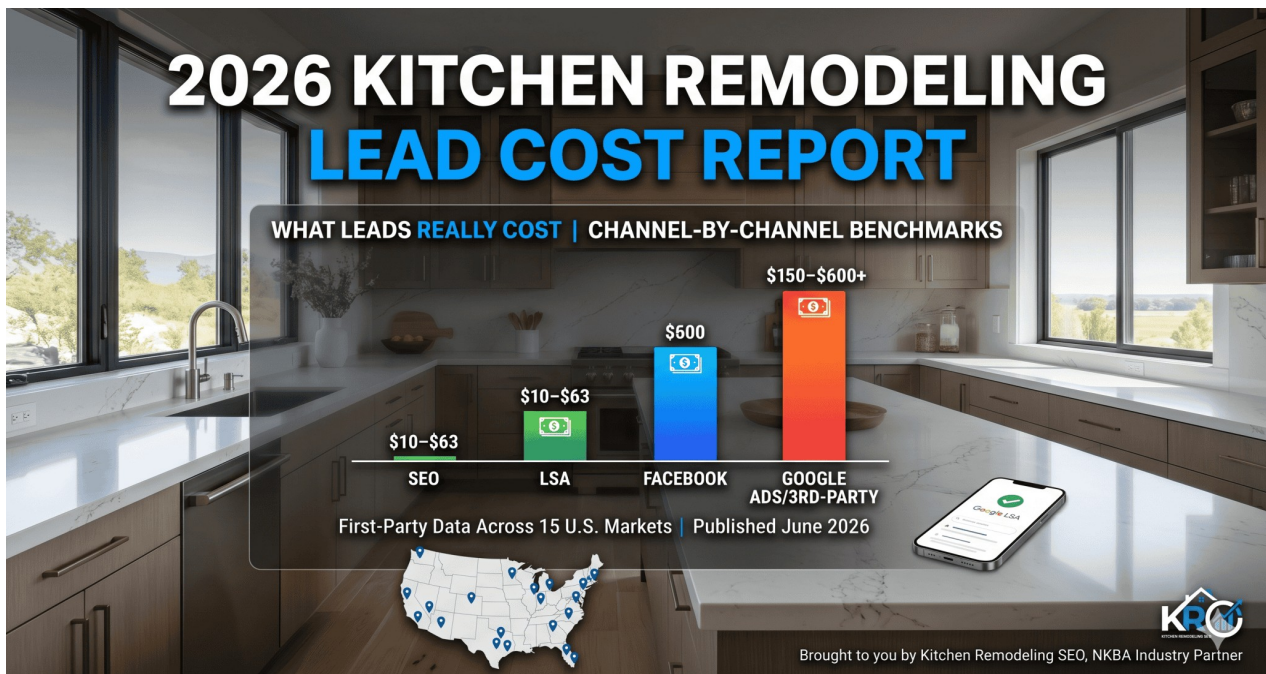




Kitchen Remodeling SEO Reveals Why Cheapest Leads Often Cost Contractors the Most

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Digital marketing agency for kitchen and bath remodeling companies as well as online cabinet builders and resellers. We offer local and national SEO, Facebook ads, marketing automation and lead follow up. - July 09, 2026 -

Kitchen Remodeling SEO, a digital marketing agency serving kitchen and bath remodeling contractors exclusively, has published new analysis showing that the least expensive kitchen remodeling leads by channel are frequently the most expensive once close rates are factored into the calculation, a finding that challenges how many remodeling companies currently evaluate marketing spend.

The analysis introduces what the agency calls cost per acquired project, a metric calculated by dividing a channel's cost per lead by its close rate. Under this framework, a lead priced at twenty-five dollars from a shared directory platform can end up costing a contractor more per signed job than a lead priced well above one hundred dollars from a channel with a higher close rate, because shared leads are typically distributed to several competing contractors at once and convert to booked projects far less often.

The report examined lead costs across nine marketing channels used by kitchen and bath remodeling companies, including shared directory platforms, Google Local Services Ads, paid social advertising, search advertising, premium private lead services, and organic search. Kitchen Remodeling SEO found that channels offering exclusive leads, meaning the lead is sent to a single contractor rather than shared among competitors, consistently produced a lower cost per acquired project despite carrying a higher price per individual lead.

Mike Goldstein, founder of Kitchen Remodeling SEO, said contractors have generally been asking the wrong question when comparing marketing channels. "Contractors keep asking which channel has the lowest cost per lead, but that's the wrong question," Goldstein said. "A cheap lead that never closes costs more than an expensive one that does. Once you divide lead cost by close rate, the ranking of channels changes completely."

The findings build on an earlier release from the agency that established baseline cost per lead figures across the same nine channels, ranging from single digit dollar amounts for organic search to several hundred dollars for premium private lead services. That earlier data established what contractors were paying per lead. The new analysis reframes those same figures around what contractors are actually paying per booked project, which the agency argues is the more accurate measure of marketing return.

Kitchen Remodeling SEO also released a companion video featuring Goldstein walking through the report's methodology and findings in detail, including how contractors can calculate their own cost per acquired project using close rate data most companies already track internally. The agency stated that many remodeling contractors do not currently measure close rate by lead source, which limits their ability to apply the formula without first implementing basic tracking.

According to the full 2026 report, market competitiveness, lead exclusivity, and generation channel are the three primary factors driving cost variation across the industry in 2026. Contractors operating in highly competitive metro markets generally saw higher costs across every channel, while exclusive lead channels showed a narrower cost per acquired project range than shared lead channels regardless of market size

Kitchen Remodeling SEO specializes in digital marketing services exclusively for kitchen and bath remodeling contractors, along with online cabinet builders and resellers. The agency provides local and national search engine optimization, paid advertising management, marketing automation, and lead follow up services designed around the specific sales cycles and project values of the remodeling industry. Kitchen Remodeling SEO was founded by Mike Goldstein, an attorney and recognized authority in search engine optimization and artificial intelligence driven marketing for the remodeling industry.

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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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