Dat Design Lab
DIGITAL SOLUTIONS STUDIO

TRADE BRIEF · NOVEMBER 2026

Electrical Websites in DFW

Fewest call links, most hidden reviews. How the websites of 25 electricians across Dallas-Fort Worth perform on a phone, from the DFW Home Service Website Report 2026.

64/100
Median mobile speed score (all trades: 64).

6.8s
Median main content load on a phone (all trades: 7.3s).

44%
Show no reviews on the homepage (all trades: 35%).

48%
Offer online booking (all trades: 48%).

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ELECTRICAL AT A GLANCE

Fewest call links, most hidden reviews

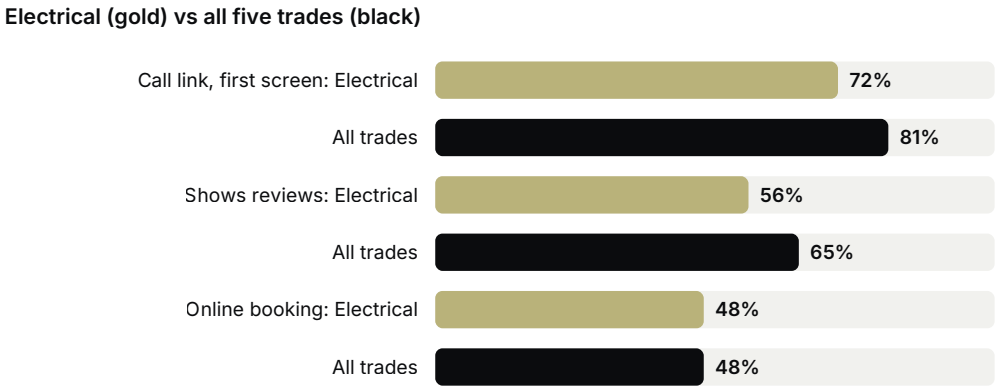
> Electrical had the smallest sample in the study (25 sites), so treat these numbers as rough. Even so, electricians trailed on the basics: fewer showed a call link in the first screen, and nearly half showed no reviews, even though those businesses had a median of 251 Google reviews.

MEASURE	ELECTRICAL	ALL 5 TRADES
Sites tested	25	527
Median speed score	64	64
Score under 50	12%	20%
Score 90+	8%	14%
Main content load	6.8s	7.3s
Slower than 4s	92%	78%
Tap-to-call link	80%	90%
Call link in first screen	72%	81%
Shows reviews	56%	65%
Online booking	48%	48%
Booking software	24%	23%
Review markup	8%	19%

11 of the 25 sites checked showed no reviews. Those businesses had a median of 251 Google reviews.

Most common booking software: Housecall Pro (6).

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Homepage checks. Source: Dat Design Lab, November 2026.

WHAT TO FIX FIRST

Three fixes for electricians

1 **Put the phone number in the first screen**
About 1 in 4 electrician sites made phone visitors scroll or hunt for it.

2 **Show your reviews**
If you have 200+ Google reviews, put the star average and a few recent ones near the top.

3 **Add a simple booking or quote form**
Fewer than half offered any way to book online.

METHOD

Google local results for the trade in Dallas, Fort Worth, Plano, Frisco, McKinney, Richardson, Garland, Rowlett and Mesquite, collected November 6 and 7, 2026. Speed from Google PageSpeed Insights (mobile). Homepage checks by script. Lab data from Google servers, not real visitors; associations, not causes. Full method and all five trades: datdesignlab.com/resources/dfw-home-service-website-report

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Dat Design Lab, "Electrical Websites in DFW: 2026 Brief", November 2026, https://
datdesignlab.com/resources/dfw-home-service-website-report/
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Want to know how your site compares?

Send me your website. I'll run the same checks from this brief and tell you the two or three things I'd fix first. No charge.

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REPORT	datdesignlab.com/resources/dfw-home-service-website-report

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