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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.

SCOPE

Hendersonville, TN

Chamber of Commerce members

WORDPRESS SHARE

158

36.5% of reachable sites

CHAMBER MEMBERS

582

502 with a website • 14% without

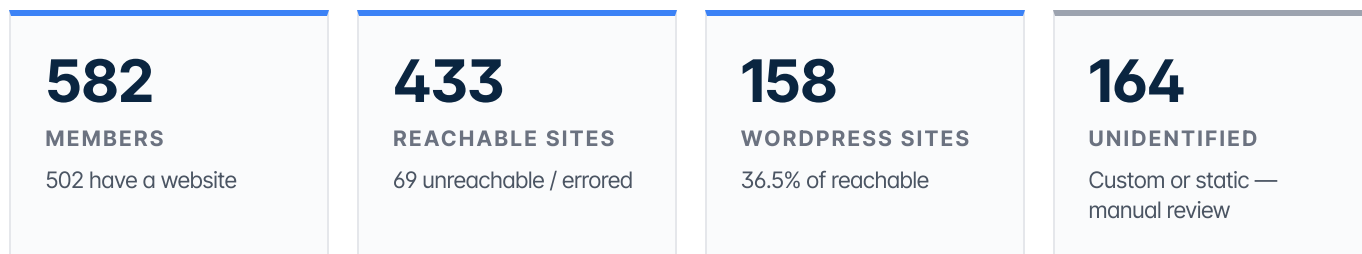
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Coverage

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
Unidentified		164	37.9%
WordPress		158	36.5%
Wix		34	7.9%
Squarespace		25	5.8%
GoDaddy		13	3.0%
Webflow		10	2.3%
Duda		10	2.3%
Drupal		6	1.4%
HubSpot		6	1.4%
Shopify		5	1.2%
Weebly		2	0.5%

WordPress detail (158 sites)

Version recency

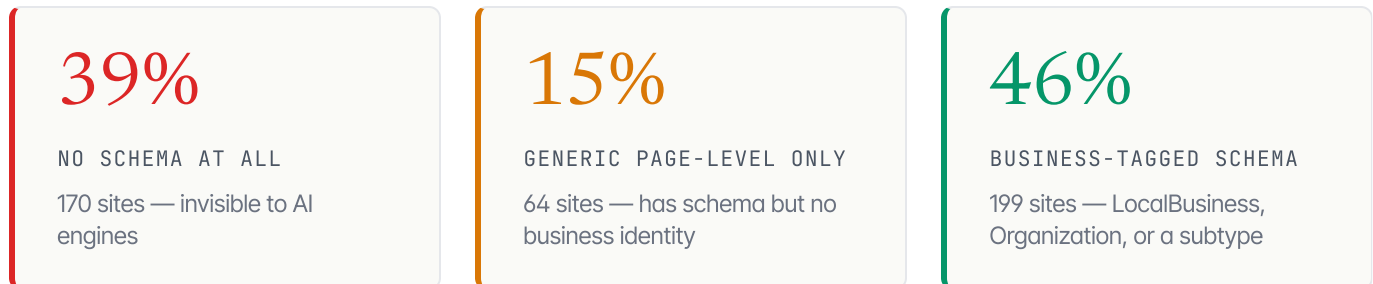
- Current major (6.x, recent minors) — **48**
- Behind by 1-2 minor releases — **8**
- Severely outdated (5.x or earlier) — **2 (severely outdated)**

Page builders

- Elementor — **46**
- Divi — **14**
- Beaver Builder — **12**
- WPBakery — **11**
- Breakdance — **3**
- Oxygen — **3**
- Elementor + WPBakery — **3**

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.



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?

I do free written audits for small businesses in Tennessee. Lands inside one business day of your request. Send your URL to hello@bufferedllc.com or visit bufferedllc.com.