

[Local Market Index](#) > Findings

The State of Local Business in Louisiana, 2026 Edition

This is the 2026 edition of WTF SEO's yearly look at local business in Louisiana, built on the newest Census counts (2023, compared with 2018) and on Google search and Maps research gathered in September 2026. The Local Market Index counts businesses with payroll in 50 local industries across all 64 Louisiana parishes and 10 metros (Census County Business Patterns, 2023 against 2018), then pairs those counts with Google search volumes and the top 20 Google Maps results for the main search in each industry and metro. These are the eight things the data shows most clearly. Every figure is reproducible from the source files listed in the method note.

2026 edition. Census County Business Patterns counts for 2023, compared with 2018; Google search and Maps research from September 2026. [cite this page](#).

The eight findings at a glance

1. [New Orleans has the most businesses; Slidell has the most per resident](#). New Orleans has the most businesses in 36 of the 50 industries, but Slidell has the most per resident in fourteen industries.
2. [Lafayette Parish is the densest business market in the state](#). Lafayette Parish packs 125 of these businesses per 10,000 residents, more than Orleans, Jefferson or East Baton Rouge.
3. [Pool services, remodeling and roofing boomed, physicians' offices shrank](#). Pool services grew 57 percent in five years and retail bakeries 55, with counseling practices, remodeling and roofing contractors up 40 percent each, while physicians' offices lost one in seven.
4. [The Census goes quiet in rural Louisiana](#). The Census publishes no count for more than half of the parish-and-industry cells in Louisiana, and for every one of the 50 in East Carroll Parish.
5. [Supply against demand: where the searches are thin](#). Baton Rouge has eight restaurants for every 1,000 monthly searches for "restaurants baton rouge" and 566 accounting firms for every 1,000 searches for "cpa baton rouge".
6. [One in five map listings is unclaimed](#). Across 7,809 real Louisiana competitors in the map pack, one in five listings is unclaimed and one in four has no website.

7. [One category usually wins, and the loser picked the vague one.](#) In 41 of 50 industries a single primary category holds more than 60 percent of the real pack slots, and the nine exceptions are the trades where the searcher's word is not a Google category.
8. [New Orleans in one chart: half the city's businesses in ten neighborhoods.](#) Half of New Orleans' licensed businesses in these 50 trades sit in ten of its 72 neighborhoods, and the Central Business District alone holds 1,096.

1. New Orleans has the most businesses; Slidell has the most per resident

New Orleans has the most businesses in 36 of the 50 industries, but Slidell has the most per resident in fourteen industries.

Counting heads, New Orleans leads everything except fourteen trades where Baton Rouge is larger (drywall, roofing, landscaping, hair salons, auto repair, physical therapy, painting, flooring, pool services, tire shops, mortgage brokers, child care centers, nail salons and pet grooming). Counting businesses per 10,000 residents, which is the better measure of how crowded a market feels, the picture flips: Slidell (St. Tammany Parish) leads fourteen industries, Lafayette nine, New Orleans six, Alexandria five, Monroe four, Baton Rouge and Houma three each, and Hammond, Lake Charles and Shreveport two apiece. New Orleans holds only law offices, restaurants, hotels, remodeling contractors, property management and bars, and its lead in hotels over Lake Charles, with its casino hotels, is a rounding-width one; Lake Charles takes tire shops and funeral homes; and Shreveport's two are painting and flooring. Baton Rouge is the least dense of the ten metros for plumbing and HVAC despite having 282 contractors.

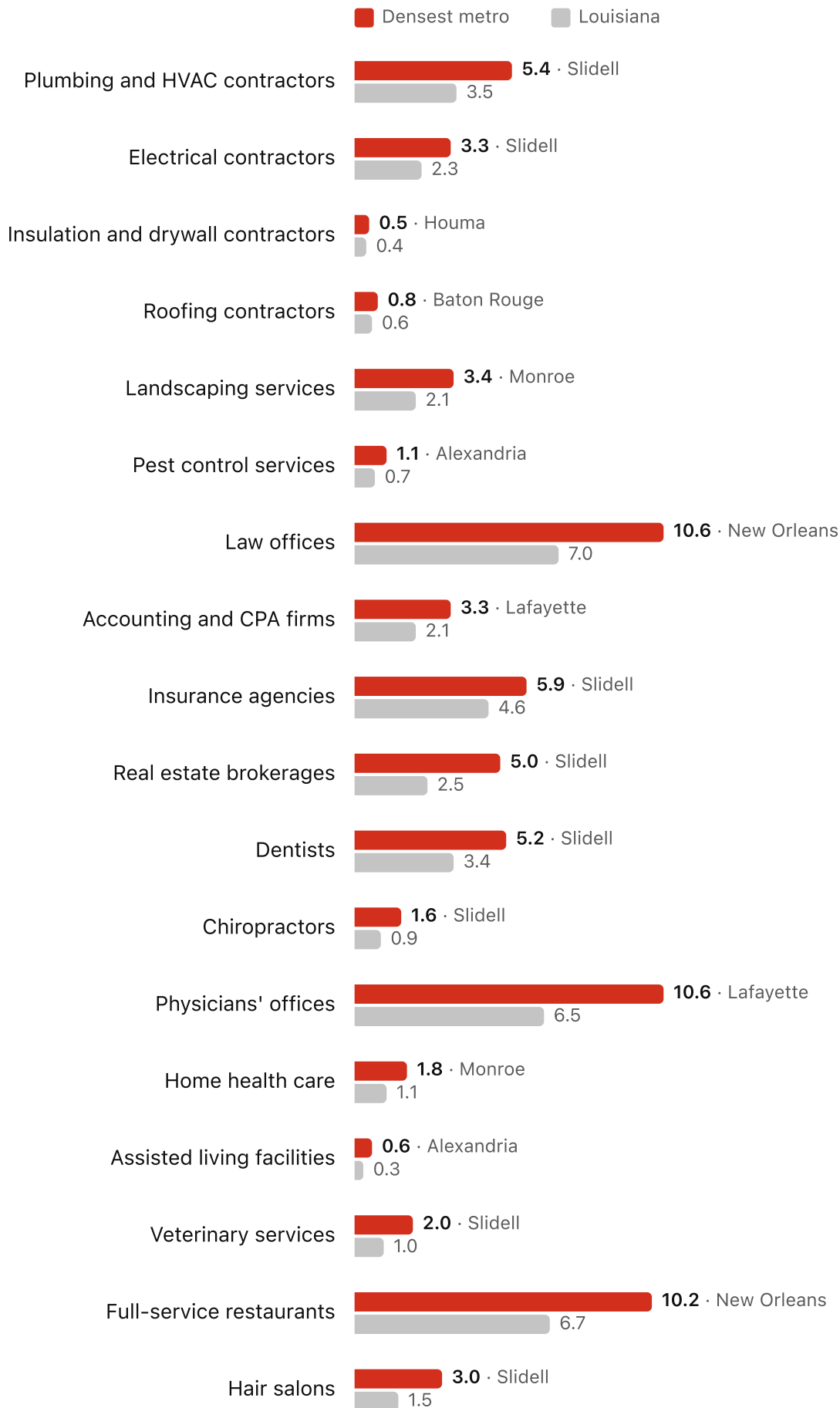
Industry	Statewide 2023	Largest metro (count)	Densest metro (per 10,000)	State per 10,000
Plumbing and HVAC contractors	1,623	New Orleans (358)	Slidell (5.4)	3.5
Electrical contractors	1,046	New Orleans (208)	Slidell (3.3)	2.3
Insulation and drywall contractors	191	Baton Rouge (41)	Houma (0.5, tied with Slidell, Baton Rouge and Lafayette)	0.4

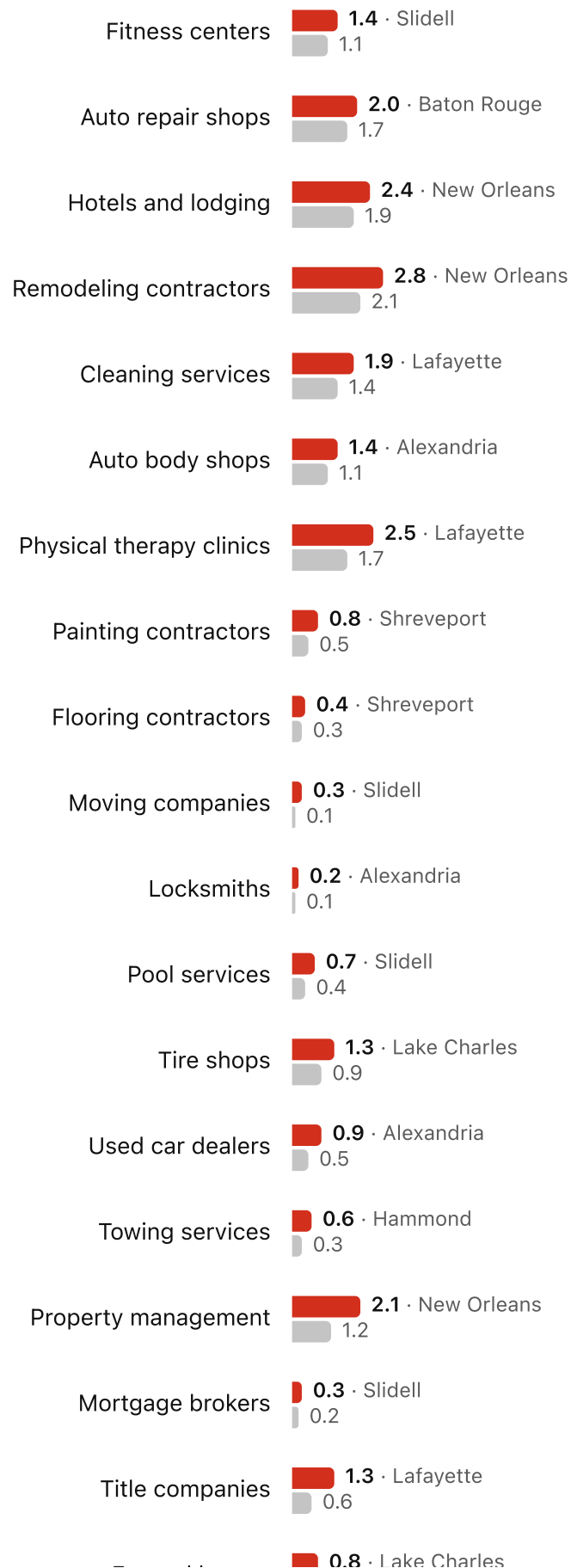
Industry	Statewide 2023	Largest metro (count)	Densest metro (per 10,000)	State per 10,000
Roofing contractors	267	Baton Rouge (71)	Baton Rouge (0.8, tied with Hammond)	0.6
Landscaping services	979	Baton Rouge (193)	Monroe (3.4)	2.1
Pest control services	304	New Orleans (58)	Alexandria (1.1)	0.7
Remodeling contractors	990	New Orleans (273)	New Orleans (2.8)	2.1
Cleaning services	655	New Orleans (172)	Lafayette (1.9)	1.4
Law offices	3,217	New Orleans (1,053)	New Orleans (10.6)	7.0
Accounting and CPA firms	962	New Orleans (205)	Lafayette (3.3)	2.1
Insurance agencies	2,136	New Orleans (480)	Slidell (5.9)	4.6
Real estate brokerages	1,156	New Orleans (306)	Slidell (5.0)	2.5
Dentists	1,575	New Orleans (382)	Slidell (5.2)	3.4
Chiropractors	405	New Orleans (81)	Slidell (1.6)	0.9
Physicians' offices	2,994	New Orleans (604)	Lafayette (10.6, tied with Alexandria)	6.5
Physical therapy clinics	776	Baton Rouge (145)	Lafayette (2.5)	1.7
Home health care	486	New Orleans (78)	Monroe (1.8)	1.1
Assisted living facilities	127	New Orleans (30)	Alexandria (0.6)	0.3
Veterinary services	484	New Orleans (91)	Slidell (2.0)	1.0

