ELIMENTI

WESTERN SUBURBS WEBSITE REPORT · 2026

How local business websites hold up on a phone

We tested the websites of 150 independent businesses from the Hinsdale and Oak Brook chambers of commerce, the way customers see them: on a phone.

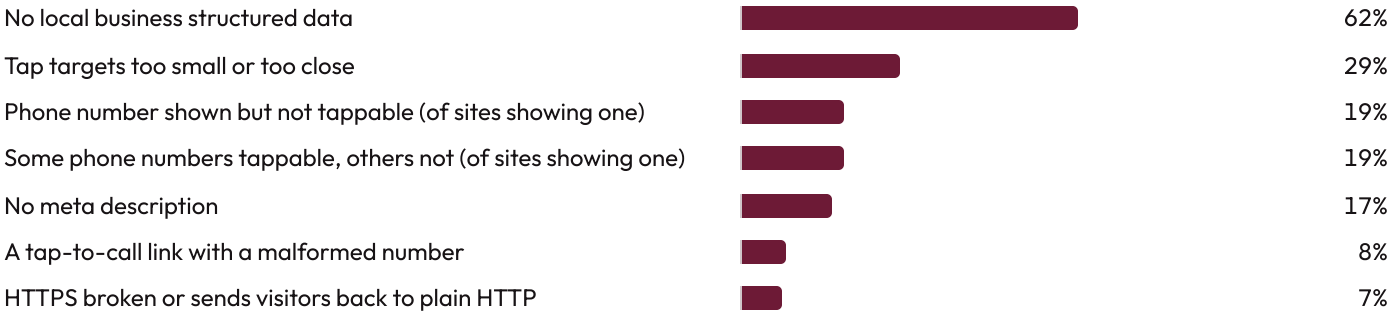
46
Median mobile performance score out of 100 (137 sites)

53%
Scored under 50, the range Lighthouse labels poor

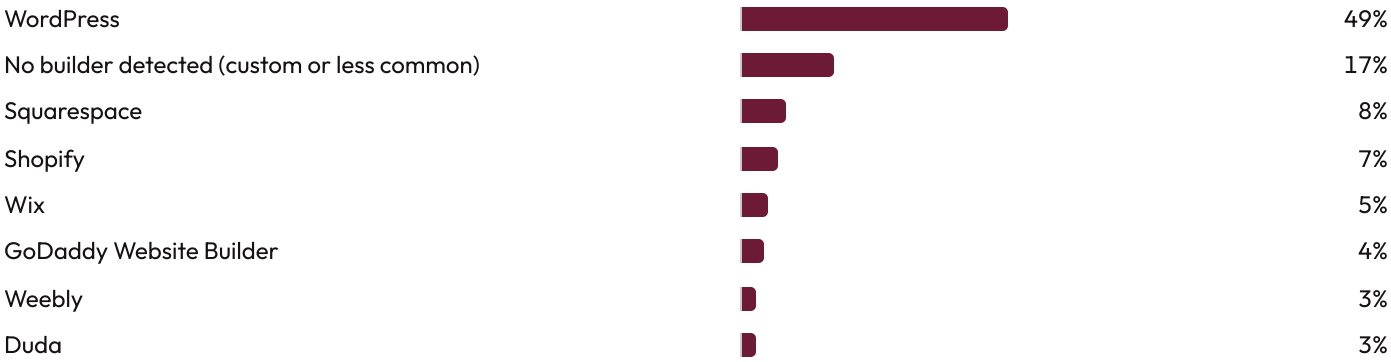
8.5 s
Median time for the largest content to appear, simulated phone

19%
Of sites showing a phone number didn't make it tappable

The basics, and how often they were missed



What they're built on



Share of the 122 sites that loaded in our phone test.

What owners should fix first

1. **Make the phone number tappable.** A tel: link turns it into a call with one tap.
2. **Check the tap-to-call link dials.** 8% of sites had one with a malformed number.
3. **Put hours, address and phone in text,** matching your Google Business Profile, and add local business structured data.
4. **Fix HTTPS.** Usually a certificate renewal or a hosting setting.
5. **Write a meta description,** the sentence a search result shows under your name.
6. **Cut page weight.** The median homepage downloaded 3.2 MB. Resize and compress photos, and remove unused plugins and widgets.

How we did this

Businesses listed in the public online member directories of the Hinsdale Chamber of Commerce and the Greater Oak Brook Chamber of Commerce, read on November 4, 2026 (759 listings). We kept independent businesses with their own website and a listed address in Hinsdale, Oak Brook or a neighboring suburb, leaving out chains, franchises, banks, public bodies, nonprofits and web agencies (253 websites), and drew a random sample of 150. Each homepage was tested with Lighthouse 13.6.0 on mobile settings, three runs per site, median reported, and checked as a phone for phone links, contact links, copyright year, structured data, HTTPS and platform. These are lab tests on one day, not measurements of real visits. No business is named; we publish totals and shares only.

Use these findings

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