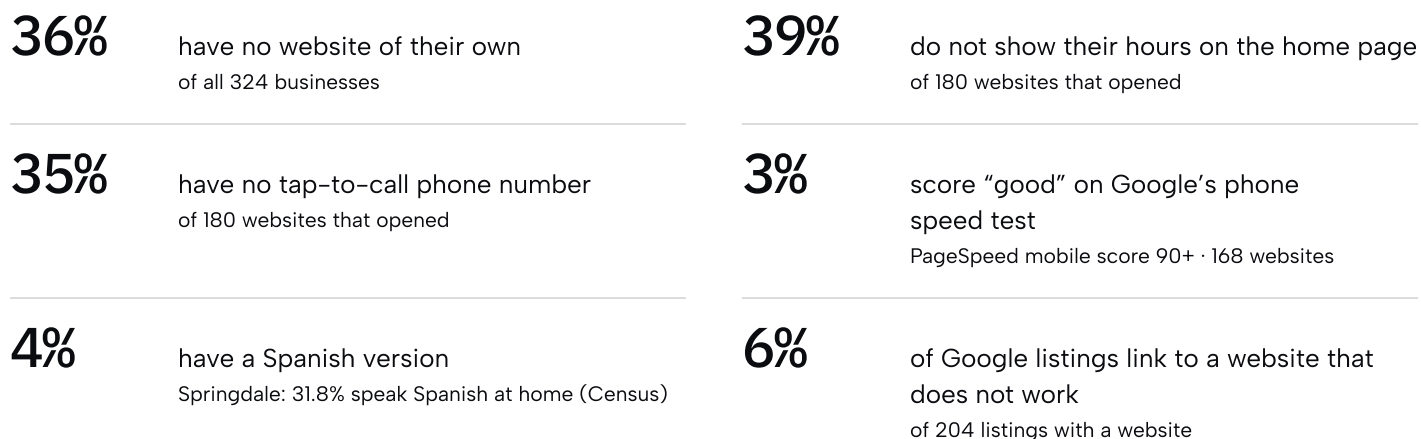


We checked **324** Arkansas small-business websites.

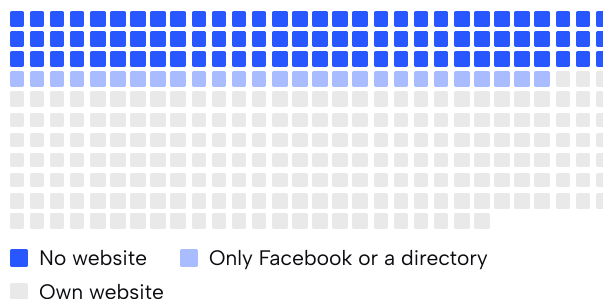
Restaurants, salons, home services, auto shops, health practices and local shops in six parts of Arkansas, picked at random from Google Maps. One check, one day (October 19, 2026), the same rules for every site. We found no earlier measured study of local business websites in Arkansas.



■ HOW WE DID IT

- 130 Google Maps searches: 6 trades × 6 areas (Little Rock area, Northwest Arkansas, Conway, Jonesboro, Fort Smith, Hot Springs).
- 5,046 businesses found; 4,471 independent ones left (no chains, nothing closed); 9 picked at random per trade and area with a published seed.
- One automated check of each home page; speed from Google PageSpeed (mobile lab test). Every website opened again in a normal browser; 30 picked at random and read page by page as a check: 148 of 150 answers matched.
- Limits: independent businesses on Google Maps, home page only, speed is a lab test. Margin about ±5 points overall, ±13 to ±22 by trade.
- We build websites for small businesses, so the method, the code and the data (no business names) are public.

■ EACH SQUARE IS ONE BUSINESS



Full report, charts and data

xiobocreative.com/reports/arkansas-small-business-websites-2026

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