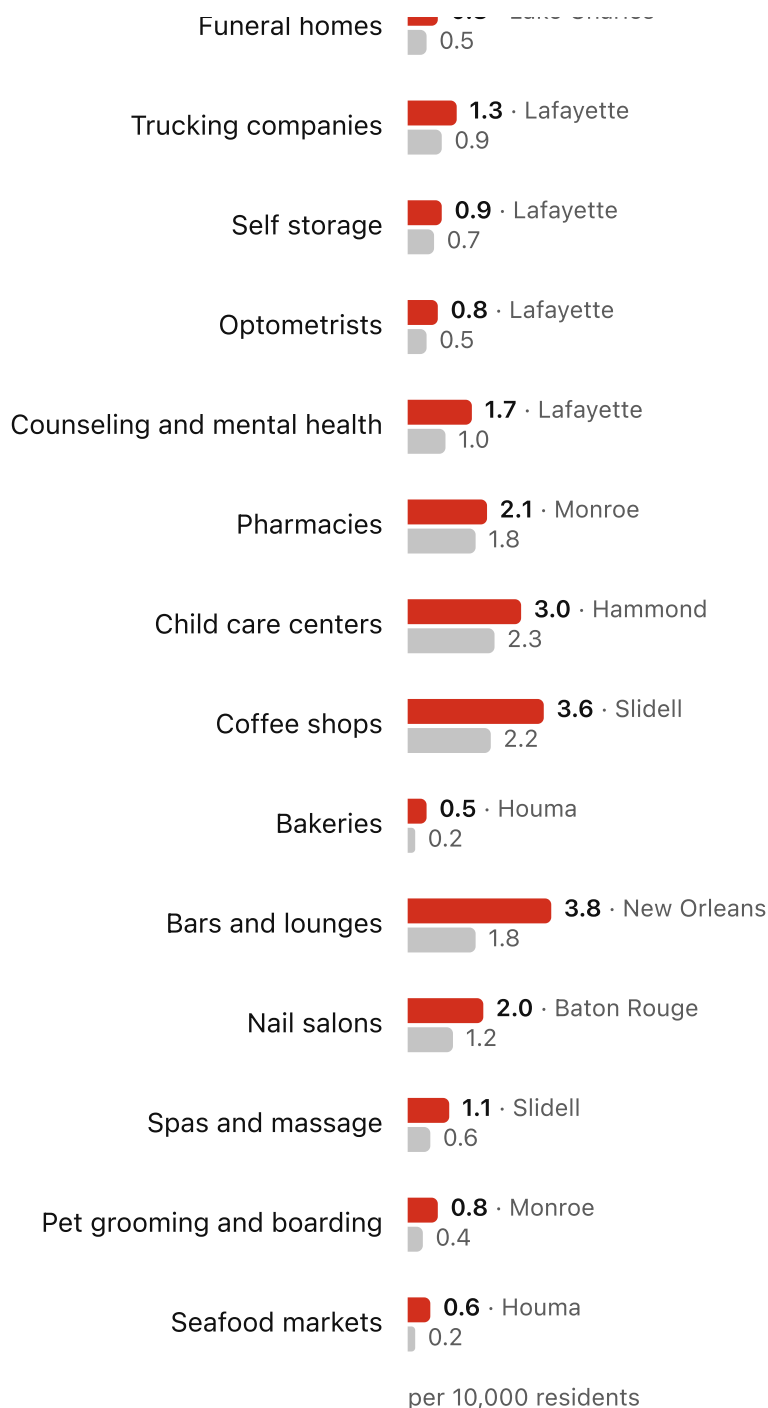
Industry	Statewide 2023	Largest metro (count)	Densest metro (per 10,000)	State per 10,000
Full-service restaurants	3,085	New Orleans (1,012)	New Orleans (10.2)	6.7
Hotels and lodging	887	New Orleans (239)	New Orleans (2.4, tied with Lake Charles)	1.9
Hair salons	699	Baton Rouge (175)	Slidell (3.0)	1.5
Fitness centers	509	New Orleans (123)	Slidell (1.4, tied with Lafayette)	1.1
Auto repair shops	785	Baton Rouge (174)	Baton Rouge (2.0)	1.7
Auto body shops	489	New Orleans (97)	Alexandria (1.4)	1.1
Painting contractors	243	Baton Rouge (55)	Shreveport (0.8, tied with Monroe)	0.5
Flooring contractors	134	Baton Rouge (34)	Shreveport (0.4, tied with Baton Rouge and Slidell)	0.3
Moving companies	65	New Orleans (19)	Slidell (0.3)	0.1
Locksmiths	62	New Orleans (18)	Alexandria (0.2, tied with New Orleans, Shreveport and Lafayette)	0.1
Pool services	195	Baton Rouge (43)	Slidell (0.7, tied with Lafayette)	0.4
Tire shops	435	Baton Rouge (81)	Lake Charles (1.3, tied with Alexandria)	0.9
Used car dealers	226	New Orleans (43)	Alexandria (0.9)	0.5
Towing services	148	New Orleans (31)	Hammond (0.6)	0.3
Property management	544	New Orleans (205)	New Orleans (2.1)	1.2
Mortgage brokers	92	Baton Rouge (24)	Slidell (0.3, tied with Hammond, Houma, Lafayette and Baton Rouge)	0.2

Industry	Statewide 2023	Largest metro (count)	Densest metro (per 10,000)	State per 10,000
Title companies	290	New Orleans (71)	Lafayette (1.3)	0.6
Funeral homes	249	New Orleans (41)	Lake Charles (0.8)	0.5
Trucking companies	415	New Orleans (84)	Lafayette (1.3)	0.9
Self storage	322	New Orleans (80)	Lafayette (0.9, tied with Baton Rouge)	0.7
Optometrists	252	New Orleans (49)	Lafayette (0.8, tied with Slidell)	0.5
Counseling and mental health	469	New Orleans (126)	Lafayette (1.7)	1.0
Pharmacies	823	New Orleans (182)	Monroe (2.1, tied with Lafayette)	1.8
Child care centers	1,040	Baton Rouge (229)	Hammond (3.0)	2.3
Coffee shops	1,014	New Orleans (318)	Slidell (3.6)	2.2
Bakeries	90	New Orleans (20)	Houma (0.5)	0.2
Bars and lounges	811	New Orleans (371)	New Orleans (3.8)	1.8
Nail salons	537	Baton Rouge (174)	Baton Rouge (2.0)	1.2
Spas and massage	264	New Orleans (74)	Slidell (1.1)	0.6
Pet grooming and boarding	203	Baton Rouge (41)	Monroe (0.8)	0.4
Seafood markets	97	New Orleans (24)	Houma (0.6)	0.2

Source: Census County Business Patterns 2023; population from ACS 2023.







Businesses per 10,000 residents in the densest metro (red) and statewide (grey), 2023.

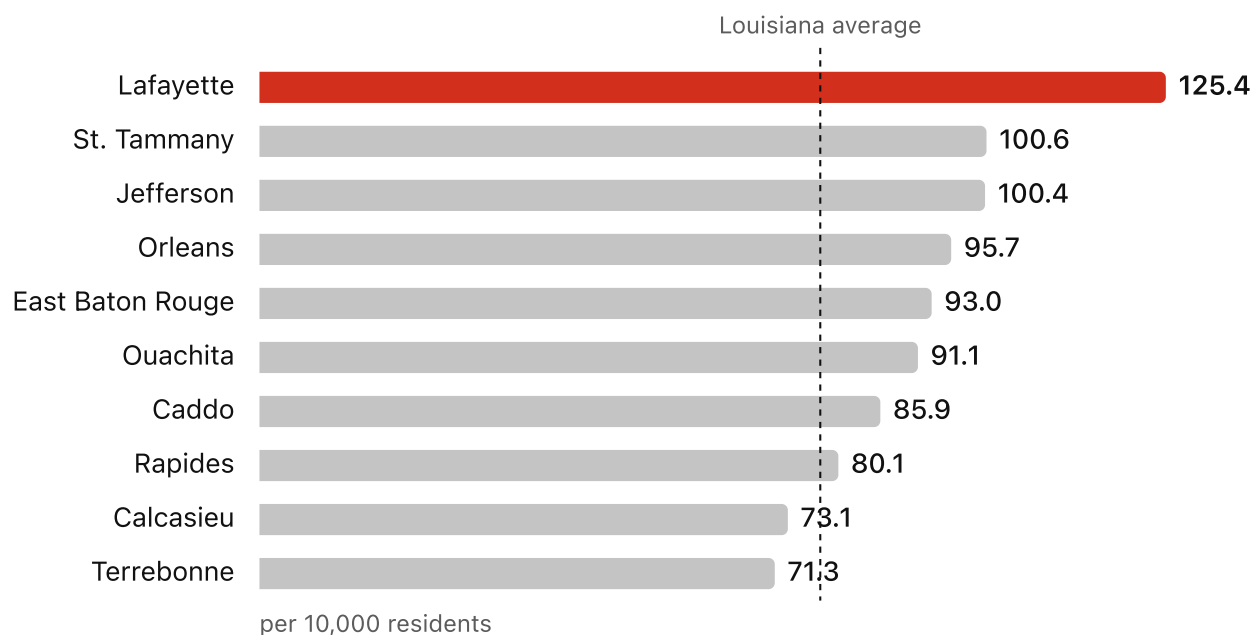
2. Lafayette Parish is the densest business market in the state

Lafayette Parish packs 125 of these businesses per 10,000 residents, more than Orleans, Jefferson or East Baton Rouge.

Adding all 50 industries together, Lafayette Parish has 3,073 payroll establishments for 245,075 people, or 125.4 per 10,000. The state average is 77.6. The ten densest parishes are the regional hubs, and the same three trades drive almost every one of them: physicians' offices, law offices and restaurants are the top three in nine of the ten, and only in Orleans does a fourth trade break in, where 241 bars and lounges take third place behind law offices and restaurants. Lafayette Parish alone has 379 physicians' offices, 15.5 per 10,000, the highest in Louisiana; Orleans has 652 law offices, 17.3 per 10,000.

Parish	Establishments (50 industries)	Population	Per 10,000	Largest industry
Lafayette	3,073	245,075	125.4	Physicians' offices (379)
St. Tammany	2,709	269,331	100.6	Restaurants (254)
Jefferson	4,342	432,484	100.4	Restaurants (364)
Orleans	3,600	376,035	95.7	Law offices (652)
East Baton Rouge	4,209	452,821	93.0	Law offices (440)
Ouachita	1,447	158,916	91.1	Physicians' offices (174)
Caddo	2,001	232,973	85.9	Physicians' offices (267)
Rapides	1,029	128,470	80.1	Physicians' offices (158)
Calcasieu	1,525	208,668	73.1	Physicians' offices (133)
Terrebonne	766	107,362	71.3	Physicians' offices (66)

Ouachita, Caddo, Rapides, Calcasieu and Terrebonne each have one to seven industries withheld by the Census (movers, locksmiths, towing, mortgage brokers, bakeries and seafood markets among them), so their totals are slightly low. The four parishes with the most of these businesses (Jefferson, East Baton Rouge, Orleans, Lafayette) hold 42 percent of the state's establishments in these trades with 33 percent of its people.



Establishments in the 50 index industries per 10,000 residents, 2023. The line is the Louisiana average, 77.6.

3. Pool services, remodeling and roofing boomed, physicians' offices shrank

Pool services grew 57 percent in five years and retail bakeries 55, with counseling practices, remodeling and roofing contractors up 40 percent each, while physicians' offices lost one in seven.

