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# Small-Business Website Market Report

A scan of every chamber-of-commerce-listed business in Hendersonville, TN — what platforms they run on, what's missing, and what the local-search bar looks like.

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SCOPE

**Hendersonville, TN**

Chamber of Commerce members

CHAMBER MEMBERS

**582**

502 with a website • 14% without

WORDPRESS SHARE

**154**

36.1% of reachable sites

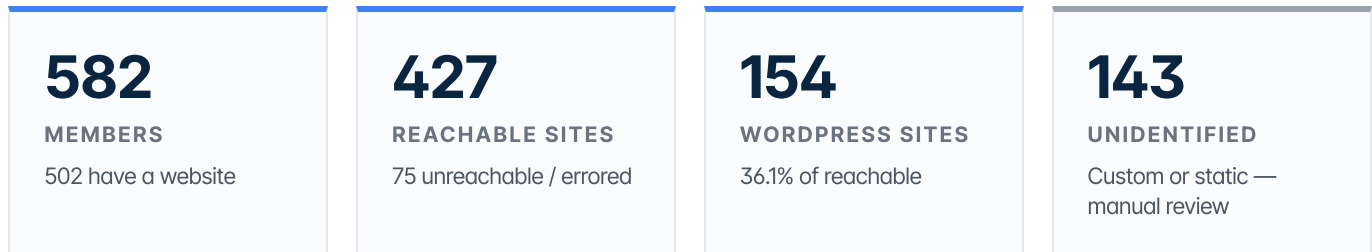
PUBLISHED

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Annual report — 2026

# Coverage

Every chamber-of-commerce-listed business in Hendersonville was scanned once. The chamber is a self-selected slice of local businesses; the real number of small businesses in the area is higher. But the chamber is the audience this report is about: businesses serious enough about marketing to pay a membership fee.



**Method.** Each chamber member with a website was fetched once. Tech detection from public HTML signatures, headers, and cookies — no third-party tools. "Unreachable" means DNS, TLS, or 4xx/5xx during the run. WordPress version detection only succeeds when the install hasn't been hardened to hide it.

## Who's in the chamber

Top 9 categories by member count. Members can be tagged with more than one category, and the long tail isn't shown — so these are the chamber's most visible verticals, not a complete split.

CATEGORY	SHARE	MEMBERS
Non-Profits		42
Restaurants		24
Construction		20
Real Estate		20
Banks		16
Healthcare / Hospitals		13
Churches		12
Insurance		11
Accountants		10

## Platform breakdown

PLATFORM	SHARE	SITES	% OF REACHABLE
WordPress		154	36.1%
Unidentified		143	33.5%
Wix		33	7.7%
Squarespace		25	5.9%
GoDaddy		13	3.0%
Nextjs		11	2.6%
Webflow		10	2.3%
Duda		10	2.3%
Drupal		6	1.4%
HubSpot		6	1.4%
Nuxt		5	1.2%
Shopify		5	1.2%
Gatsby		3	0.7%
Weebly		2	0.5%
Astro		1	0.2%

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## WordPress detail (154 sites)

### Version recency

- Current major (6.x, recent minors) — **47**
- Behind by 1-2 minor releases — **7**
- Severely outdated (5.x or earlier) — **2 (severely outdated)**

### Page builders

- Elementor — **45**
- Divi — **14**
- WPBakery — **11**
- Beaver Builder — **11**
- Breakdance — **3**
- Oxygen — **3**
- Elementor + WPBakery — **3**

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## The dominant fixable gap

Structured data — the JSON-LD schema markup that tells search engines and AI answer engines what kind of business a page represents. Without it, local search and AI citation are effectively guessing.

**39%**

NO SCHEMA AT ALL

168 sites — invisible to AI engines

**15%**

GENERIC PAGE-LEVEL ONLY

63 sites — has schema but no business identity

**46%**

BUSINESS-TAGGED SCHEMA

196 sites — LocalBusiness, Organization, or a subtype

**54% of reachable sites in this chamber don't have the schema that local search and AI answer engines actually reward.** Adding LocalBusiness or Organization schema is a couple of hours of work per site and the cheapest, highest-leverage fix in local SEO right now. Almost nobody is doing it.

## Five moves that lift most chamber members past most of their local competition

1. **Add LocalBusiness schema** to your homepage.
2. **Make every phone number a tappable `tel:` link.**
3. **Configure conversion tracking** for the actions that actually matter for your business.
4. **Update WordPress core and plugins** to current versions.
5. **If you're on a legacy page builder** (WPBakery in particular), plan a migration this year.

None of these require a rebuild. All of them are cheaper than a single month of paid Google Ads.

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Want a written report on where  
your specific site sits against this  
baseline?

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