Dat Design Lab
DIGITAL SOLUTIONS STUDIO

TRADE BRIEF · NOVEMBER 2026

General Contractor Websites in DFW

Fastest on paper, thinnest on trust signals. How the websites of 108 general contractors and remodelers across Dallas-Fort Worth perform on a phone, from the DFW Home Service Website Report 2026.

68/100
Median mobile speed score (all trades: 64).

7.0s
Median main content load on a phone (all trades: 7.3s).

42%
Show no reviews on the homepage (all trades: 35%).

15%
Offer online booking (all trades: 48%).

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GENERAL CONTRACTOR AT A GLANCE

Fastest on paper, thinnest on trust signals

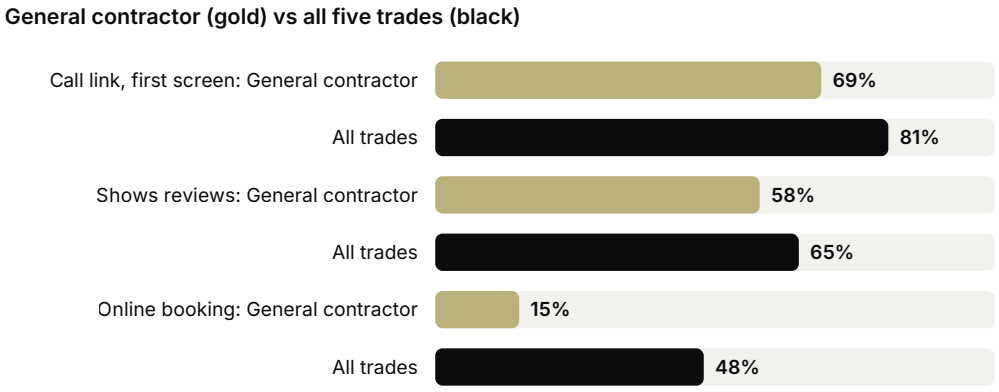
> General contractors and remodelers had the best median speed score in the study, but the weakest trust signals. Fewer than 7 in 10 showed a call link in the first screen, more than 4 in 10 showed no reviews, and only 15% offered any way to book or request a quote online.

MEASURE	GENERAL CONTRACTOR	ALL 5 TRADES
Sites tested	108	527
Median speed score	68	64
Score under 50	15%	20%
Score 90+	16%	14%
Main content load	7.0s	7.3s
Slower than 4s	76%	78%
Tap-to-call link	83%	90%
Call link in first screen	69%	81%
Shows reviews	58%	65%
Online booking	15%	48%
Booking software	6%	23%
Review markup	14%	19%

27 of the 65 sites checked showed no reviews. Those businesses had a median of 39 Google reviews.

Most common booking software: GoHighLevel (2), GoHighLevel (1), ServiceTitan (1).

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

WHAT TO FIX FIRST

Three fixes for general contractors and remodelers

1 **Add a clear "request an estimate" form**
Only 15% offered any online booking or quote request. A short form with a photo upload is enough.

2 **Show finished projects with reviews**
Pair two or three project photos with the client's review. That is the proof a remodeling buyer looks for.

3 **Put the phone number in the first screen**
About 3 in 10 sites made phone visitors scroll to find it.

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, "General Contractor 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?

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