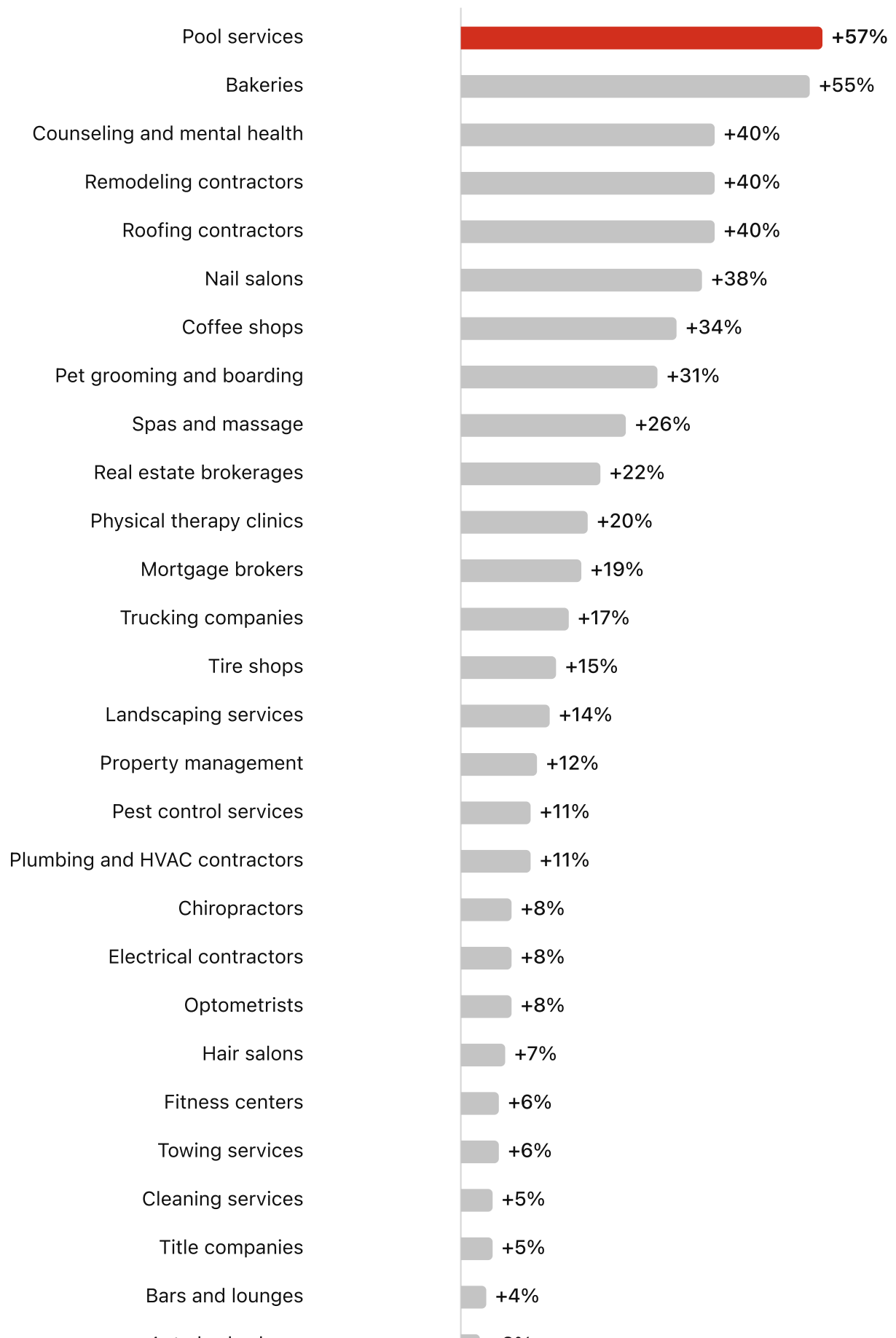
Thirty-four of the 50 industries added establishments between 2018 and 2023, fifteen lost, and assisted living stayed at exactly 127. The net gain across all 50 was 1,504 businesses on a base of 34,343, about 4 percent, so the story is still churn between trades more than growth. Home trades, real estate and physical therapy grew; professional and medical offices shrank, and so did painting, moving and locksmiths (painting down 5 percent, movers 4, locksmiths 2, on Census counts that leave out the one-van businesses with no payroll). Mortgage brokers grew 19 percent (77 to 92), tire shops 15 percent and property management 12, while used car dealers fell 5 percent. Counseling and mental health practices grew 40 percent (334 to 469), optometrists 8 percent and title companies 5, while funeral homes fell 3 percent and self storage 9, the steepest fall in the index after physicians' offices. Retail bakeries grew 55 percent (58 to 90) and coffee shops 34 (756 to 1,014), while bars added 4 percent and child care centers 3, and pharmacies fell 5 percent, from 870 to 823. Nail salons grew 38 percent (388 to 537), pet grooming and boarding 31 percent, spas and massage 26 and trucking companies 17, while seafood markets barely moved, 96 to 97, the

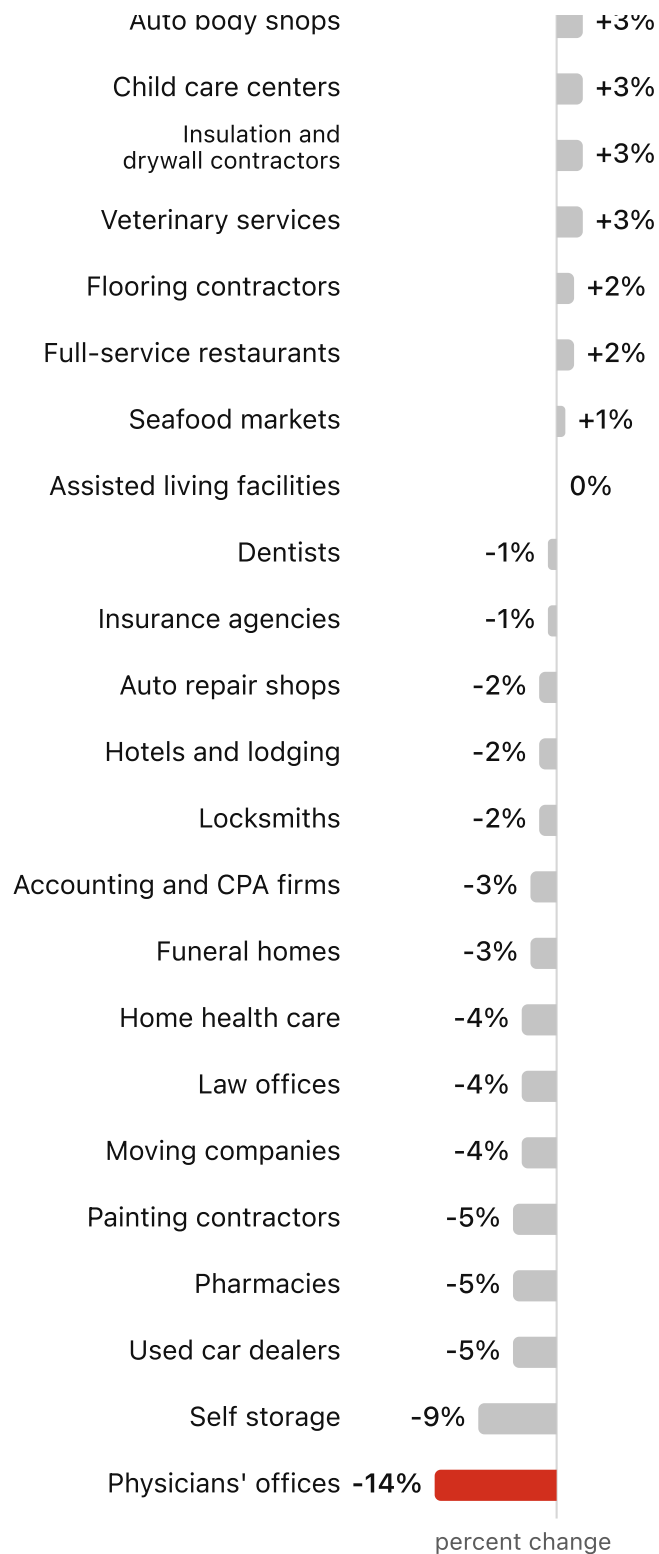
flattest line in the index after assisted living. Pool services, the fastest grower, went from 124 to 195 and grew in eight of the ten metros (Lake Charles and Monroe have ranges that straddle zero); St. Tammany Parish alone went from 7 to 19. Remodeling contractors with payroll went from 707 to 990 and grew in every metro, Houma fastest at 125 percent; physical therapy clinics went from 648 to 776 while Lafayette, the densest metro for the trade, stayed flat. Physicians' offices fell in all ten metros (New Orleans lost about 100, Lafayette 87, Shreveport 37). The Census counts offices with payroll, not doctors, so a practice absorbed into a hospital system stops being counted as its own office; that is our reading of the drop, not something the data states.

Industry	2018	2023	Change
Pool services	124	195	+57%
Bakeries	58	90	+55%
Counseling and mental health	334	469	+40%
Remodeling contractors	707	990	+40%
Roofing contractors	191	267	+40%
Nail salons	388	537	+38%
Coffee shops	756	1,014	+34%
Pet grooming and boarding	155	203	+31%
Spas and massage	210	264	+26%
Real estate brokerages	945	1,156	+22%
Physical therapy clinics	648	776	+20%
Mortgage brokers	77	92	+19%
Trucking companies	354	415	+17%
Tire shops	377	435	+15%
Landscaping services	859	979	+14%
Property management	485	544	+12%
Pest control services	273	304	+11%
Plumbing and HVAC contractors	1,467	1,623	+11%
Chiropractors	375	405	+8%

Industry	2018	2023	Change
Electrical contractors	970	1,046	+8%
Optometrists	234	252	+8%
Hair salons	652	699	+7%
Fitness centers	480	509	+6%
Towing services	140	148	+6%
Cleaning services	623	655	+5%
Title companies	275	290	+5%
Bars and lounges	781	811	+4%
Auto body shops	473	489	+3%
Child care centers	1,007	1,040	+3%
Insulation and drywall contractors	185	191	+3%
Veterinary services	472	484	+3%
Flooring contractors	131	134	+2%
Full-service restaurants	3,020	3,085	+2%
Seafood markets	96	97	+1%
Assisted living facilities	127	127	0%
Dentists	1,588	1,575	-1%
Insurance agencies	2,157	2,136	-1%
Auto repair shops	800	785	-2%
Hotels and lodging	909	887	-2%
Locksmiths	63	62	-2%
Accounting and CPA firms	988	962	-3%
Funeral homes	257	249	-3%
Home health care	506	486	-4%
Law offices	3,352	3,217	-4%

Industry	2018	2023	Change
Moving companies	68	65	-4%
Painting contractors	255	243	-5%
Pharmacies	870	823	-5%
Used car dealers	237	226	-5%
Self storage	352	322	-9%
Physicians' offices	3,492	2,994	-14%





Percent change in payroll establishments statewide, 2018 to 2023. Red marks the largest gain and the largest loss.

4. The Census goes quiet in rural Louisiana

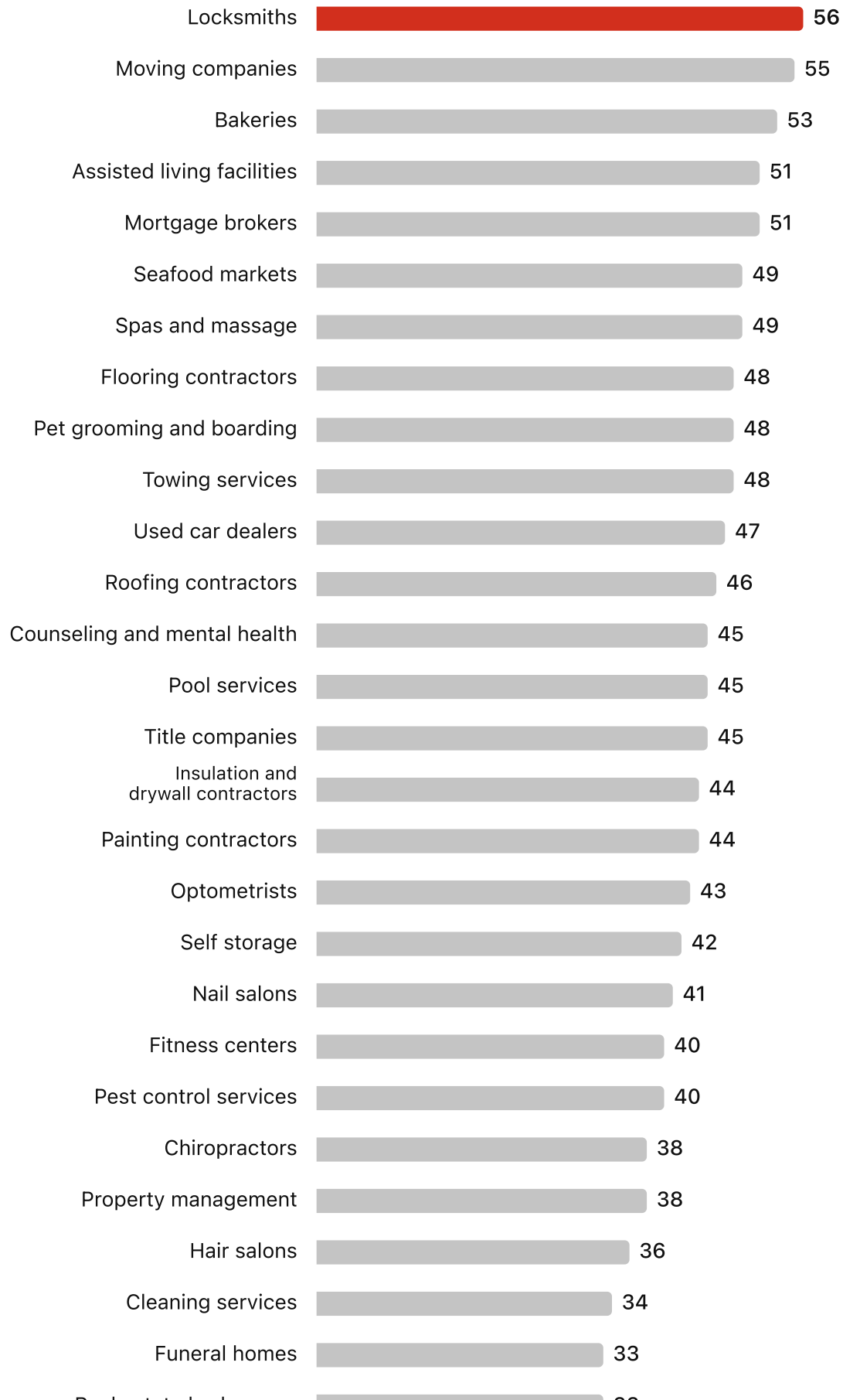
The Census publishes no count for more than half of the parish-and-industry cells in Louisiana, and for every one of the 50 in East Carroll Parish.

