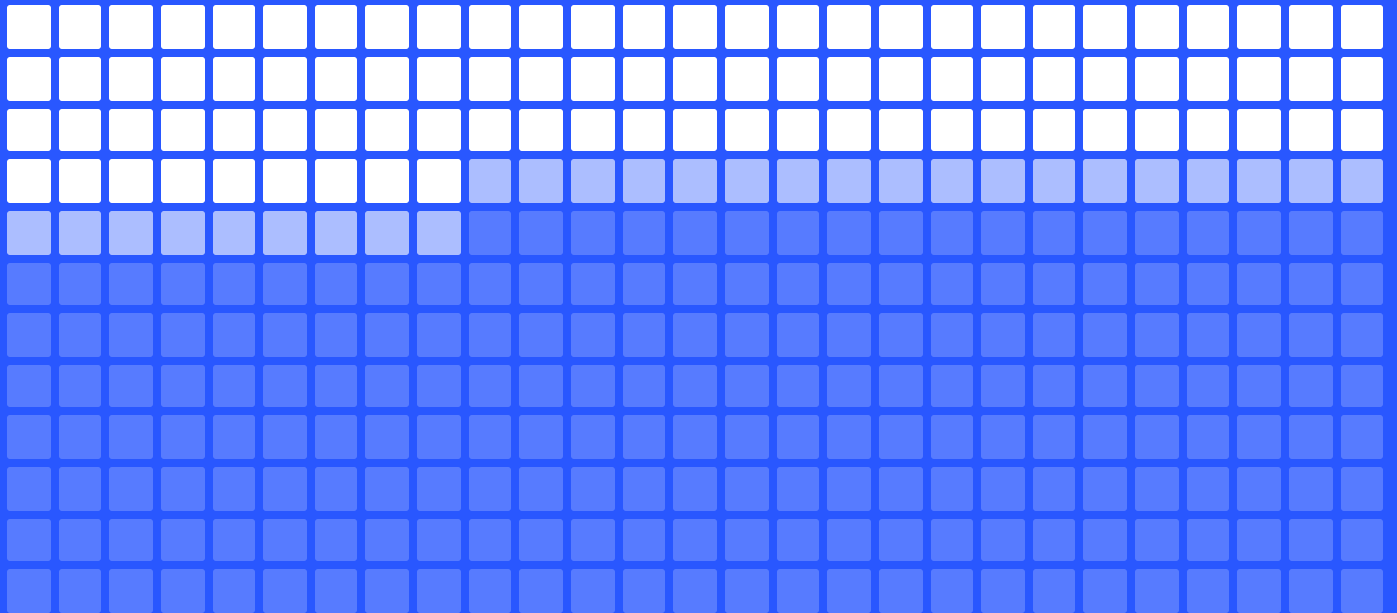


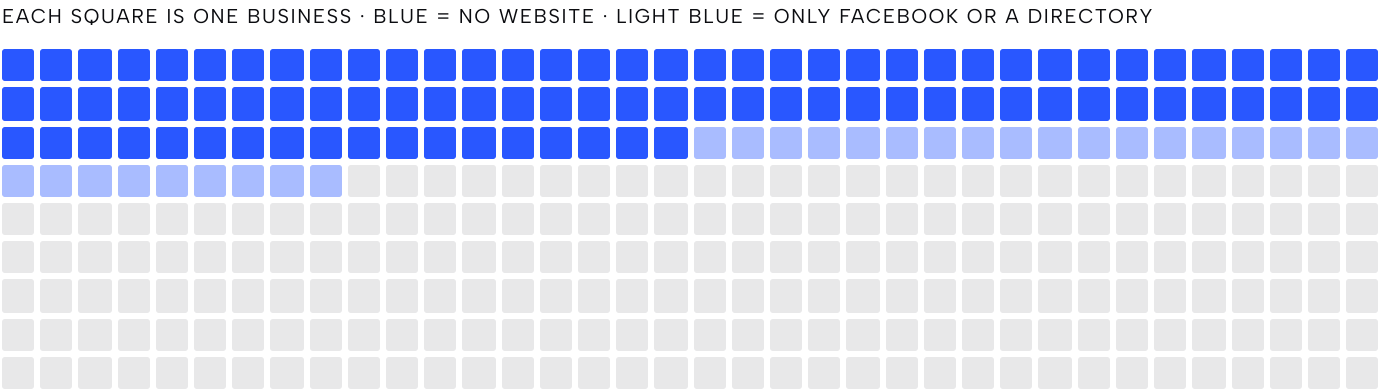
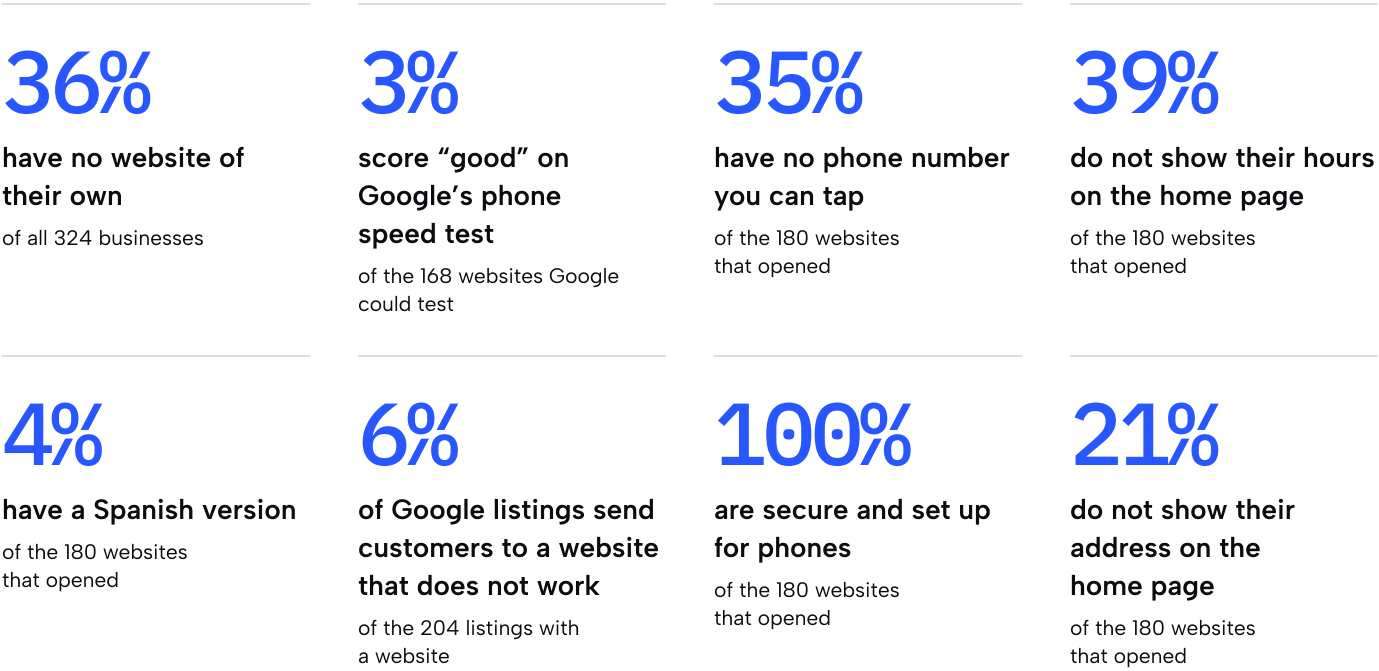
Arkansas Small-Business Website Report 2026



We checked 324 local business websites, one square each.
Here is what a customer finds.

We checked **324** Arkansas small-business websites.

Restaurants, salons, home services, auto shops, health practices and local shops in six parts of the state, picked at random from Google Maps. One check, one day, the same rules for every site.



HOW TO CITE

Xiobo Creative, “Arkansas Small-Business Website Report 2026,” October 19, 2026, xiobocreative.com/reports/arkansas-small-business-websites-2026

A customer decides in seconds, on a phone.

Before a first visit, most people look a business up. They want five things: the hours, the address, the phone number, the menu or the prices, and a reason to trust the place.

When the website hides one of these, or does not open on a phone, the customer does not wait. They go back to the search results and call the next business. The owner never sees this lost customer, so the problem stays.

