, spread your marketing more evenly across the year.

9 Same trade, different top month

The idea. National averages can mislead. Roofing peaks in September across the US, but in January in the Pacific West, 28% above average, when the rains come, and in March in the Southeast, 19% above, with spring storms. Painting peaks in May in the Great Lakes and in October in the Southeast. Chimney sweeps peak in October or November in most regions, but in January in the Gulf Coast and Florida.

Example (sample numbers). A made-up roofer in Oregon reads a national article saying "roofing peaks in September." Their region peaks in January. They plan their own year from their region's row, not the article.

Do it in 24 hours

- [ ] Find your region in your trade's busy season calendar, if there is one for your trade.
- [ ] Otherwise, look up your main search in Google Trends for your state (section 13).
- [ ] Plan to your region's top month, not the national one.

10 The Southeast metro areas

The idea. We also measured 10 Southeast metro areas. Searches are counted for each TV market, which is wider than the city itself. Cities swing more than regions, partly because their numbers are smaller and one storm or one freeze shows up clearly.

Metro area (TV market)	Typical swing across 70 trades	Trades more seasonal here than in the US	Trades too small to read (rough)
Louisville	1.63	58 of 70	2
Lexington	1.60	62 of 70	6
Tulsa	1.60	59 of 70	4
Huntsville-Decatur	1.58	60 of 70	9
Nashville	1.54	59 of 70	0
Jackson, MS	1.54	52 of 70	16
Memphis	1.53	56 of 70	4
Montgomery	1.52	49 of 70	22
Little Rock	1.50	52 of 70	3
Birmingham	1.49	52 of 70	1

Sorted from the biggest typical swing to the smallest. "Trades too small to read" counts trades averaging under 300 searches a month there, where Google's rounding makes the shape rough.

Example (sample numbers). A made-up house cleaner in Montgomery checks the table and sees many trades there are too small to read. They use the Southeast region numbers in their trade's calendar instead, and their own bookings to fill in the rest.

Do it in 24 hours

- [ ] Find your metro area, or the nearest one.
- [ ] If your trade is small in your city, use your region or state instead.
- [ ] Check your city's busiest months against your own records.



Part 4

What it means for owners

11 If your trade swings 2 or more

The idea. A swing of 2 or more means your top month gets at least twice the searches of your slowest. Most of your year's new customers are won in a few weeks. Three things matter most: being ready before the climb, selling ahead, and having a plan for the quiet months.

Example (sample numbers). A made-up deck builder with a swing near the table's 2.70 sells spring builds in February with a deposit, so the calendar is full and the cash is in before the April rush.

Do it in 24 hours

- [ ] Mark the date six weeks before your searches start to climb.
- [ ] Write a pre-season offer with a deposit or sign-up date.
- [ ] Pick one thing to sell, or one thing to fix, in your slowest month.

12 If your trade is steady

The idea. A swing under 1.4 means demand is spread across the year. Your edge isn't timing. It's being the business people find and trust any week: reviews, a fast reply, a complete Google profile. Still, look inside your trade. A flat total can hide searches that peak hard. In plumbing, "frozen pipes" spikes in January while the trade as a whole moves only a little.

Example (sample numbers). A made-up electrician sees a swing of 1.36. They keep marketing steady every month and add one push in June, ahead of the July top.

Do it in 24 hours

- [ ] Set one steady monthly marketing budget.
- [ ] Ask every finished customer for a review, every month.
- [ ] Find one search in your trade that does peak, and plan for it.

13 Check your own town

The idea. Our numbers cover the US, states, regions and 10 metro areas. Your town is smaller. Two free checks fill the gap: your own records, and Google Trends. Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help,

support.google.com).

Example (sample numbers). A made-up pressure washing owner looks up "pressure washing" for their state in Google Trends over five years. The climb starts in March, a few weeks before the national May top. They move their first postcard to early March.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years," and search your main service.
- [ ] Note the month it starts to climb and the month it peaks.
- [ ] Pull your last two years of invoices by month and compare.



Part 5

How we did it

14 What we collected

The idea. These are the facts behind every number in this report.

- **What:** Google Ads monthly search estimates for 922 buyer searches across 70 local trades, 10 to 28 searches per trade. The six home trades we studied most closely (roofing, landscaping, plumbing, HVAC, house cleaning and painting) have 25 to 28 searches each.
- **When:** every month from November 2022 to October 2026, pulled November 12, 2026.
- **Where:** the whole US, all 50 states and DC, 10 regions (each the sum of its states), and 10 Southeast metro areas (Nielsen TV markets): Nashville, Tulsa, Louisville, Huntsville-Decatur, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi.
- **Close variants:** Google gives some near-identical searches one shared number (for example "ac repair" and "air conditioner repair"). We counted each shared number once.
- **How we measured the season:** we split the data into four 12-month years. Each month was divided by its own year's average, so growth or decline between years doesn't change the shape. The figure for each calendar month is the middle value of the four years.