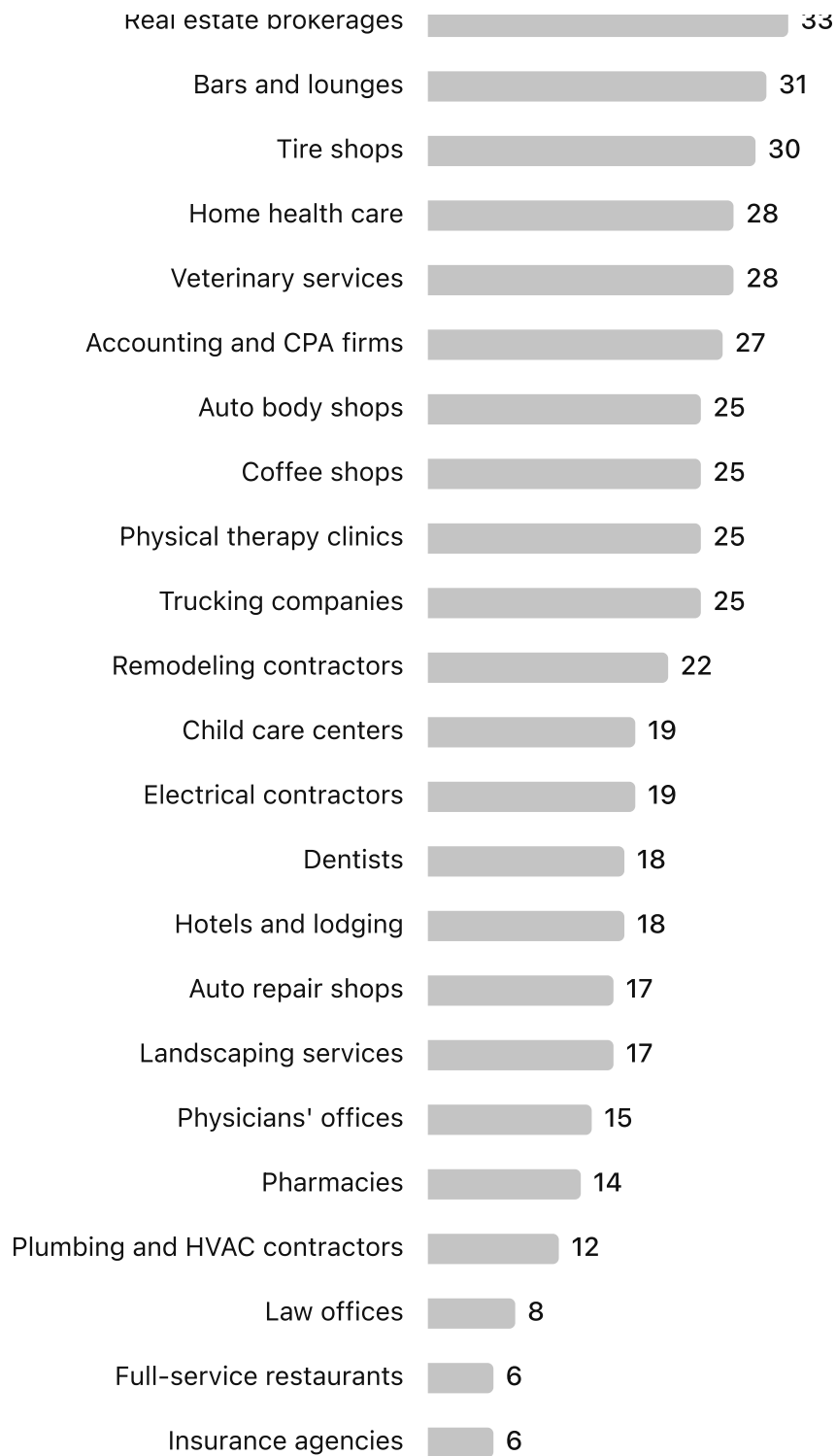
The Census withholds any cell with fewer than three establishments. In 2023 that hid 1,677 of the 3,200 parish-by-industry cells (52 percent). Only six parishes have all 50 industries published (East Baton Rouge, Orleans, Bossier, Lafayette, St. Tammany, Jefferson). The 20 parishes under 20,000 residents account for 862 of the withheld cells, and 49 parishes with a combined 1,373,692 people have ten or more industries hidden. Withholding follows the trade too: locksmiths are hidden in 56 parishes, movers in 55, bakeries in 53, mortgage brokers and assisted living in 51 each, seafood markets and spas in 49 each, flooring, pet grooming and towing in 48 each, used car dealers in 47, roofing in 46, counseling, pool services and title companies in 45 each, drywall and painting in 44 each, optometrists in 43, self storage in 42, nail salons in 41, pest control and fitness in 40 each, while restaurants and insurance agencies are hidden in only six. A withheld 2018 cell also turns a trend into a range: 247 of the 500 metro trends and 143 parish trends are shown as ranges rather than a single number, and sixteen metro cells (Alexandria roofing, flooring, movers, mortgage brokers, bakeries, pet grooming and seafood markets; Hammond assisted living, movers, locksmiths, bakeries and seafood markets; Houma movers; Lake Charles locksmiths; Monroe mortgage brokers and bakeries) have no 2023 count at all. For rural coverage this means the index is reliable for the six fully published parishes and for the bigger trades, and a rural roofer, locksmith or care home should expect a "fewer than 3" answer rather than a number.

Industry	Parishes with no published count (of 64)	Parishes with a published count
Locksmiths	56	8
Moving companies	55	9
Bakeries	53	11
Assisted living facilities	51	13
Mortgage brokers	51	13
Seafood markets	49	15
Spas and massage	49	15
Flooring contractors	48	16
Pet grooming and boarding	48	16

Industry	Parishes with no published count (of 64)	Parishes with a published count
Towing services	48	16
Used car dealers	47	17
Roofing contractors	46	18
Counseling and mental health	45	19
Pool services	45	19
Title companies	45	19
Insulation and drywall contractors	44	20
Painting contractors	44	20
Optometrists	43	21
Self storage	42	22
Nail salons	41	23
Fitness centers	40	24
Pest control services	40	24
Chiropractors	38	26
Property management	38	26
Hair salons	36	28
Cleaning services	34	30
Funeral homes	33	31
Real estate brokerages	33	31
Bars and lounges	31	33
Tire shops	30	34
Home health care	28	36
Veterinary services	28	36
Accounting and CPA firms	27	37
Auto body shops	25	39

Industry	Parishes with no published count (of 64)	Parishes with a published count
Coffee shops	25	39
Physical therapy clinics	25	39
Trucking companies	25	39
Remodeling contractors	22	42
Child care centers	19	45
Electrical contractors	19	45
Dentists	18	46
Hotels and lodging	18	46
Auto repair shops	17	47
Landscaping services	17	47
Physicians' offices	15	49
Pharmacies	14	50
Plumbing and HVAC contractors	12	52
Law offices	8	56
Full-service restaurants	6	58
Insurance agencies	6	58





parishes

Number of the 64 parishes whose 2023 count is withheld (fewer than 3 establishments), by industry.

5. Supply against demand: where the searches are thin

Baton Rouge has eight restaurants for every 1,000 monthly searches for "restaurants baton rouge" and 566 accounting firms for every 1,000 searches for "cpa baton rouge".

This table divides each metro's establishment count by the monthly Google searches for the industry's head term (the top city pattern in each playbook's keyword section) and shows businesses per 1,000 searches. A low number means demand for the head term is deep relative to the number of businesses; a high number means most businesses cannot be living off that search and are winning work from "near me" searches, referrals or brand. Seafood markets, hotels, massage businesses, bakeries, movers and locksmiths have the deepest head-term demand of all, with a dozen or fewer businesses per 1,000 searches in every metro, because "crawfish {city}", "hotel {city}", "massage {city}", "bakery {city}", "movers {city}" and "locksmith {city}" are among the few city terms that clear 1,000 a month while the Census counts only 97 seafood markets, 264 spas and 90 bakeries. The Census counts payroll employers only, so movers and locksmiths, two trades full of one-van operators, look smaller in these counts than their map packs do. Restaurants, assisted living (searched as "nursing home"), roofing and pest control come next. "Hotel {city}" is the largest city term in the index outside restaurants, and there are only six to eight hotels per 1,000 searches for it in every one of the four metros. Accounting, insurance, law, electricians and remodelers (searched as "general contractor") have the thinnest, with several hundred businesses per 1,000 searches, and the three new home trades are thinner still: "flooring company {city}" and "pool service {city}" report under 100 searches a month everywhere and "painter {city}" does in three of the four metros, so Baton Rouge shows 1,833 painters and 1,075 pool companies per 1,000 searches, and the trade is won on "near me" instead. Used car dealers, tire shops and tow companies split the same way: they sit near the deep end, at 18, 88 and 31 per 1,000 in New Orleans, while property management and mortgage brokers sit at the thin end, 526 property managers per 1,000 searches for "property management new orleans" and 400 mortgage brokers per 1,000 in Shreveport, where the term reports under 50 searches a month. Funeral homes, self storage, optometrists and title companies run the same range: funeral homes have the deepest head-term demand of the four, 26 in New Orleans down to 7 in Shreveport, because "funeral home {city}" clears 1,000 searches a month in all four metros; self storage and optometrists sit in the middle; and title companies are thin everywhere, 338 offices per 1,000 searches for "title company new orleans" and 318 in Lafayette. Counseling has no Lafayette figure at all, because "therapist lafayette la" is blank while the plain form is shared with Lafayette, Indiana. Pharmacies, child care centers, coffee shops, bakeries and bars stretch the table at both ends: retail bakeries are the deepest row of those five, five businesses per 1,000 searches in New Orleans and ten in Shreveport, because "bakery {city}" runs 500 to 1,000 a month or more in all four metros while the state has

only 90 bakeries with payroll; bars and coffee shops sit in the deep half too, 56 and 72 per 1,000 in New Orleans; and pharmacies and child care centers land in the middle, 308 and 282. Bars have no Shreveport figure, because "bar shreveport" is blank even though the sports bar variant reports volume there. Nail salons, spas and massage, pet grooming, seafood markets and trucking companies reach deeper still: seafood markets carry the two deepest cells on the table, two businesses per 1,000 searches in Lafayette and three in Shreveport, because "crawfish {city}" runs 1,000 to 5,000 a month or more in all four metros while the state has only 97 markets with payroll and the boil places that compete with them are counted as restaurants; spas and massage sit just behind at seven to eleven; nail salons and pet grooming run in the middle, 69 and 90 per 1,000 in New Orleans; and trucking companies have almost no city demand to divide by. Physicians are the extreme: "doctor {city}" is so small that the figure is meaningless, because that trade is searched as "urgent care {city}", which runs 4 to 48 times higher in the three metros where both terms report a figure. Physical therapy joins chiropractors and drywall as trades whose head term Google reports nothing for: its city terms carried volume through 2023 and have read zero since. Trucking comes close to joining them: only "trucking company baton rouge" reports a figure, 100 to 500 a month, which is why three of its four cells are blank and the fourth reads 507 carriers per 1,000 searches for "trucking company baton rouge". The Lafayette figures use the "lafayette la" form of each term, because the plain form is shared with Lafayette, Indiana and elsewhere.

