Dat Design Lab
DIGITAL SOLUTIONS STUDIO

RESEARCH REPORT · NOVEMBER 2026

DFW Home Service Website Report 2026

How fast, findable and bookable 527 contractor websites are across Dallas-Fort Worth. Plumbing, electrical, HVAC, roofing and general contractors in nine DFW cities.

64/100
Median mobile speed score. Google calls 90 and up "good".

7.3s
Median time for the main content to show on a phone.

86%
Slower than Google's 2.5 second target for that load.

35%
Show no reviews or testimonials anywhere on the homepage.

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SUMMARY

What I found

> I tested 527 home service business websites across Dallas-Fort Worth in November 2026. The median site scored 64 out of 100 for mobile speed and took 7.3 seconds to show its main content on a phone. One in three showed no reviews at all, even though the typical one had 130 Google reviews at 4.9 stars.

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01 Most sites are slow on a phone

Only 14% of the 523 sites I could test scored 90 or higher on Google's mobile test, and 20% scored under 50. 78% took more than 4 seconds to show their main content, which Google rates as poor.

02 Roofers have the slowest sites

Roofing sites had the lowest median score (60) and the slowest main content load (9.0s). That is the trade where a single job is often worth $10,000 or more.

03 Speed did not decide map rankings

Businesses in Google's top 3 map results and businesses ranked 10th or lower had the same median speed score (65). Speed matters after the click, when the visitor decides whether to call.

04 A third hide their best selling point

35% of homepages showed no reviews, star ratings or testimonials. The typical one of those businesses had 130 Google reviews at 4.9 stars. 68 of them had 100 or more reviews they weren't using.

05 Calling is easy, booking is not

81% put a tap-to-call link in the first screen on a phone. Only 48% offered any way to book online, and 23% used booking software like ServiceTitan or Housecall Pro.

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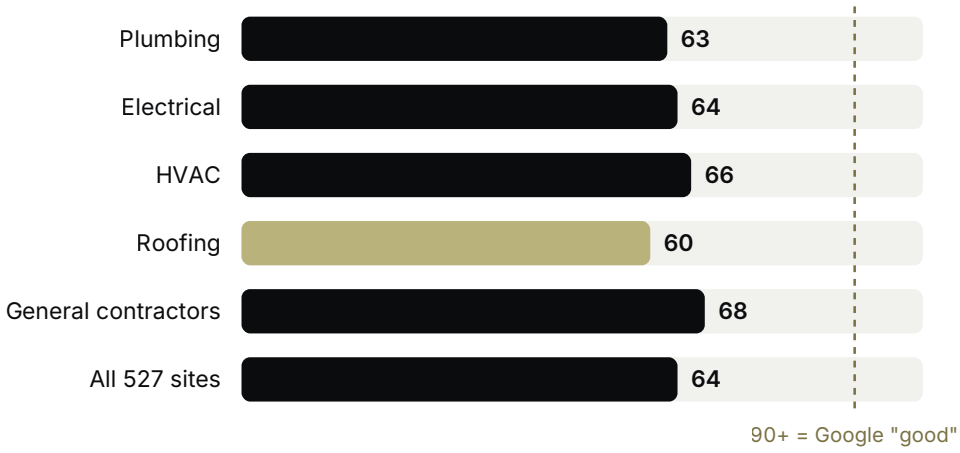
SPEED

How fast are DFW home service websites on a phone?

Not very. I ran every site through Google's PageSpeed Insights mobile test, the same test Google shows site owners. The median score across all five trades was 64 out of 100. Google treats 90 and up as good, 50 to 89 as needs improvement, and under 50 as poor.