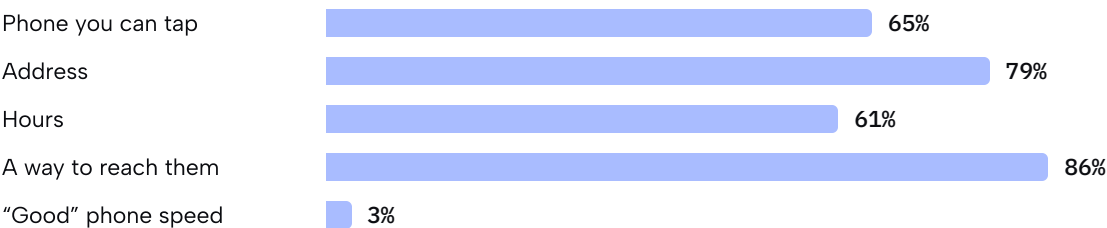
We wanted to know how often this happens in Arkansas. National surveys ask owners if they have a website. We did not ask: we opened each website and checked what a customer sees.

WHAT OTHERS FOUND (FOR CONTEXT)

Study	No website
Clutch, 2025 · survey of 406 US owners	17%
Small Business Majority, 2023 · survey of 871	33%
RapidWebLaunch, 2025 · 91,904 Google listings, 24 US cities	17%
This report · 324 Arkansas businesses	36%

Different methods: surveys ask owners; listing studies check Google. Read them as context, not as a ranking. Sources in the method section.

WHAT A CUSTOMER LOOKS FOR · SHARE OF WEBSITES THAT SHOW IT



Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps. Websites that opened.

A CUSTOMER’S 30 SECONDS

01

Searches

“plumber near me” on a phone

02

Taps the listing

Google shows the website link

03

Opens the website

it must load fast on mobile data

04

Looks for the answer

hours, prices, menu, phone

05

Calls or comes in

or goes back to the next result

01

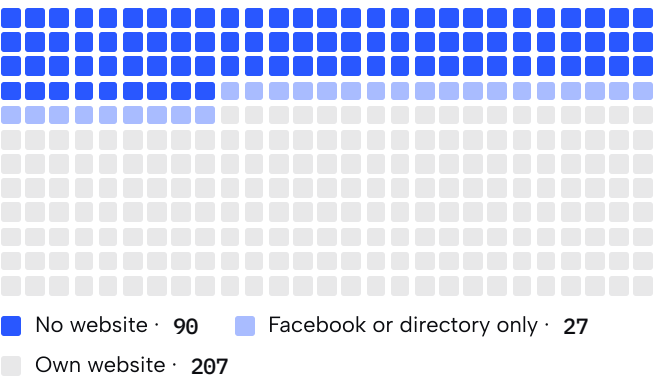
36%

have no website of their own.

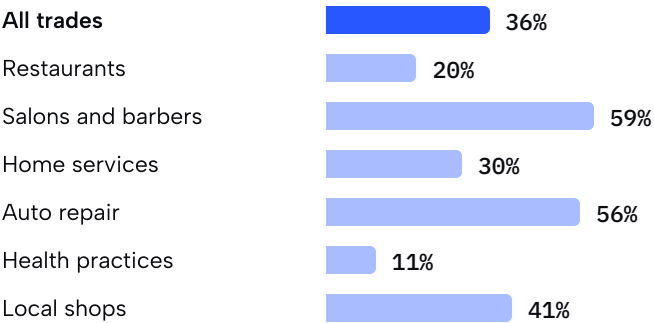
of all 324 businesses

On 90 Google listings there is no website at all, and 27 more send people to a Facebook or directory page. A customer who wants the menu, the prices or the hours must search again or call. Many do not.

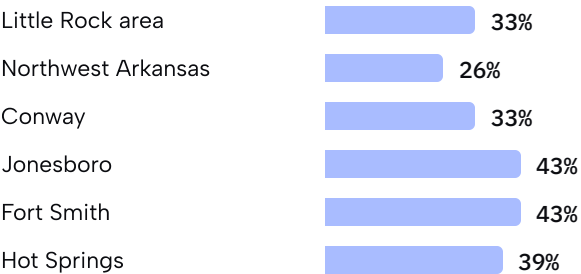
EACH SQUARE IS ONE BUSINESS



BY TRADE



BY AREA



Groups of 54: a difference of less than 20 points between two groups can be chance.