Industry	Head term	New Orleans	Baton Rouge	Lafayette	Shreveport
Seafood markets	crawfish {city}	7 (1,000 to 5,000)	7 (1,000 to 5,000)	2 (1,000 to 5,000)	3 (1,000 to 5,000)
Bakeries	bakery {city}	5 (1,000 to 5,000)	6 (1,000 to 5,000)	7 (1,000 to 5,000)	10 (500 to 1,000)
Moving companies	movers {city}	10 (1,000 to 5,000)	6 (1,000 to 5,000)	8 (1,000 to 5,000)	6 (500 to 1,000)
Locksmiths	locksmith {city}	9 (1,000 to 5,000)	7 (1,000 to 5,000)	12 (500 to 1,000)	7 (1,000 to 5,000)
Hotels and lodging	hotel {city}	7 (5,000 plus)	8 (5,000 plus)	6 (5,000 plus)	6 (5,000 plus)
Spas and massage	massage {city}	11 (5,000 plus)	11 (5,000 plus)	7 (1,000 to 5,000)	9 (1,000 to 5,000)
Full-service restaurants	restaurants {city}	37 (5,000 plus)	8 (5,000 plus)	9 (5,000 plus)	10 (5,000 plus)
Funeral homes	funeral home {city}	26 (1,000 to 5,000)	18 (1,000 to 5,000)	9 (1,000 to 5,000)	7 (1,000 to 5,000)

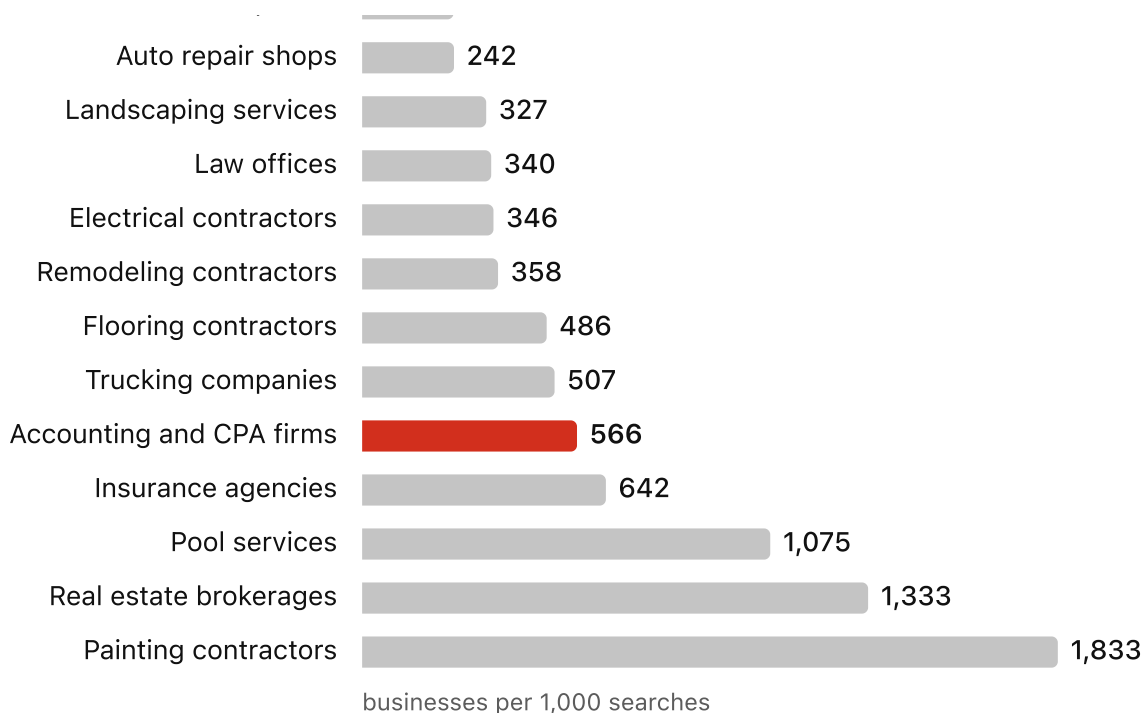
Industry	Head term	New Orleans	Baton Rouge	Lafayette	Shreveport
Assisted living facilities	nursing home {city}	34 (500 to 1,000)	22 (1,000 to 5,000)	10 (1,000 to 5,000)	13 (1,000 to 5,000)
Used car dealers	used cars {city}	18 (1,000 to 5,000)	8 (1,000 to 5,000)	6 (1,000 to 5,000)	16 (1,000 to 5,000)
Tire shops	tire shop {city}	88 (500 to 1,000)	62 (1,000 to 5,000)	19 (1,000 to 5,000)	46 (1,000 to 5,000)
Roofing contractors	roofer {city}	18 (1,000 to 5,000)	81 (500 to 1,000)	81 (100 to 500)	no volume reported
Pest control services	pest control {city}	66 (500 to 1,000)	31 (1,000 to 5,000)	31 (1,000 to 5,000)	39 (500 to 1,000)
Self storage	storage units {city}	42 (1,000 to 5,000)	33 (1,000 to 5,000)	16 (1,000 to 5,000)	25 (1,000 to 5,000)
Bars and lounges	bar {city}	56 (5,000 plus)	46 (1,000 to 5,000)	33 (1,000 to 5,000)	no volume reported
Nail salons	nail salon {city}	69 (1,000 to 5,000)	60 (1,000 to 5,000)	7 (1,000 to 5,000)	29 (1,000 to 5,000)
Coffee shops	coffee shop {city}	72 (1,000 to 5,000)	97 (1,000 to 5,000)	93 (1,000 to 5,000)	100 (500 to 1,000)
Fitness centers	gym {city}	42 (1,000 to 5,000)	45 (1,000 to 5,000)	44 (1,000 to 5,000)	49 (1,000 to 5,000)
Optometrists	eye doctor {city}	49 (1,000 to 5,000)	26 (1,000 to 5,000)	21 (1,000 to 5,000)	13 (1,000 to 5,000)
Pet grooming and boarding	dog grooming {city}	90 (100 to 500)	69 (500 to 1,000)	46 (500 to 1,000)	62 (100 to 500)
Veterinary services	veterinarian {city}	91 (1,000 to 5,000)	53 (1,000 to 5,000)	26 (1,000 to 5,000)	53 (500 to 1,000)
Towing services	towing {city}	31 (1,000 to 5,000)	100 (100 to 500)	62 (100 to 500)	88 (100 to 500)
Dentists	dentist {city}	159 (1,000 to 5,000)	67 (1,000 to 5,000)	72 (1,000 to 5,000)	73 (1,000 to 5,000)
Counseling and mental health	therapist {city}	126 (1,000 to 5,000)	107 (500 to 1,000)	no volume reported	125 (100 to 500)

Industry	Head term	New Orleans	Baton Rouge	Lafayette	Shreveport
Hair salons	hair salon {city}	89 (1,000 to 5,000)	92 (1,000 to 5,000)	34 (1,000 to 5,000)	65 (500 to 1,000)
Real estate brokerages	real estate agent {city}	128 (1,000 to 5,000)	1,333 (100 to 500)	136 (500 to 1,000)	524 (100 to 500)
Cleaning services	house cleaning {city}	195 (500 to 1,000)	147 (1,000 to 5,000)	160 (100 to 500)	192 (100 to 500)
Plumbing and HVAC contractors	plumber {city}	224 (1,000 to 5,000)	176 (1,000 to 5,000)	172 (1,000 to 5,000)	149 (1,000 to 5,000)
Mortgage brokers	mortgage broker {city}	178 (50 to 100)	171 (100 to 500)	109 (100 to 500)	400 (under 50)
Child care centers	daycare {city}	282 (500 to 1,000)	176 (1,000 to 5,000)	202 (100 to 500)	142 (500 to 1,000)
Pharmacies	pharmacy {city}	308 (500 to 1,000)	189 (500 to 1,000)	144 (500 to 1,000)	95 (100 to 500)
Property management	property management {city}	526 (100 to 500)	93 (500 to 1,000)	64 (500 to 1,000)	200 (100 to 500)
Auto repair shops	auto repair {city}	423 (100 to 500)	242 (500 to 1,000)	132 (500 to 1,000)	147 (100 to 500)
Auto body shops	body shop {city}	303 (100 to 500)	188 (100 to 500)	282 (100 to 500)	247 (100 to 500)
Title companies	title company {city}	338 (100 to 500)	241 (100 to 500)	318 (100 to 500)	200 (100 to 500)
Landscaping services	landscaping {city}	250 (500 to 1,000)	327 (500 to 1,000)	235 (100 to 500)	319 (100 to 500)
Home health care	home health care {city}	244 (100 to 500)	228 (100 to 500)	no volume reported	no volume reported
Remodeling contractors	general contractor {city}	569 (100 to 500)	358 (500 to 1,000)	306 (100 to 500)	435 (100 to 500)
Law offices	attorney {city}	810 (1,000 to 5,000)	340 (1,000 to 5,000)	266 (1,000 to 5,000)	215 (1,000 to 5,000)
Electrical contractors	electrician {city}	353 (500 to 1,000)	346 (500 to 1,000)	529 (100 to 500)	241 (100 to 500)

Industry	Head term	New Orleans	Baton Rouge	Lafayette	Shreveport
Insurance agencies	car insurance {city}	814 (500 to 1,000)	642 (500 to 1,000)	672 (100 to 500)	616 (100 to 500)
Accounting and CPA firms	cpa {city}	976 (100 to 500)	566 (100 to 500)	419 (100 to 500)	736 (100 to 500)
Flooring contractors	flooring company {city}	400 (50 to 100)	486 (50 to 100)	367 (under 50)	850 (under 50)
Pool services	pool service {city}	467 (50 to 100)	1,075 (under 50)	900 (under 50)	700 (under 50)
Painting contractors	painter {city}	840 (50 to 100)	1,833 (under 50)	371 (50 to 100)	291 (100 to 500)
Physicians' offices	doctor {city}	12,080 (50 to 100)	2,171 (100 to 500)	741 (500 to 1,000)	2,006 (100 to 500)
Trucking companies	trucking company {city}	no volume reported	507 (100 to 500)	no volume reported	no volume reported
Physical therapy clinics	physical therapy {city}	no volume reported	no volume reported	no volume reported	no volume reported
Chiropractors	chiropractor {city}	no volume reported	no volume reported	no volume reported	no volume reported
Insulation and drywall contractors	drywall contractor {city}	no volume reported	no volume reported	no volume reported	no volume reported

Each cell: businesses per 1,000 monthly searches (search volume band). Google Ads data via DataForSEO.
Establishments: Census CBP 2023.

Bakeries	6
Moving companies	6
Locksmiths	7
Seafood markets	7
Full-service restaurants	8
Hotels and lodging	8
Used car dealers	8
Spas and massage	11
Funeral homes	18
Assisted living facilities	22
Optometrists	26
Pest control services	31
Self storage	33
Fitness centers	45
Bars and lounges	46
Veterinary services	53
Nail salons	60
Tire shops	62
Dentists	67
Pet grooming and boarding	69
Roofing contractors	81
Hair salons	92
Property management	93
Coffee shops	97
Towing services	100
Counseling and mental health	107
Cleaning services	147
Mortgage brokers	171
Child care centers	176
Plumbing and HVAC contractors	176
Auto body shops	188
Pharmacies	189
Home health care	228
Title companies	241



Baton Rouge establishments per 1,000 monthly searches for each industry's head term.

Physicians' offices ("doctor baton rouge" is too small to be meaningful) and the rows with no reported volume are left off.

6. One in five map listings is unclaimed

Across 7,809 real Louisiana competitors in the map pack, one in five listings is unclaimed and one in four has no website.

