

FLAGSHIP STUDY · Q2 2026

FLORIDA LOCAL SEARCH INDEX

The most detailed local search benchmark for Florida. 97 businesses deep-audited in Brevard County, plus market intelligence across 90 cities statewide.

97

BUSINESSES AUDITED

12

INDUSTRIES

90

CITIES

1,080

DATA POINTS

FLORIDA CITIES BY LOCAL SEARCH OPPORTUNITY

Ranked by Market Opportunity Score (0 to 100). Statewide market data, Q2 2026, medium quality (structured web research).

#	CITY	COUNTY	TOP OPPORTUNITY INDUSTRY	SCORE
1	Fellsmere	Indian River	Law Firms	88
2	Alachua	Alachua	Roofers	82
3	Belle Isle	Orange	Dentists	82
4	Crescent City	Putnam	Law Firms	79
5	Port St. John	Brevard	Law Firms	78
6	Madeira Beach	Pinellas	Law Firms	78
7	Opa Locka	Miami-Dade	Roofers	78
8	Green Cove Springs	Clay	Law Firms	77
9	St. Pete Beach	Pinellas	Law Firms	77
10	Niceville	Okaloosa	Roofers	76
11	North Port	Sarasota	Law Firms	76
12	Mount Dora	Lake	Roofers	75
13	Safety Harbor	Pinellas	Law Firms	75
14	Lauderdale Lakes	Broward	Law Firms	75
15	Key West	Monroe	Dentists	75
16	Lynn Haven	Bay	Roofers	74
17	Indian Harbour Beach	Brevard	Law Firms	74
18	North Lauderdale	Broward	Law Firms	74
19	Sebastian	Indian River	Law Firms	73

#	CITY	COUNTY	TOP OPPORTUNITY INDUSTRY	SCORE
20	Seffner	Hillsborough	Law Firms	73
21	Cape Canaveral	Brevard	General Contractors	72
22	Dunedin	Pinellas	Law Firms	72
23	Sweetwater	Miami-Dade	Law Firms	72
24	Oakland Park	Broward	Law Firms	72
25	Cutler Bay	Miami-Dade	Dentists	72
26	Vero Beach	Indian River	Law Firms	71
27	Parkland	Broward	Law Firms	71
28	Weston	Broward	Roofers	71
29	Greenacres	Palm Beach	Roofers	70
30	Homestead	Miami-Dade	Landscaping	70
31	Palm Springs	Palm Beach	Roofers	69
32	Rockledge	Brevard	Law Firms	68
33	Bonita Springs	Lee	Law Firms	68
34	Winter Springs	Seminole	Roofers	67
35	Miramar	Broward	Roofers	67
36	Plant City	Hillsborough	Dentists	66
37	Temple Terrace	Hillsborough	Law Firms	66
38	Cocoa Beach	Brevard	Law Firms	65
39	Pembroke Pines	Broward	Roofers	65
40	Davie	Broward	Roofers	65
41	Apopka	Orange	Dentists	63
42	Oviedo	Seminole	Roofers	63
43	Ocoee	Orange	Roofers	63
44	Palm Coast	Flagler	Law Firms	63
45	Lake Worth	Palm Beach	Roofers	62
46	Hollywood	Broward	Roofers	62
47	Cooper City	Broward	Law Firms	62
48	Doral	Miami-Dade	Dentists	62
49	Lakeland	Polk	Landscaping	61
50	Pensacola	Escambia	Landscaping	61
51	Merritt Island	Brevard	Law Firms	60

#	CITY	COUNTY	TOP OPPORTUNITY INDUSTRY	SCORE
52	Viera	Brevard	General Contractors	60
53	Winter Garden	Orange	Roofers	60
54	Coconut Creek	Broward	Law Firms	60
55	Daytona Beach	Volusia	Roofers	59
56	Panama City	Bay	Roofers	59
57	Gainesville	Alachua	Roofers	59
58	Ocala	Marion	Dentists	59
59	Port Orange	Volusia	Law Firms	59
60	St. Augustine	St. Johns	Dentists	59
61	Largo	Pinellas	Law Firms	59
62	Jupiter	Palm Beach	Law Firms	59
63	Sunrise	Broward	Law Firms	59
64	Titusville	Brevard	Roofers	58
65	Winter Haven	Polk	Dentists	58
66	Pinellas Park	Pinellas	Dentists	58
67	Margate	Broward	Law Firms	58
68	Sarasota	Sarasota	Landscaping	57
69	Fort Myers	Lee	Landscaping	57
70	Altamonte Springs	Seminole	Dentists	57
71	St. Cloud	Osceola	Law Firms	57
72	Cape Coral	Lee	Dentists	57
73	Boynton Beach	Palm Beach	Roofers	57
74	Cocoa	Brevard	General Contractors	56
75	Palm Beach Gardens	Palm Beach	Law Firms	56
76	Deerfield Beach	Broward	Roofers	55
77	Coral Gables	Miami-Dade	Law Firms	55
78	Sanford	Seminole	Roofers	54
79	Plantation	Broward	Law Firms	53
80	Bradenton	Manatee	Dentists	52
81	North Miami	Miami-Dade	Law Firms	52
82	Coral Springs	Broward	Law Firms	51
83	Tallahassee	Leon	Landscaping	50

#	CITY	COUNTY	TOP OPPORTUNITY INDUSTRY	SCORE
84	Tampa	Hillsborough	Roofers	46
85	Palm Bay	Brevard	Law Firms	45
86	Orlando	Orange	Roofers	44
87	Hialeah	Miami-Dade	Law Firms	44
88	Melbourne	Brevard	Law Firms	42
89	Miami Beach	Miami-Dade	Law Firms	42
90	Fort Lauderdale	Broward	Law Firms	40

BIGGEST SCHEMA GAPS BY INDUSTRY

INDUSTRY	AVG SCHEMA ADOPTION	AVG OPPORTUNITY
General Contractors	28%	71
Roofing	31%	74
Landscaping	27%	66
Plumbing	35%	68
HVAC	33%	65

Schema adoption remains one of the largest, most fixable gaps across Florida service businesses.

HOW WE CALCULATE THE OPPORTUNITY SCORE

Opportunity Score = (Demand Signals × 0.35) + (Competition Gap × 0.30) + (Technical Opportunity × 0.20) + (AI Visibility Gap × 0.15)

35%

DEMAND SIGNALS

- Search volume for core and "near me" terms
- Seasonal spikes (hurricane season, tourism)
- Population and business growth

30%

COMPETITION GAP

- Optimized competitors in the map pack
- Average GBP completion of top 10
- Review velocity and recency

20%

TECHNICAL OPPORTUNITY

- Schema markup adoption
- Mobile page speed of ranking sites
- HTTPS, Core Web Vitals

15%

AI VISIBILITY GAP

- Presence in AI Overviews and ChatGPT
- Parseable structured data
- Original, citable content

Important limitations. Search volume numbers are estimates based on public data and structured web research, not Google Keyword Planner directly. Statewide scores are marked medium data quality. The Tier 1 Brevard deep audits (97 businesses) use manual verification and are marked higher quality.