HOW TO FIX IT

Add your website address to your Google Business Profile. No website yet? A one-page site with your hours, menu or prices and a call button is enough to start.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

02

Only

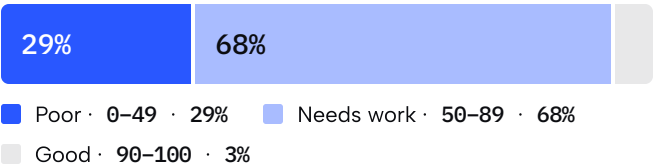
3%

score “good” on
Google’s phone
speed test.

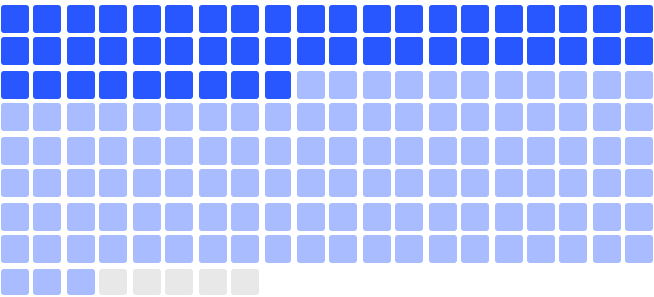
of the 168 websites Google could test

We tested each home page with Google PageSpeed. It loads the page the way a mid-range phone on a slow mobile connection does, and Google calls a score of 90 or more “good”. In this test, the typical page took 9.1 seconds to show its main content. Most people look up a local business on their phone, often from the car or the street.

GOOGLE PAGESPEED MOBILE SCORE



EACH SQUARE IS ONE WEBSITE GOOGLE TESTED



9.1 s

the typical time to show the main content, in the same test

HOW TO FIX IT

Make your photos smaller before you upload them (under 300 KB each is a good aim), and remove sliders and pop-ups you do not need. Then test your page again on your phone, on mobile data.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

03

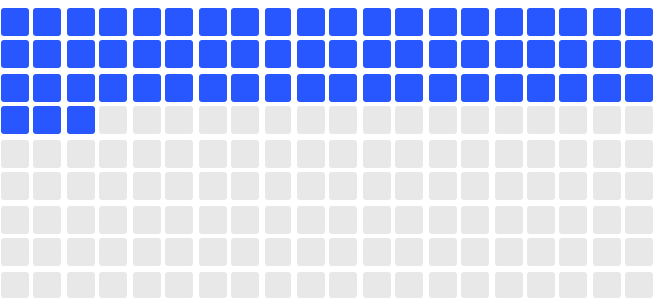
35%

have no phone number you can tap.

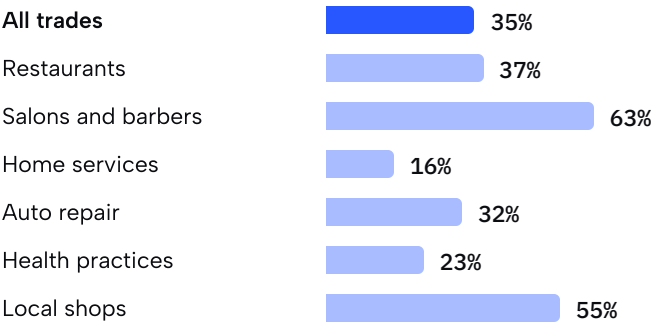
of the 180 websites that opened

On 45 of these 63 websites, the number is there as text, so the customer must copy it or type it. On a phone, one tap starts the call. For a salon or a plumber, that call is the job.

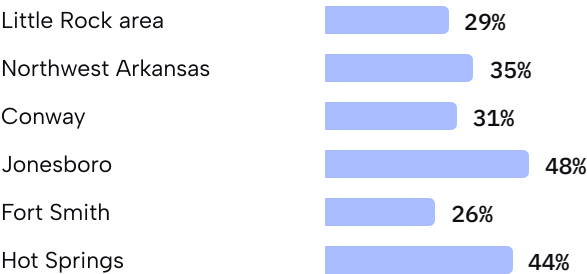
EACH SQUARE IS ONE WEBSITE



BY TRADE



BY AREA



Groups of 19 to 43: a difference of less than 20 points between two groups can be chance.