We pulled the top 20 Google Maps results for the main search in each industry in all ten metros: 9,816 listings after dropping 14 ad rows (Google returns short lists for the thinnest trades, 160 rows in all for "locksmith", 167 for "seafood market", where Monroe returned six and Lake Charles seven, 181 for "towing" and 153 for "funeral home", where the small metros run short and Slidell returned four listings). Filtering each pack to the primary categories that actually compete for the search removed 2,007 off-category rows (20 percent) and left 7,809 real competitors. Of those, 6,127 (78 percent) are claimed, 5,698 (73 percent) have a website, 796 (10 percent) have no reviews, and the median listing has 36 reviews. "Movers" is one of the emptiest searches in the series, behind only drywall, locksmiths and pool service: in the small metros the pack is mostly trucking companies (12 of Houma's 19 rows and 12 of Monroe's 20, and 59 of the 104 excluded "movers" listings statewide), so Houma has three real movers and Monroe four. Used cars is the opposite case, 192 of its 200 rows being real dealers, yet it is one of only five trades whose median rating sits under 4.5 (4.4, with hotels at 3.9, pharmacies at 4.0, trucking companies at 4.3 and property management at

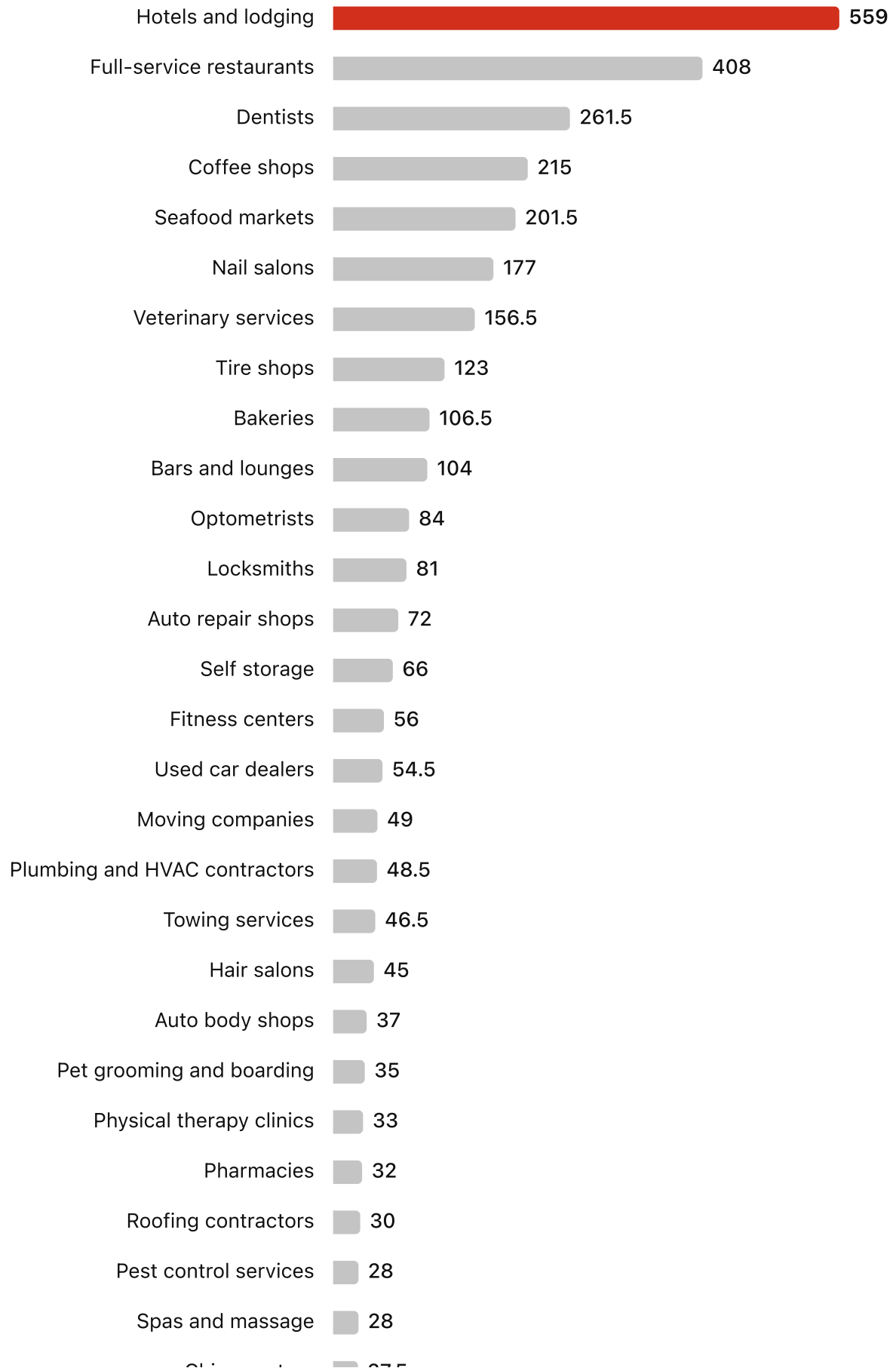
4.25). Self storage is one of the tidiest and most corporate packs in the index: only four of its 200 listings are off-category, Public Storage, Extra Space, U-Haul and CubeSmart hold 35 of the 196 real competitors, and the median facility carries 66 reviews. Pharmacy packs belong to the chains, 121 of the 180 real competitors, and the chains are the disliked half, a median 3.6 rating against 4.6 for the independents, which is what leaves the trade at 4.0 overall. Trucking is the least tended map in the series: only 72 of its 185 real competitors are claimed and 77 have a website, the median carrier has four reviews and 54 have none at all. Child care is the next thinnest on websites after trucking: 87 of its 179 listings have one, 49 percent, and in Hammond only three of seventeen do. The bar varies enormously by trade: the median hotel in a pack has 559 reviews, the median restaurant 408, the median dentist 261.5, the median coffee shop 215, the median seafood market 201.5, the median nail salon 177, the median veterinary clinic 156.5, the median tire shop 123, the median bakery 106.5, the median bar 104 and the median optometrist 84, but the median accountant has 4, the median carrier 4, the median home health agency 5, the median child care center 7, the median painter 8, the median drywall contractor 8 and the median counseling practice 9. Physicians' packs are the least claimed after trucking (53 percent unclaimed), largely individual-doctor listings Google created on its own. By metro, Shreveport has the cleanest packs (12 percent off-category, 83 percent claimed) and Houma the messiest (26 percent off-category, 67 percent claimed), though Hammond throws out a larger share of its rows than Houma does, 27 percent.

Industry	Real competitors	Claimed	With website	Median reviews	Median rating
Hotels and lodging	200	91%	89%	559	3.9
Full-service restaurants	184	84%	77%	408	4.6
Dentists	198	85%	88%	261.5	4.9
Coffee shops	115	90%	84%	215	4.6
Seafood markets	117	67%	57%	201.5	4.5
Nail salons	176	89%	69%	177	4.6
Veterinary services	182	83%	93%	156.5	4.75
Tire shops	165	88%	57%	123	4.6
Bakeries	138	79%	64%	106.5	4.7
Bars and lounges	114	76%	69%	104	4.6
Optometrists	175	75%	87%	84	4.8
Locksmiths	63	95%	83%	81	4.8

Industry	Real competitors	Claimed	With website	Median reviews	Median rating
Auto repair shops	178	76%	52%	72	4.6
Self storage	196	93%	92%	66	4.8
Fitness centers	162	83%	90%	56	4.7
Used car dealers	192	84%	84%	54.5	4.4
Moving companies	95	83%	77%	49	4.8
Plumbing and HVAC contractors	180	74%	66%	48.5	4.9
Towing services	131	92%	73%	46.5	4.5
Hair salons	188	82%	66%	45	4.8
Auto body shops	150	73%	50%	37	4.6
Pet grooming and boarding	169	76%	71%	35	4.7
Physical therapy clinics	176	85%	84%	33	5.0
Pharmacies	180	86%	91%	32	4.0
Roofing contractors	163	90%	81%	30	4.9
Pest control services	144	93%	72%	28	4.9
Spas and massage	172	91%	55%	28	4.9
Chiropractors	183	74%	75%	27.5	5.0
Insurance agencies	187	73%	81%	26	4.9
Law offices	199	76%	74%	24	4.9
Mortgage brokers	198	86%	83%	24	5.0
Physicians' offices	126	47%	61%	24	4.7
Property management	104	82%	90%	23	4.25
Assisted living facilities	141	76%	84%	22	4.6
Funeral homes	137	67%	88%	21	4.7
Landscaping services	158	84%	68%	20	4.9

Industry	Real competitors	Claimed	With website	Median reviews	Median rating
Real estate brokerages	176	93%	88%	19.5	5.0
Title companies	140	65%	69%	15	4.8
Flooring contractors	123	89%	76%	14	4.8
Pool services	94	84%	69%	13	4.7
Cleaning services	149	78%	62%	12	4.9
Electrical contractors	179	63%	59%	10	4.9
Remodeling contractors	161	90%	72%	10	5.0
Counseling and mental health	146	73%	68%	9	4.8
Insulation and drywall contractors	53	64%	51%	8	4.9
Painting contractors	118	67%	56%	8	5.0
Child care centers	179	65%	49%	7	4.7
Home health care	199	64%	70%	5	4.8
Accounting and CPA firms	171	58%	68%	4	5.0
Trucking companies	185	39%	42%	4	4.3

Medians exclude listings with no reviews. Source: Google Maps top 20 results per metro, September 2026, real competitors only.





median reviews

Median review count of real competitors in the top 20 Google Maps results across ten metros, September 2026. Red marks the highest and lowest.

7. One category usually wins, and the loser picked the vague

one

In 41 of 50 industries a single primary category holds more than 60 percent of the real pack slots, and the nine exceptions are the trades where the searcher's word is not a Google category.

Chiropractor, Pest Control Service, Roofing Contractor, Property Management Company, Title Company and Nail Salon are used by 100 percent of real competitors; Funeral Home by 99 percent; Towing Service, Auto Body Shop and Home Health Care Service by 98 percent; Hotel, Electrician and Plumber by about 95 percent; Self-Storage Facility by 92 percent; and Locksmith by 92 percent once the key-cutting kiosks are set aside. The exceptions are accounting (Accountant 45 percent, split with Tax Preparation Service and Certified Public Accountant), assisted living (nursing homes take 42 of 141 slots for an "assisted living" search), restaurants (plain Restaurant holds 32 percent, but cuisine categories hold 19 of the 26 top-three slots), law (Attorney 38 percent, with Personal Injury Attorney on 46 listings), physicians (Doctor and Medical Clinic tie at 42 each, but 31 of the 42 "Doctor" listings are unclaimed and 23 have no reviews, so the vaguer category is the one nobody is tending) and remodeling (General Contractor 41 percent, split with Construction Company and plain Contractor, while Remodeler, the category named for the trade, is primary on only 10 of 161), pool services (Pool Cleaning Service 46 percent, Swimming Pool Contractor 29 and Swimming Pool Repair Service 26, one category per buyer, because "pool service" is not a category and neither is "pool maintenance" or "pool builder"), counseling (Counselor 53 percent, with Mental health service on 25 listings, Psychologist on 14 and Family counselor on 12, because "therapist" is not a category and the license decides which of the four an owner picks) and spas and massage (Massage therapist 49 percent, with Massage spa on 60 of 172, Spa on 13 and Day spa on six, because Google splits one trade into six categories and the sign on the door decides which an owner takes). The wrong-category patterns repeat across metros: locksmith packs are half key-cutting kiosks, since KeyMe, Minute Key and the Home Depot key centers take 84 of the 160 rows Google returned for "locksmith", 12 of the 20 in Shreveport, and nine of them call themselves "Locksmith", leaving 63 real locksmiths, and a real locksmith nonetheless takes the top spot in eight of the ten metros; "painter" packs lose two-fifths of their rows (82 of 200), mostly artists, art galleries, paint stores and paint-and-sip studios, plus general contractors, body shops and handymen; bare Contractor and General Contractor listings pad the flooring packs in Houma and Lake Charles; three pool companies list themselves as "Swimming Pool", the category for a pool you can visit; the property management pack is half real estate firms, 96 of its 200 rows thrown out and 48 of those plain Real estate agency, with nine listings carrying an apartment complex or homeowners' association category, five of them under Property management company; Mortgage lender beats Mortgage broker 126 to 70 in the mortgage packs, so the category named for the trade is not the one that wins, and 21 of those 198 listings carry a loan officer's NMLS number in the