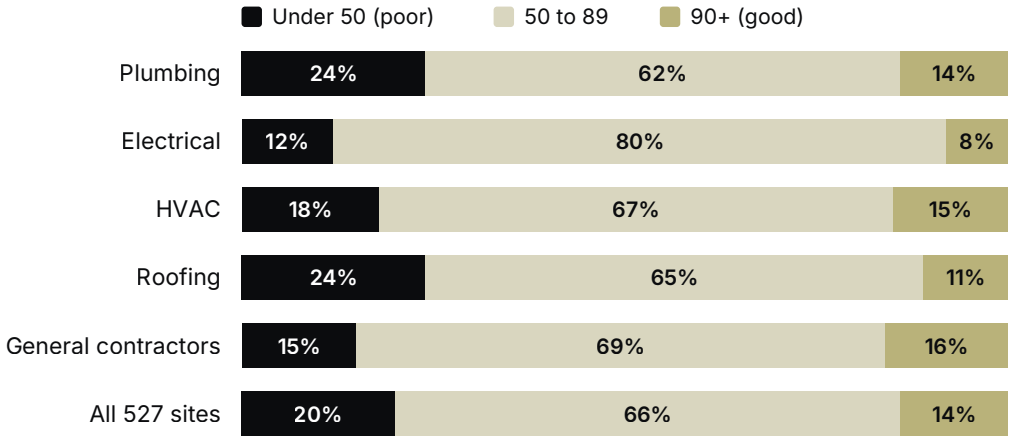
20% of sites landed in the poor range and only 14% reached good. The rest sat in the middle, which on a phone usually means a few seconds of blank or shifting screen before anything useful shows up.

Median mobile speed score (0 to 100)



Median PageSpeed Insights mobile performance score per trade. 523 sites. Source: Dat Design Lab, November 2026.

How sites score on mobile, by trade



Share of sites in each of Google's score ranges. 523 sites. Source: Dat Design Lab, November 2026.

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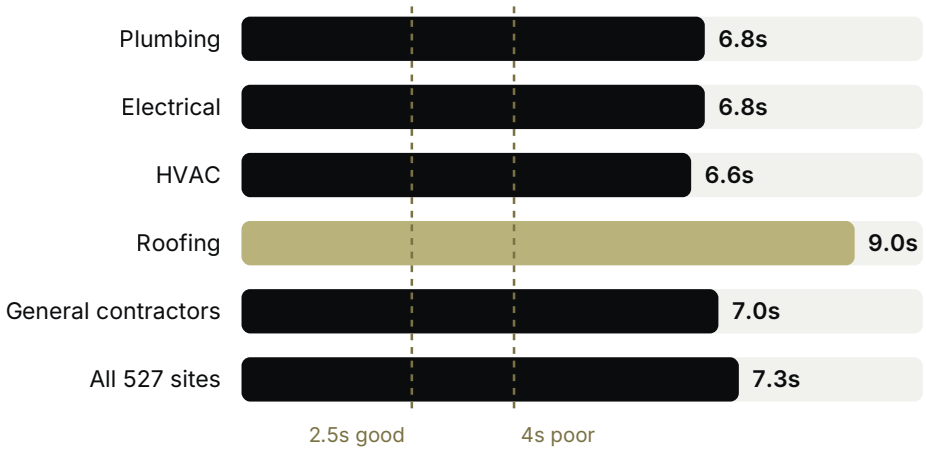
BY TRADE

Which trade has the slowest websites?

Roofing. The median roofing site took 9.0 seconds to show its main content, against 7.3 seconds for all trades, and 83% of roofing sites were slower than 4 seconds.

General contractors had the best median score, but the gap between trades is small and no trade is doing well. From building these sites, the usual culprits are big photo sliders, background video and uncompressed project galleries at the top of the homepage. I didn't measure those directly in this study.

Median time for the main content to load on a phone



Median Largest Contentful Paint (main content load), mobile lab test. Dashed lines: Google's 2.5s good and 4s poor thresholds. Source: Dat Design Lab, November 2026.

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RANKINGS

Does a faster website help you rank in Google Maps?

Not directly, based on this data. The businesses showing in Google's top 3 map results had a median speed score of 65. The ones ranked 10th or lower also had 65. Map rankings mostly come from your Google Business Profile, reviews and distance to the searcher.