HOW TO FIX IT

In your website builder, link the phone number to "tel:" plus the number, for example tel:5015550123. Most builders call this a phone link.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

04

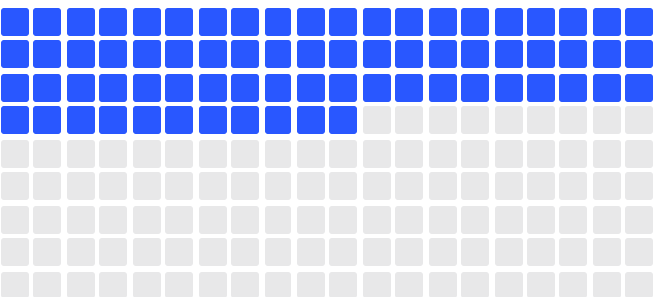
39%

do not show their hours on the home page.

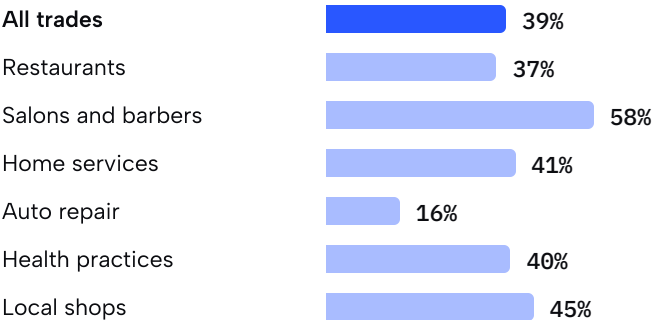
of the 180 websites that opened

“Are you open now?” is the first question most customers have. When the answer is not on the page, they call, or they go to a business that shows it.

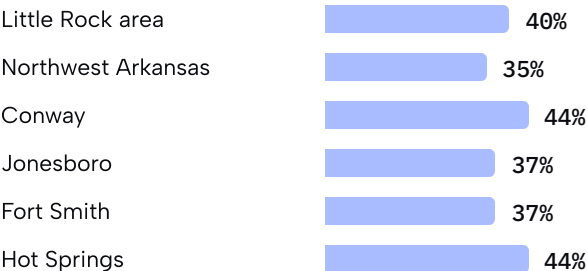
EACH SQUARE IS ONE WEBSITE



BY TRADE



BY AREA



Groups of 19 to 43: a difference of less than 20 points between two groups can be chance.

HOW TO FIX IT

Put your hours as text near the top of your home page, and keep them the same as on your Google listing.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

05

Only

4%

have a Spanish version.

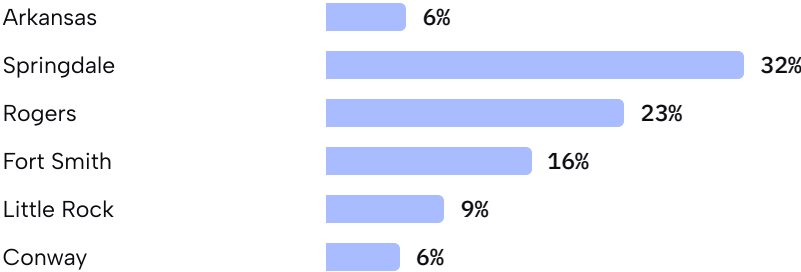
of the 180 websites that opened

One in sixteen Arkansans speaks Spanish at home. In Springdale it is almost one in three, in Rogers more than one in five. Only 8 of the 180 websites we read speak to them in Spanish.

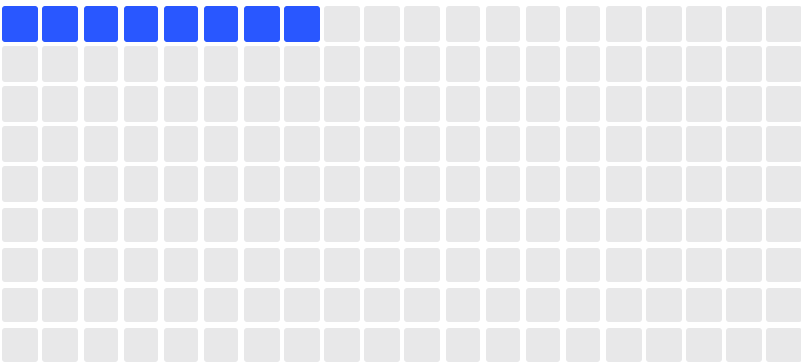
WEBSITES WITH A SPANISH VERSION

All websites 4%

PEOPLE WHO SPEAK SPANISH AT HOME (CENSUS)



EACH SQUARE IS ONE WEBSITE · BLUE = HAS SPANISH



HOW TO FIX IT

Start small: one Spanish page with your services, hours and how to reach you, and a link to it in your menu. Have a native speaker read it.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps. Spanish at home: people age 5 and older, U.S. Census Bureau, American Community Survey 2020–2024, 5-year estimates, table C16001 (margins of error ±0.1 to ±2.6 points).