listing name, mostly individuals rather than firms; three marine towing firms in the port cities, two in Houma and one in Lake Charles, sit in the "towing" packs and are excluded by name, one of them under Towing service itself; the title company packs throw out 52 of their 192 rows, 10 of them Notary public and 19 of them real title firms filed under nine other primaries, most often Legal services, then Law firm, Notary public, Insurance agency or Real estate attorney; opticians take 15 of the 25 rows excluded from the optometrist packs and ophthalmologists hold 11 of the 175 that stay, because Google treats the dispensary, the eye exam and the surgeon as three businesses; massage therapists and physical therapy clinics take 35 of the 54 rows thrown out of the packs pulled for "therapist", the word both trades use; not one mobile groomer appears in the pet grooming packs, though "mobile dog grooming near me" runs above 5,000 searches a month nationally and the city form registers in eight of the ten metros, because Google has no mobile grooming category and a van has to lead with Pet groomer and set a service area; the seafood packs throw out 50 of their 167 rows, 18 grocers and 15 restaurants and cafes among them, because Google has no category for a boiled seafood counter and a crawfish place with tables sits under Seafood restaurant (231,955 listings nationally) instead; Transportation service is 1,509,526 listings nationally against 263,762 for Trucking company, but it is a catch-all shared with limos and medical transport and only seven of 185 carriers lead with it; the coffee and bar packs each lose more than two-fifths of their rows, 85 of 200 for "coffee shop" to bakeries, donut shops, restaurants, a coworking space and a city hall, and 86 of 200 for "bar", 66 of those being places that serve drinks first but file under a food category, 17 as plain Restaurant and 12 as American; donut shops hold a fifth of the bakery packs, 20 of the 138 real competitors carrying the Donuts primary and 25 with donut or doughnut in the name; the daycare packs are unusually clean and still throw out a dog day care center, a kennel and a children's museum; HVAC and plumbing companies set Electrician as primary and bring thousands of reviews into the electrician pack (AccuTemp, 6,777 in Baton Rouge); Firestone ranks first in New Orleans and Baton Rouge for "auto repair" under Tire Shop; 41 of the 200 auto body listings pulled sit under Auto Repair Shop, a dozen of them body shops by name; an insulation contractor holds roofing slots in two metros; 14 painters with "drywall" in their name sit under Painter; building-supply stores use contractor categories to reach the drywall pack; pressure washers, dry cleaners, laundries and bare "Cleaners" listings take 38 of the 200 house-cleaning slots; home builders with no remodeling category rank for "remodeling contractor"; and Google simply has no category for exterminator, termite, mosquito, lawn mowing, business insurance, real estate broker, boutique hotel, maid service, collision repair, hail repair, painting contractor, local mover, automotive locksmith or pool builder, so owners searching for one pick something adjacent.

Industry	Winning primary category	Share of real competitors	Common mistake
Chiropractors, Pest control, Roofing	Chiropractor, Pest Control Service, Roofing Contractor	100%	None seen; the category is unambiguous

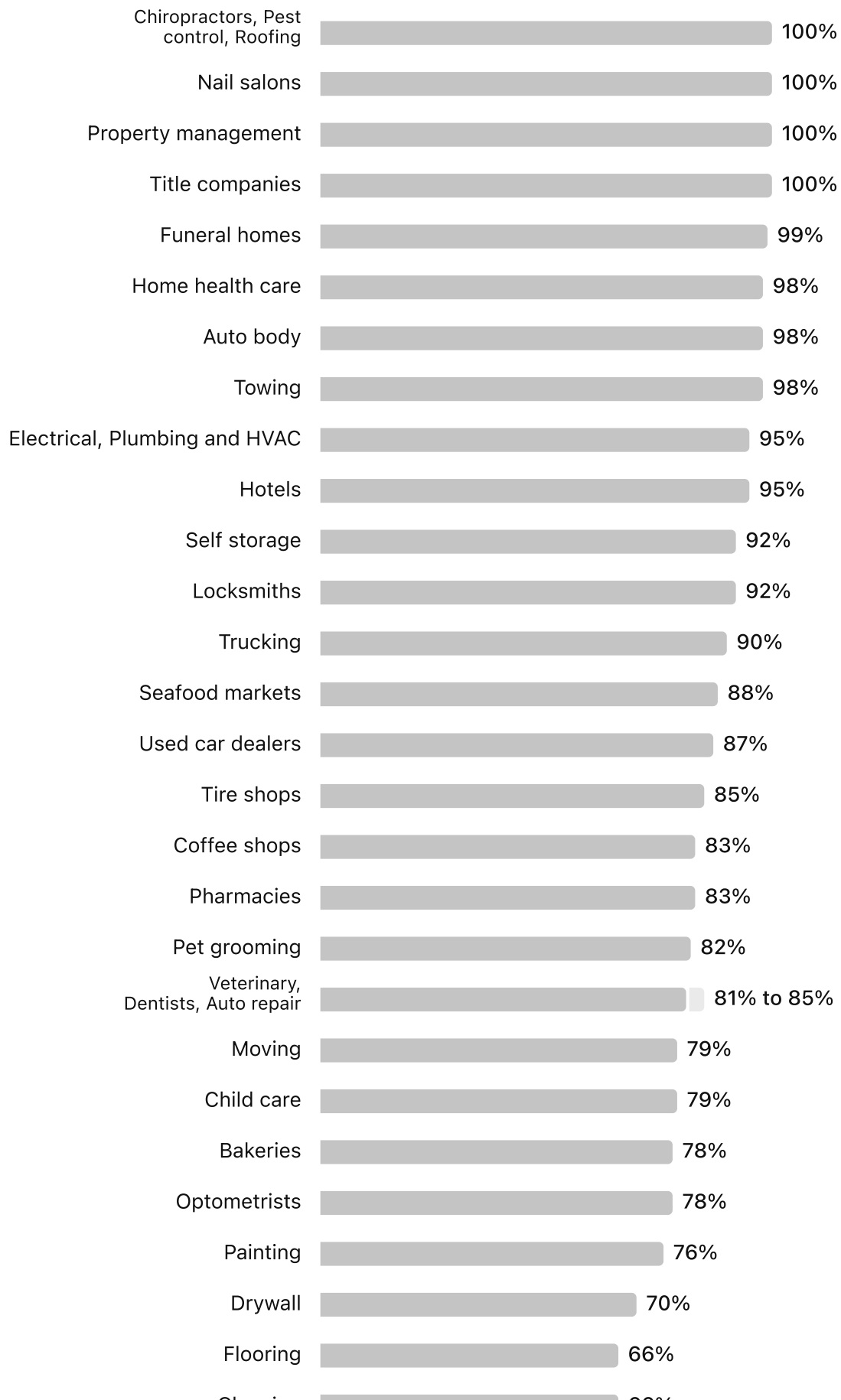
Industry	Winning primary category	Share of real competitors	Common mistake
Nail salons	Nail salon	100%	Beauty salon (2,911,404 nationally) took 20 of the 24 rows the packs threw out, and four listings with "nail" in the name carry no nail category at all
Property management	Property management company	100%	Not one of the 200 listings used Condominium Rental Agency; the pack's problem is the 96 rows thrown out, most of them real estate agencies and agents ranking on a service they do not sell
Title companies	Title company	100%	Legal services, Law firm, Notary public and Insurance agency, the primaries the 19 misfiled title firms in the sample chose, none of which competes for the search
Funeral homes	Funeral home	99%	Monument makers, cemeteries and event venues in the packs; the two exceptions are cremation-only providers, the one case where Cremation service is defensible
Home health care	Home Health Care Service	98%	Non-medical agencies use it because Home Care Service has only 684 US listings
Auto body	Auto Body Shop	98%	Body shops filed under Auto Repair Shop (41 of the 200 listings pulled), which ranks them against tire chains and quick lubes
Towing	Towing service	98%	Auto repair shops and wrecker-named shops with no towing category; marine and barge towing firms in the port cities
Electrical, Plumbing and HVAC	Electrician, Plumber	95%	HVAC firms adding Electrician as primary; supply wholesalers as Electrician
Hotels	Hotel	95%	None to speak of; a few no-review spam and apartment

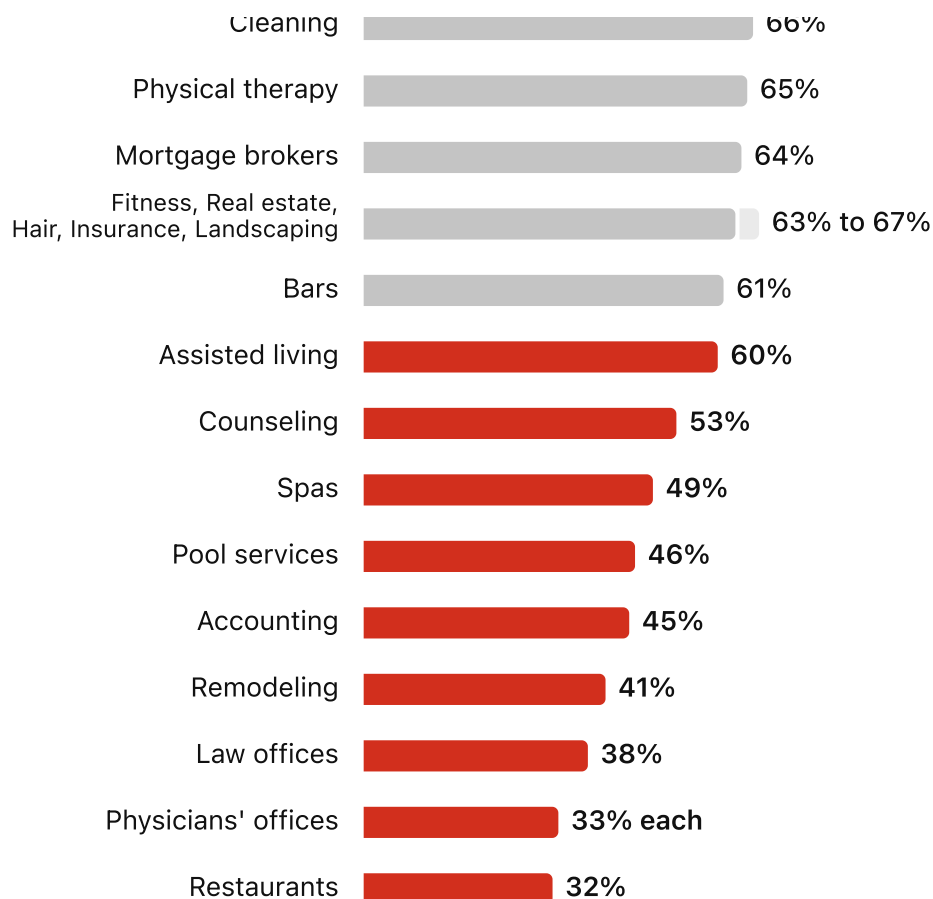
Industry	Winning primary category	Share of real competitors	Common mistake
			listings use Hotel
Self storage	Self-storage facility	92%	Storage facility, the bigger national category (165,788 listings against 126,040), which is the catch-all cold stores, records vaults and warehouses also use
Locksmiths	Locksmith	92%	Key Duplication Service as a primary, the kiosk category: 84 of the 160 pack rows are key kiosks and nine of them use Locksmith
Trucking	Trucking company	90%	Transportation service (1,509,526 nationally) is the catch-all limos and medical transport share; Mover, Moving company or Moving and storage anywhere in the list moves a carrier into the household-moving pack
Seafood markets	Seafood market	88%	Seafood restaurant (231,955 nationally) on a counter with tables; the packs throw out 50 of 167 rows, 18 of them grocers, because Google has no category for a boil or a crawfish stand
Used car dealers	Used car dealer	87%	Car dealer on 25 of 192, the franchise stores' category, which puts a used lot beside new-car showrooms
Tire shops	Tire shop	85%	Auto Repair Shop as primary with no tire category, which drops a tire dealer out of the pack entirely
Coffee shops	Coffee shop	83%	Cafe on 17 of 115, a near tie nationally (1,814,593 listings against 1,834,779) but the losing pick on the head term; Bakery, Donut shop and plain Restaurant fall out of the pack altogether

Industry	Winning primary category	Share of real competitors	Common mistake
Pharmacies	Pharmacy	83%	Drug store on 30 of 180, almost all full CVS and Walgreens stores; Convenience store, Cosmetics store and Grocery store describe a chain's front aisles, not the prescription counter
Pet grooming	Pet groomer	82%	Pet store (238,743 nationally) and Pet supply store are retail and took 20 of the 28 excluded rows; there is no mobile grooming category, so a van uses Pet groomer with a service area
Veterinary, Dentists , Auto repair	Veterinarian, Dentist, Auto Repair Shop	81% to 85%	Tire shops and individual-doctor listings compete under adjacent categories
Moving	Mover	79%	104 of the 199 pack rows are thrown out, most of them Trucking Company, Logistics Service or Self-Storage Facility, and a mover with one of those as primary is invisible for "movers {city}"
Child care	Day care center	79%	Preschool leads the national counts (489,154 against 254,004) but is primary on only 15 of 179; Learning center, Tutoring service and Education center are not child care and were thrown out
Bakeries	Bakery	78%	Donuts on 20 of 138, close to a fifth of the field; Wholesale bakery (28,675 nationally) on six listings, mostly outlets and plants, which keeps them out of retail searches
Optometrists	Optometrist	78%	Optician (463,958 listings nationally) describes a dispensary, not an eye exam, and cost 15 pack rows their place; Eye care center and Ophthalmologist hold 31 more