Example (sample numbers). To see what "divided by its own year's average" means, picture a made-up trade with 1,000 searches in an average month that year and 1,300 in April. April's figure is +30%. Do that for four years, take the middle value, and you have the April number in this report.

Do it in 24 hours

- [ ] If you quote a figure, quote it as a search figure, not jobs or sales.
- [ ] If you compare two trades, compare swings and months, not total searches.

15 The limits, and how to quote this report

The idea. This is a careful count, not a forecast. Keep these limits in mind:

- **Searches, not jobs or leads.** People search days to weeks before they hire. This shows when customers start looking.
- **Estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com). Small states, small cities and small trades are rough. We flag places averaging under 300 searches a month.
- **October 2026 is left out.** Google's newest month runs high for "near me" searches, so we kept it out of every season figure.

- **Two reporting bumps.** March 2025 and July 2024 run high in every trade, hair salons included. We treat them as reporting artifacts, not real spikes. Our method smooths them out. Don't quote either month as a one-off jump.
- **Year-over-year falls aren't demand falls.** Google's yearly totals fall for almost every trade in our data. That reflects how Google reports volumes, and searches moving to Maps and chat assistants, more than fewer customers. We don't quote year-over-year change.
- **Weather years differ.** Storm and freeze trades swing with single events. Where the top month moves, we say "usually."
- **Metro areas are TV markets,** wider than the city itself.
- **Some trades mix research with hiring.** Realtors, mortgage brokers, insurance agents, med spas and personal trainers show interest, not buying.
- **Our search lists.** We chose the searches for each trade to cover how people really look for it. A different list would give somewhat different totals, but the seasonal shape holds.

To quote a figure, please credit "GTL analysis of Google Ads search estimates, November 2022 to October 2026" and link to this page. Every free guide and tool we make is at growthatlocal.com/free.

Example (sample numbers). A made-up local reporter writing about pool companies quotes: "Searches for pool service in the US run 74% above an average month in June, according to a GTL analysis of Google Ads search estimates, November 2022 to October 2026."

Do it in 24 hours

- [ ] If you quote this report, use the credit line above and link to this page.
- [ ] If you're an owner, check your trade's row against your own records. Your records beat ours for your town.



Your first 24 hours, in one list

If you do these today, you'll know your season and be ready for it:

- [ ] Find your trade in the table in section 1. Write down its busiest and slowest months and its swing.
- [ ] Find your region in section 8 and, if you're in the Southeast, your metro area in section 10.
- [ ] Count back six weeks from your first busy month and mark the date (section 11 or 12).
- [ ] Check your state in Google Trends and against your own invoices (section 13).



Where to go next

If you work in one of the six home trades we studied most closely, your trade's busy season calendar has the month-by-month table, your region and city, the searches that rise first, and what to do before, during and after each rush:

- Roofers
- Landscapers
- Plumbers
- HVAC companies
- House cleaners
- Painters

Two free tools go with this report. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

For more of our own research, read The State of Local Trade Marketing 2026.



If you'd rather hand it off

Grow That Local does this work for local businesses. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Monthly report card. Free sample: your first report card, this month. The monthly report card is free.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our own analysis of Google Ads monthly search estimates for 922 buyer searches across 70 local trades, for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Method and limits in sections 14 and 15. (sections 1 to 13)
2. Same data, the plumbing search "frozen pipes" on its own, for the whole US, using the same method. (section 12)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (section 15)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Outdoor trades top the seasonal ranking because their work depends on warm, dry weather (section 2). Reasoning: the trades with the biggest swings (pool service, landscaping, stump grinding, irrigation, decks, pressure washing) all peak between April and June and bottom out in December or January.
2. January peaks come from New Year plans and winter worries (section 5). Reasoning: the January trades are planned projects (remodels, design, lessons, fitness) or cold-weather fixes (generators, insulation, radon).
3. Fall peaks come from getting homes ready for winter and from the school and holiday calendar (section 6). Reasoning: the October and November trades are either winter prep (chimneys, foundations, septic, garage doors) or tied to school and holidays (tutors, photographers, caterers).
4. A March or July top may be partly left over from the reporting bumps in March 2025 and July 2024 (section 4). Reasoning: our method uses the middle of four years, which shrinks one bumped year a lot but not entirely.
5. Cold-winter regions swing harder because their outdoor season is shorter (section 8). Reasoning: New England, the Great Lakes, the Great Plains and the Mid-Atlantic have the highest typical swings, and the Gulf Coast, Florida and the Pacific coast the lowest.
6. City numbers swing more than regions partly because they're smaller (section 10). Reasoning: with fewer searches, one storm or one freeze moves a city's numbers more, and Google's rounding adds noise.
7. Plan six weeks ahead of your first busy month (sections 4 to 6, 11). Reasoning: offers, postcards, staff and supplies each take a few weeks to set up, and once the rush starts there's no time.

want it done for you?

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