06

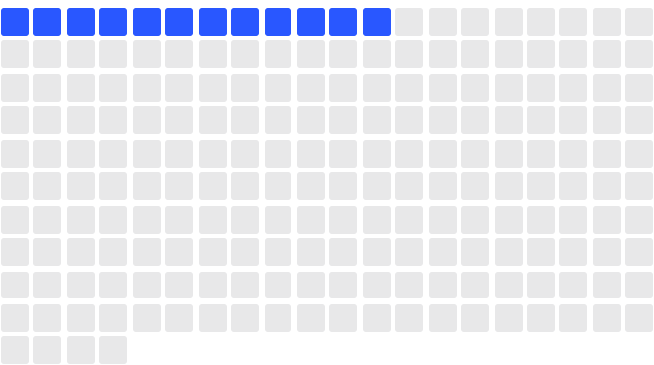
6%

of Google listings send customers to a website that does not work.

of the 204 listings with a website

We opened each of these websites twice, the second time in a normal browser. They did not work either time: the address does not exist, the security certificate is wrong, the server shows an error, or the page says “not found” or offers the domain for sale. The customer was ready to look, and found nothing.

EACH SQUARE IS ONE GOOGLE LISTING WITH A WEBSITE



HOW TO FIX IT

Once a month, open your Google Business Profile on your phone and tap your website link. If it fails, call the person who hosts your website, or change the link on Google.

Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

07

Good news:

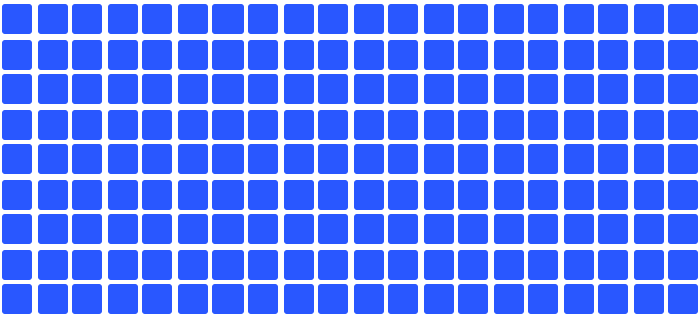
100%
are secure and
set up for phones.

of the 180 websites that opened

All 180 websites that opened use https, and all of them have the setting that tells a phone to fit the page to its screen. The basics are in place. The problems are in what a customer needs next: the call button, the hours and the speed.



EACH SQUARE IS ONE WEBSITE THAT OPENED



Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps.

Every check, by trade and by area.

The share that miss each check. Darker means more of them miss it.

	All	Restaurants	Salons and barbers	Home services	Auto repair	Health practices	Local shops
No website of its own	36%	20%	59%	30%	56%	11%	41%
Google links to a site that does not work	6%	2%	5%	11%	4%	9%	3%
Not secure (no https)	0%	0%	0%	0%	0%	0%	0%
Not set up for phones	0%	0%	0%	0%	0%	0%	0%
Not “good” phone speed	97%	100%	88%	97%	94%	98%	100%
No tap-to-call number	35%	37%	63%	16%	32%	23%	55%
No hours on the home page	39%	37%	58%	41%	16%	40%	45%
No address on the home page	21%	13%	32%	25%	16%	16%	28%
No way to reach them on the home page	14%	13%	32%	3%	21%	7%	24%
Menu in a PDF (restaurants)	8%	8%	0%	0%	0%	0%	0%
Copyright year 2024 or older	9%	3%	11%	13%	5%	12%	14%
No Spanish version	96%	97%	100%	100%	95%	93%	90%