Industry	Winning primary category	Share of real competitors	Common mistake
Painting	Painter	76%	Artists, galleries and paint-and-sip studios under Painter or Painting; house painters filed as General Contractor or Dry Wall Contractor
Drywall	Dry Wall Contractor	70%	Painters and general contractors with drywall in the name; supply stores
Flooring	Flooring contractor	66%	Bare Contractor and General Contractor primaries, which fill the Houma and Lake Charles packs; Flooring store on installers with a showroom
Cleaning	House Cleaning Service	66%	"Cleaners" reads as a dry cleaner to Google; pressure washers and dry cleaners take a quarter of the slots
Physical therapy	Physical Therapy Clinic	65%	Physical Therapist (54 of 176) fits a solo practitioner; chiropractors and wellness centers rank under their own categories
Mortgage brokers	Mortgage lender	64%	Mortgage broker, the trade's own word, is primary on only 70 of 198; Loan Agency on two more
Fitness, Real estate, Hair, Insurance, Landscaping	Gym, Real Estate Agent, Hair Salon, Insurance Agency, Landscaper	63% to 67%	Lawn Care Service wins in Houma and Monroe; Beauty Salon splits hair packs
Bars	Bar	61%	Bar and grill (144,853 nationally) and plain Restaurant, the food categories 66 of the 86 excluded rows chose, which puts a drinks-led room in the restaurant packs instead
Assisted living	Assisted Living Facility	60%	Nursing homes outnumber facilities for "assisted living" in two metros
Counseling	Counselor	53%	Psychologist leads the national counts (490,173) but holds 14

Industry	Winning primary category	Share of real competitors	Common mistake
			pack primaries; Mental health service, Family counselor and Psychotherapist split the rest
Spas	Massage therapist	49%	Massage spa on 60 of 172, Spa on 13 and Day spa on six; Health spa and Spa and health club mean a gym with a sauna and were thrown out
Pool services	Pool Cleaning Service	46%	Swimming Pool, the category for a pool you can visit, on three pool companies; Swimming Pool Contractor and Swimming Pool Repair Service split the rest by buyer
Accounting	Accountant	45%	"Tax preparation" (no "service") is a separate category and drops firms from the pack
Remodeling	General Contractor	41%	Remodeler is primary on only 10 of 161; Construction Company (32%) and Contractor split the rest
<u>Law offices</u>	Attorney	38%	Specialty categories win the top slots; generic Attorney listings are 43% unclaimed
Physicians' offices	Medical Clinic and Doctor (tie)	33% each	"Doctor" listings are 74% unclaimed
<u>Restaurants</u>	Restaurant	32%	Plain Restaurant loses top-three slots to cuisine categories





percent of real competitors

Share of real map-pack competitors whose primary category is the winning one. Red: the nine trades where the searcher's word is not a Google category.

8. New Orleans in one chart: half the city's businesses in ten neighborhoods

Half of New Orleans' licensed businesses in these 50 trades sit in ten of its 72 neighborhoods, and the Central Business District alone holds 1,096.

The New Orleans picture comes from a different source: city occupational licenses matched to the 50 industries and to the 72 official neighborhoods (7,556 of 37,586 license rows matched one of the 50 industries; 6,976 of those carried usable coordinates and 6,975 fell inside a neighborhood boundary, as of 2026-09-02, the day the license list was pulled). The Central Business District has 1,096 licensed businesses, the French Quarter 595, Mid-City 498, Central City 286 and the Lower Garden District 261; the top ten neighborhoods hold 52 percent of the total. Per resident the CBD is off the scale at 2,519 businesses per 10,000, with the French Quarter at 1,689, Viavant-Venetian Isles at 1,084 and the Marigny at 685. Restaurants are 1,710 of the 6,975 licenses (25 percent), then

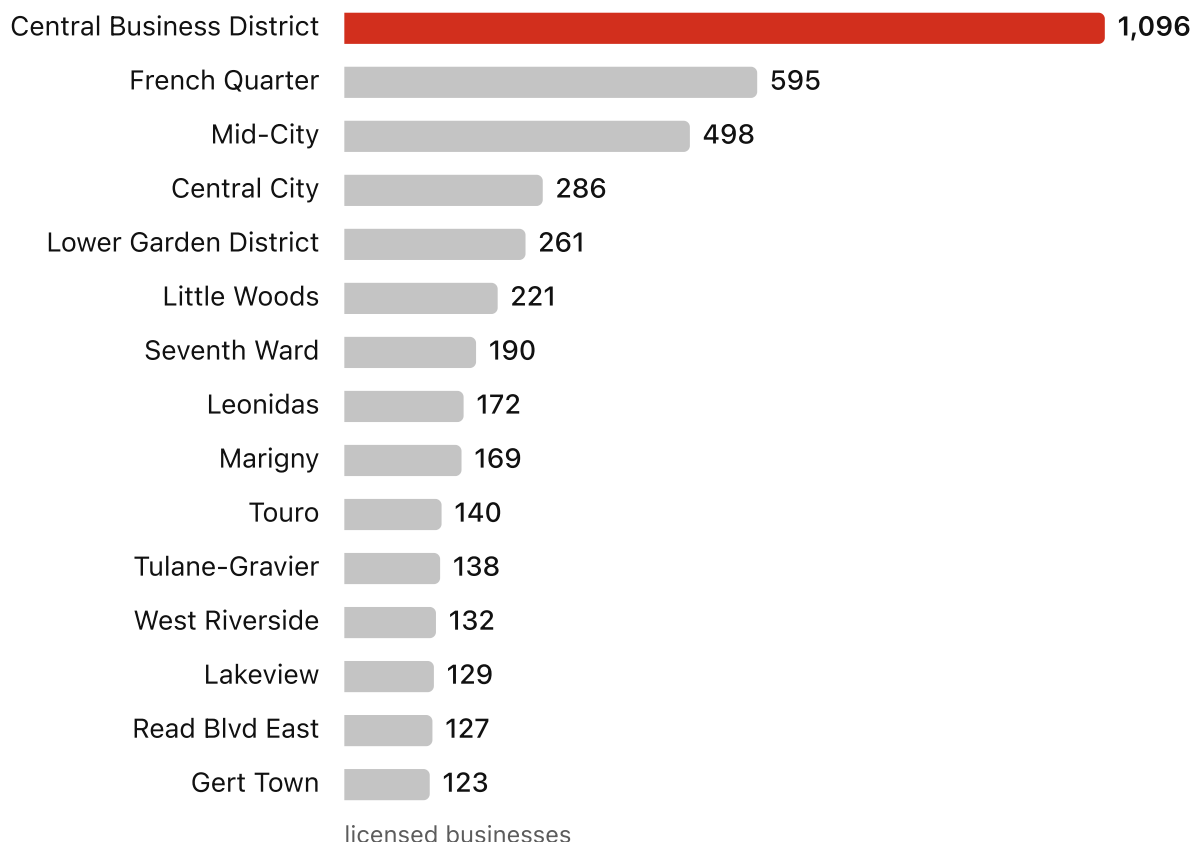
bars and lounges (643, of which 190 are in the French Quarter, which is what lifts the Quarter above Mid-City into second place), law offices (482, of which 280 are in the CBD), hair salons (462, led by Mid-City with 46) and hotels (433, of which 178 are in the CBD and 60 in the French Quarter).

Physicians cluster in Touro (56), around the hospitals. Viavant-Venetian Isles is the city's truck yard: 28 of the 49 towing licenses and 10 of the 54 trucking licenses sit there, and only law offices in the Central Business District are as concentrated. Bars, child care centers, bakeries, coffee shops and pharmacies hold 1,103 licenses between them, well over half of those bars (643), then child care centers (152), bakeries (119), coffee shops (95) and pharmacies (94). Spas and massage, nail salons, trucking companies, pet grooming and seafood markets hold 494, led by spas and massage (195) and nail salons (187), then trucking companies (54), pet grooming (37) and seafood markets (21). Two neighborhoods, Florida Development and Iberville, have no licensed business in any of the 50 trades; no assisted living or mortgage broker license matched at all, and the city's license types have no remodeling, moving or pool category, so those trades have no neighborhood figures.

License counts include businesses without payroll, so they run higher than the Census (6,975 licenses against 3,600 Census establishments for Orleans Parish) and the two sources should not be compared cell by cell.

Neighborhood	Licensed businesses (50 industries)	Population	Per 10,000 residents
Central Business District	1,096	4,351	2,519.0
French Quarter	595	3,523	1,688.9
Mid-City	498	14,358	346.8
Central City	286	14,077	203.2
Lower Garden District	261	6,202	420.8
Little Woods	221	32,656	67.7
Seventh Ward	190	10,909	174.2
Leonidas	172	6,925	248.4
Marigny	169	2,469	684.5
Touro	140	2,859	489.7
Tulane-Gravier	138	3,606	382.7
West Riverside	132	4,742	278.4
Lakeview	129	9,751	132.3
Read Blvd East	127	7,683	165.3

Neighborhood	Licensed businesses (50 industries)	Population	Per 10,000 residents
Gert Town	123	4,247	289.6



Active City of New Orleans occupational licenses matched to the 50 index industries, top 15 of 72 neighborhoods, as of 2026-09-02.

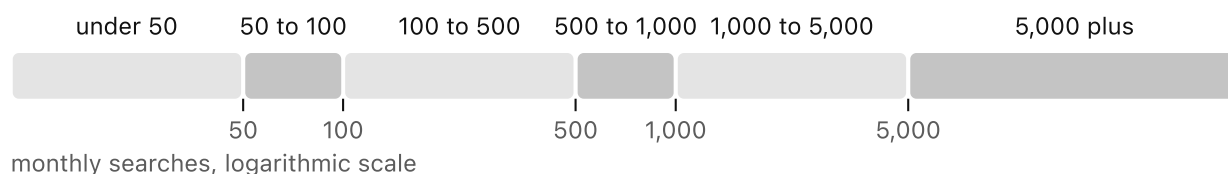
9. Method note and how to cite

Every number on this page can be recomputed from public data and one keyword pull.

Business counts are Census County Business Patterns, 2023 (NAICS 2017 codes), compared with 2018; metros are 2023 CBSA definitions with the prior year summed from the same parishes; population is ACS 2023 five-year. Cells with fewer than three establishments are withheld by the Census and excluded from ranks. Search volumes are US monthly Google Ads figures pulled 2026-09-02 through DataForSEO; the page shows bands (under 50, 50 to 100, 100 to 500, 500 to 1,000, 1,000 to 5,000, 5,000 plus) and never sums word-order variants. For Lafayette, Monroe, Alexandria

and Hammond, which share names with cities in other states, the "la" form of each term is used. Map packs are the top 20 Google Maps results for the industry's first seed term at each metro's center, September 2026; ad rows without a place ID are dropped, and statistics cover only listings whose primary category competes for the search, using the category lists stated in each industry playbook. New Orleans neighborhood counts are city occupational licenses as of 2026-09-08. Census figures carry no sampling error but do exclude businesses without employees; search volumes are rounded by Google.

Band shown on this site	Monthly Google searches
under 50	0 to 49
50 to 100	50 to 99
100 to 500	100 to 499
500 to 1,000	500 to 999
1,000 to 5,000	1,000 to 4,999
5,000 plus	5,000 or more



Monthly US Google Ads search volume is shown in these six bands; exact figures are never printed.

How to cite this page

Local Market Index, WTF SEO, Louisiana findings for the 2023 data year,
<https://wtfseo.io/data/findings/>, accessed [date].

Credit search volumes as "Google Ads data via DataForSEO" and business counts as "US Census Bureau, County Business Patterns 2023." Journalists may reuse any table with that credit; for parish or metro figures not on this page, the full dataset is on [the place pages](#).

For journalists, chambers of commerce and researchers

Quote any figure on this page with the citation above. The full dataset, every parish, metro and industry for 2018 and 2023, is a free CSV on the [download page](#), and each parish and metro has its own page with the same numbers. This page is also available as a [PDF edition](#). For a cut of the data for one parish, metro or trade, or to check a figure before you publish, use the [contact link](#) at wtfseo.io/get-started/.

Want these numbers turned into a plan for your business? [See WTF SEO's Customized SEO and AI Search Campaigns](#).