Kitchen Remodeling SEO LLC Addresses Google's New Online Estimates Filter Impacting Contractors

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Digital marketing agency for kitchen and bath remodeling companies as well as online cabinet builders and resllers. We offer local and national SEO, Facebook ads, markerting automation and lead follow up. - May 08, 2026 -

Kitchen Remodeling SEO LLC has released a comprehensive analysis of Google's recently introduced "Online estimates" filter button in Google Maps results, a development that fundamentally changes how homeowners find and select home service contractors in local search results.

The new filter, which allows users to display only contractors who provide online pricing information, effectively removes businesses without website pricing from an entire segment of local search visibility. This development arrives as more than 60 percent of Google searches now end without users clicking through to any website, according to recent industry data.

Mike Goldstein, founder of Kitchen Remodeling SEO LLC and host of the Crushing It With Kitchen Remodeling podcast, addressed this significant shift in a recent episode titled "The Appointment That Never Had a Chance," published April 27, 2026. The episode represents one of the first dedicated industry analyses of how this Google product change specifically affects kitchen and bath remodeling contractors.

"The landscape of local search has fundamentally shifted, and most contractors don't realize they're already being filtered out of results," said Mike Goldstein, founder of Kitchen Remodeling SEO LLC. "When homeowners click that Online estimates filter, any contractor without pricing information on their website simply disappears from the map results. Combined with AI tools like ChatGPT and Perplexity that are now recommending contractors based on available pricing data, businesses that don't publish pricing are becoming invisible to a growing portion of their market."

The timing of this development aligns with changing consumer expectations. Gartner Research data indicates that three out of four homeowners want pricing information before committing to a conversation with a contractor. This preference has intensified as AI-powered search tools increasingly surface pricing information directly in search results, eliminating the need for users to visit individual websites.

The podcast episode outlines a three-level framework contractors can implement to address these changes: developing a comprehensive pricing page, creating video content that explains pricing factors, and adding an interactive estimator to their website. These elements work together to meet consumer expectations while maintaining the flexibility contractors need to account for project variables. For contractors seeking to understand these changes in detail, the full episode provides additional context and implementation strategies.

A case study featured in the episode highlights the real-world impact of these changes. Vivify Custom Remodeling in Northern California implemented specific website modifications addressing pricing transparency and reported significant revenue increases within the first thirty days of implementation.

"Contractors have legitimate concerns about posting prices, from competitive considerations to the complexity of custom projects," explained Goldstein. "But the solution isn't exact quotes. It's about publishing price ranges, explaining what drives costs up or down, and showing project examples at different budget levels. This approach builds trust while pre-qualifying leads."

Kitchen Remodeling SEO LLC specializes in digital marketing solutions for kitchen and bath remodeling businesses, offering services including local SEO, Google Maps optimization, and AI-driven marketing strategies. The company produces the Crushing It With Kitchen Remodeling podcast for remodeling company owners, general contractors, and custom home builders focused on business growth. The company has also published a contractor pricing guide that details the 13-element framework for creating effective pricing pages.

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Kitchen Remodeling SEO LLC

Kitchen Remodeling SEO helps kitchen, bath, and cabinetry companies grow with specialized SEO, digital marketing, and AI search strategies designed to improve visibility, build authority, generate better leads, and earn citations in AI-powered search.

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