	All	Little Rock area	Northwest Arkansas	Conway	Jonesboro	Fort Smith	Hot Springs
No website of its own	36%	33%	26%	33%	43%	43%	39%
Google links to a site that does not work	6%	3%	3%	8%	13%	0%	9%
Not secure (no https)	0%	0%	0%	0%	0%	0%	0%
Not set up for phones	0%	0%	0%	0%	0%	0%	0%
Not “good” phone speed	97%	97%	94%	96%	100%	100%	96%
No tap-to-call number	35%	29%	35%	31%	48%	26%	44%
No hours on the home page	39%	40%	35%	44%	37%	37%	44%
No address on the home page	21%	29%	18%	22%	19%	19%	16%
No way to reach them on the home page	14%	14%	24%	13%	11%	7%	16%
Menu in a PDF (restaurants)	8%	13%	0%	0%	25%	0%	0%
Copyright year 2024 or older	9%	14%	12%	6%	0%	15%	8%
No Spanish version	96%	97%	97%	97%	93%	89%	100%

WHAT WE EXPECTED BUT DID NOT FIND

Two problems we expected were rare in this sample: menus in PDF files (3 of 38 restaurant websites) and old copyright years (9% of the websites). They stay in the table, but they are not a finding.

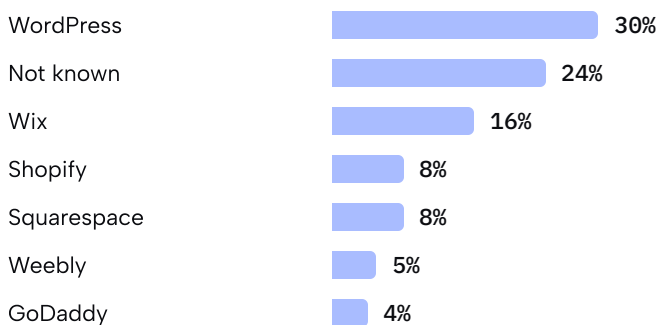
Source: Xiobo Creative website check, October 19, 2026. 324 independent businesses picked at random from Google Maps. Each trade or area has 54 businesses; 19 to 43 of their websites opened.

Six fixes for this week.

Most of these take less than an hour, and most website builders have a setting for them. You do not need a new website for any of them.

- 01 Add your website to your Google Business Profile.**
It is the link most customers tap first.
- 02 Make your phone number a tap-to-call link.**
One tap on a phone starts the call.
- 03 Put your hours and address as text on the home page.**
Keep them the same as on Google.
- 04 Tap your website link on your Google listing once a month.**
A broken link loses a customer who was ready.
- 05 Add a Spanish page if your customers speak Spanish.**
Services, hours and how to reach you are enough to start.
- 06 Test your home page on your own phone, on mobile data.**
If you wait, your customers wait too.

WHAT THE WEBSITES ARE BUILT WITH



The platform does not decide the result: we found good and weak websites on each one.

CHECK YOUR OWN WEBSITE

Call button, hours, address and speed, free, in about 30 seconds.

xiobocreative.com/website-check

It times your page against Google's 2.5-second mark; this report uses Google's speed score. We only look. Nothing on your site changes.

How we did it.

THE BUSINESSES

We ran 130 Google Maps searches for 6 trades in 6 areas of Arkansas. They found 5,046 businesses. We took out chains and franchises (a national brand, or the same name or website at 3 or more places), which left 4,471 independent businesses. From each trade in each area we picked 9 at random with a fixed seed (“xiobo-ar-2026”). Anyone can repeat the pick with our code.

THE CHECK

One automated check of each home page, on October 19, 2026, with the same rules. Speed comes from Google PageSpeed, mobile lab test. Each business counts once.

QUALITY CONTROL

We opened every website again in a normal browser on a phone, with JavaScript on, and took the tap-to-call, hours, address and contact answers from there. We read 30 websites at random, page by page, and used what we found to fix our rules. Then we read 30 more, picked at random again. On these, 148 of our 150 answers matched what the page shows.

LIMITS

A sample of independent businesses on Google Maps, not of every Arkansas business (most have no employees, and many are not on Google Maps). A few are local branches of larger organizations; the sample rule keeps them. Home page only; hours and addresses count when they are in the page text or the page data for Google. Speed is a lab test. Margin of error: about ±5 points for all 324 businesses, about ±7 points for the 180 websites that opened, and ±13 to ±22 points for one trade or area.

