Dat Design Lab
DIGITAL SOLUTIONS STUDIO

TRADE BRIEF · NOVEMBER 2026

HVAC Websites in DFW

Booking leads the pack, speed and reviews lag. How the websites of 137 HVAC companies across Dallas-Fort Worth perform on a phone, from the DFW Home Service Website Report 2026.

66/100
Median mobile speed score (all trades: 64).

6.6s
Median main content load on a phone (all trades: 7.3s).

33%
Show no reviews on the homepage (all trades: 35%).

67%
Offer online booking (all trades: 48%).

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HVAC AT A GLANCE

Booking leads the pack, speed and reviews lag

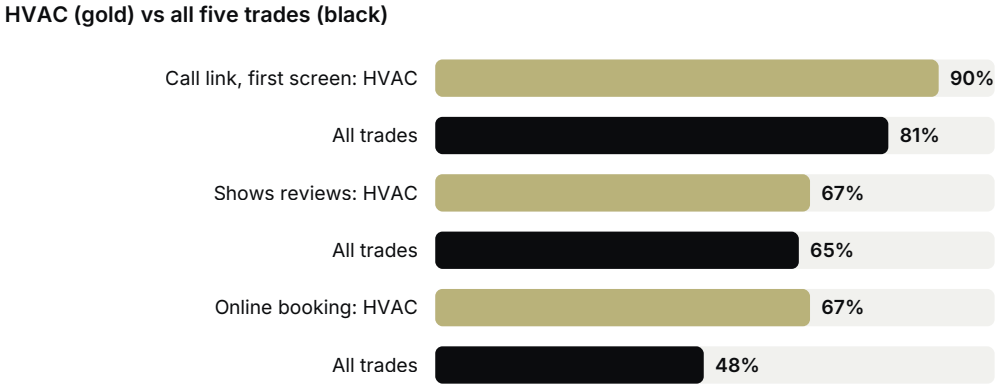
> HVAC is the most digitally mature trade in the study. Two thirds of HVAC sites let customers book online, mostly through ServiceTitan or Housecall Pro. Speed is still a weak spot, and the HVAC companies that hide their reviews tend to be sitting on hundreds of them.

MEASURE	HVAC	ALL 5 TRADES
Sites tested	137	527
Median speed score	66	64
Score under 50	18%	20%
Score 90+	15%	14%
Main content load	6.6s	7.3s
Slower than 4s	75%	78%
Tap-to-call link	96%	90%
Call link in first screen	90%	81%
Shows reviews	67%	65%
Online booking	67%	48%
Booking software	33%	23%
Review markup	26%	19%

23 of the 70 sites checked showed no reviews. Those businesses had a median of 331 Google reviews.

Most common booking software: ServiceTitan (10), Housecall Pro (4), Schedule Engine (3).

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

WHAT TO FIX FIRST

Three fixes for HVAC companies

1 Put a book button next to the phone number

Your booking software almost certainly has a web widget. Show it in the first screen on a phone, beside the tap-to-call link.

2 Show reviews above the fold

If you have 300 Google reviews, a star average and five recent ones near the top do more than any headline.

3 Cut the heavy hero

Swap sliders and background video for one compressed photo of a real tech or truck.

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, "HVAC Websites in DFW: 2026 Brief", November 2026, https://datdesignlab.com/resources/dfw-home-service-website-report/
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