Where speed does matter is after someone taps your listing. A visitor on a phone in a hurry gives a slow page a few seconds before going back to the results and calling the next company. Bigger companies were not immune either: businesses with 500 or more Google reviews had a lower median score (61) than businesses with under 100 reviews (67), One likely reason is that bigger sites tend to carry more tracking scripts and widgets, though I didn't measure that here.

CALLS AND BOOKING

Can customers call or book from the first screen?

Calling, mostly yes. 90% of the sites I checked had a tap-to-call phone link and 81% showed it in the first screen on a phone without scrolling. That still leaves about 1 in 5 where a customer has to hunt for the number.

Booking is a different story. Only 48% offered any way to book online, and that number is pulled up by HVAC (67%) and plumbing (65%). Roofers and general contractors sell inspections and estimates rather than same-day visits, so online booking matters less for them, but a clear "request a free inspection" form still does.

What the sites have (sample of 331 sites)



Homepage checks on 331 sites: every plumbing and electrical site plus a random 70 per trade for HVAC, roofing and general contractors. Source: Dat Design Lab, November 2026.

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REVIEWS

Do contractor websites show their reviews?

A third don't. 35% of homepages had no reviews, star ratings or testimonials anywhere on them. These are not businesses short on reviews: the typical one had 130 Google reviews with a 4.9 star average, and 68 of them had 100 or more.

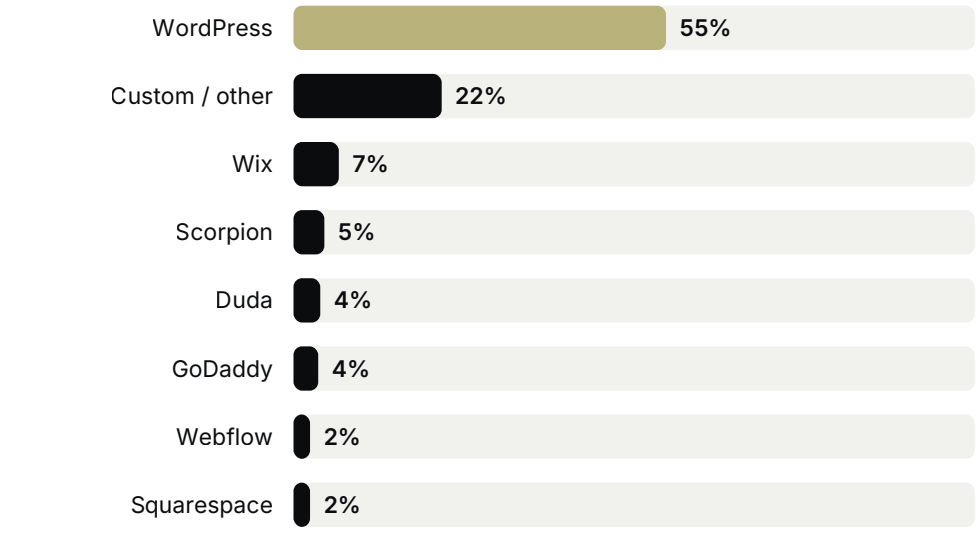
Only 19% of sites used review markup (schema) that lets Google read their rating. Putting five recent Google reviews and the star average near the top of the homepage is one of the cheapest fixes on this list.

PLATFORMS

What are DFW contractor websites built on?

WordPress, by a wide margin. It ran 55% of the sites I checked. Custom builds and smaller platforms made up most of the rest, with Wix, Scorpion, Duda, GoDaddy, Webflow and Squarespace each under 10%.

The platform didn't decide the score: there were fast and slow sites on every one. In my experience the difference comes from what gets loaded on the homepage (image sizes, sliders, video, chat and tracking scripts), not the builder itself.



Platform detected from homepage code. 331 sites. Source: Dat Design Lab, November 2026.