WHO WE ARE

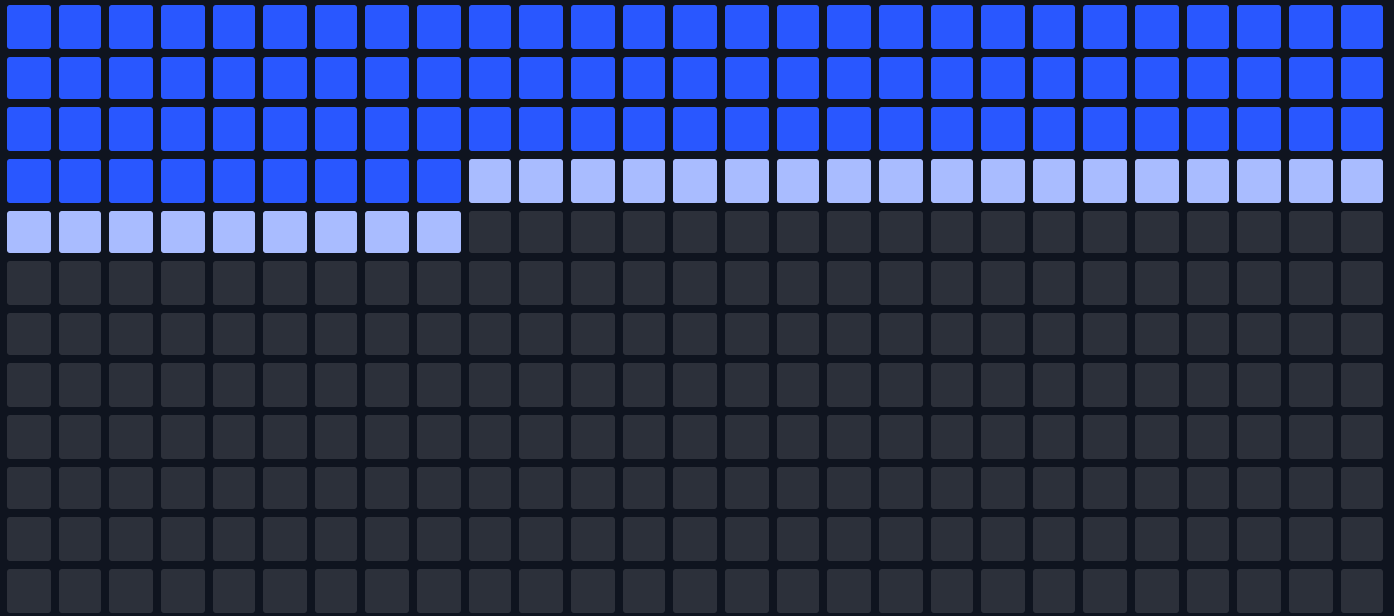
Xiobo Creative is a design studio based in Arkansas. We build websites for small businesses, so we have an interest in this topic. That is why the method, the code and the data (no business names) are public.

WHAT EACH CHECK MEANS

Website of its own	The Google listing links to a website on its own domain (not Facebook, Yelp or a link page).
Works	The website on the Google listing opens, in our check or in a normal browser, and shows the business (not an error, a “not found” page or a domain for sale).
Secure	Opens on https with a valid certificate.
Set up for phones	Has a mobile viewport tag.
Phone speed	Google PageSpeed mobile score of 90 or more (Google’s “good” band); a lab test of a mid-range phone on slow 4G.
Tap to call	Has a telephone (tel:) link with a full phone number.
Hours	Opening hours in the page text or page data.
Address	A street address in the page text or page data.
PDF menu	Restaurants only: the menu link opens a PDF file.
Copyright year	The latest year after © is 2024 or older.
Spanish	lang=“es”, a link to Español, or an /es/ address.
Way to reach them	A contact form (not a newsletter sign-up), an email address or a link to a contact page.

SOURCES FOR CONTEXT

Clutch, small business website survey, Aug 2025 · Small Business Majority, 2023 · RapidWebLaunch, 2025 · Google, Lighthouse performance scoring · U.S. Census Bureau, ACS 2020–2024 · U.S. SBA Office of Advocacy, Arkansas small business profile, 2025.



Use these numbers. Check your own website.

FOR REPORTERS

Quote and chart the numbers with a link to the report.
We can send the numbers for your city or trade, and
answer questions about the method.

hello@xiobocreative.com

FOR OWNERS

Check the call button, hours, address and speed of your
own website, free, in about 30 seconds.

xiobocreative.com/website-check