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BY TRADE

Results for each trade

Speed columns use every tested site. Call, review and booking columns use the 331 homepages in the site review.

TRADE	SITES	MEDIAN SPEED SCORE	SCORE UNDER 50	MAIN CONTENT LOAD	CALL LINK IN FIRST SCREEN	SHOWS REVIEWS	ONLINE BOOKING
Plumbing	103	63	24%	6.8s	85%	69%	65%
Electrical	25	64	12%	6.8s	72%	56%	48%
HVAC	137	66	18%	6.6s	90%	67%	67%
Roofing	154	60	24%	9.0s	79%	68%	35%
General contractors	108	68	15%	7.0s	69%	58%	15%
All trades	**527**	**64**	**20%**	**7.3s**	**81%**	**65%**	**48%**

Electrical is a smaller sample (25 sites), so treat its percentages as rough.

WHAT TO FIX FIRST

Five fixes that move the needle

If you run a trade business in DFW, start here. None of these need a full redesign.

1 **Shrink the top of the homepage**
Swap a slider or background video for one compressed photo. On most of these sites that alone cuts seconds off the main content load.

2 **Put the phone number and one button in the first screen**
A tap-to-call link and a single "Book" or "Free estimate" button, visible on a phone without scrolling.

3 **Show your reviews**
Five recent Google reviews and your star average near the top, with review markup so Google can read it.

4 **Add online booking if you do service calls**
If you already pay for ServiceTitan, Housecall Pro or Jobber, their booking widget is usually included.

5 **Cut what you don't use**
Old tracking scripts, a chat widget nobody answers, three font families. Each one adds load time on a phone.

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METHOD

How I ran the study

Which businesses

The Google local results (up to 20) for "plumber", "electrician", "hvac company", "roofing company" and "general contractor" in Dallas, Fort Worth, Plano, Frisco, McKinney, Richardson, Garland, Rowlett and Mesquite, collected November 6 and 7, 2026.

Cleaning

Duplicates removed. Dead and parked sites, lead-generation pages and national directories excluded. General contractor results limited to builders, construction companies and remodelers. 527 businesses remained.

Speed

Every homepage was tested with Google's PageSpeed Insights API on the mobile setting, which simulates a mid-range phone on a slower mobile connection. 523 sites returned a score. Main content load is Google's Largest Contentful Paint (LCP).

Site checks

Tap-to-call links, call link position, booking tools and buttons, reviews and testimonials, review markup and platform were checked on 331 homepages: every plumbing and electrical site, plus a random sample of 70 per trade for HVAC, roofing and general contractors.

Limits

Lab scores come from Google's test servers, not real visitors in Texas. Electrical has a smaller sample (25 sites). Google's local results lean toward businesses that are already established, so the wider market is likely slower. Patterns here are associations, not proof that one thing causes another. This is a snapshot from November 2026.

Google thresholds: web.dev/articles/lcp and developers.google.com/speed/docs/insights/v5/about.

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FAQ

Questions about the report

What is a good mobile speed score for a contractor website?

Google rates 90 to 100 as good, 50 to 89 as needs improvement and under 50 as poor. In this study only 14% of DFW home service sites reached 90, so anything above 80 already puts you ahead of most local competitors.

How long should my website take to load on a phone?

Google's target is for the main content to show within 2.5 seconds. The median DFW home service site took 7.3 seconds, and 78% took longer than 4 seconds, which Google rates as poor.

Does website speed affect my Google Maps ranking?

Not much on its own. In this study, businesses in the top 3 map results and those ranked 10th or lower had the same median speed score. Speed matters more for what visitors do after they land on your site.

Should my homepage show Google reviews?

Yes. A third of the sites studied showed none, even though the typical one had 130 Google reviews at 4.9 stars. Showing recent reviews near the top is one of the cheapest trust signals you can add.

Can I use these numbers in an article or presentation?

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Want to know how your site compares?

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