Dat Design Lab
DIGITAL SOLUTIONS STUDIO

TRADE BRIEF · NOVEMBER 2026

Plumbing Websites in DFW

Easy to call, slow to load. How the websites of 103 plumbers across Dallas-Fort Worth perform on a phone, from the DFW Home Service Website Report 2026.

63/100
Median mobile speed score (all trades: 64).

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

31%
Show no reviews on the homepage (all trades: 35%).

65%
Offer online booking (all trades: 48%).

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PLUMBING AT A GLANCE

Easy to call, slow to load

> Plumbing sites do the basics: most show a tap-to-call link in the first screen and two thirds offer online booking. But a quarter score under 50 on Google's mobile test, and the plumbers who hide their reviews have a median of 184 Google reviews they aren't using.

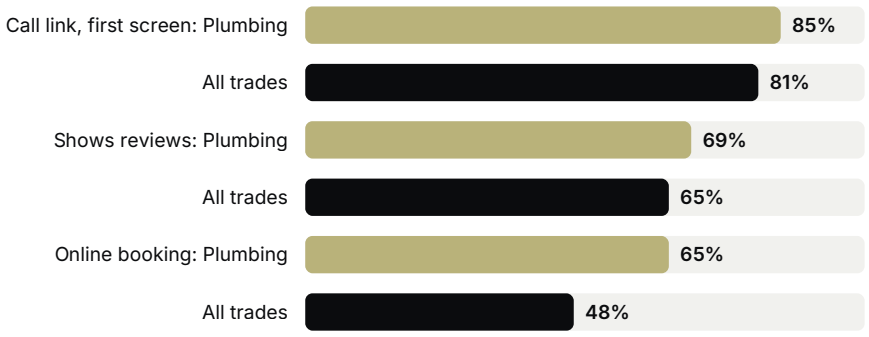
MEASURE	PLUMBING	ALL 5 TRADES
Sites tested	103	527
Median speed score	63	64
Score under 50	24%	20%
Score 90+	14%	14%
Main content load	6.8s	7.3s
Slower than 4s	73%	78%
Tap-to-call link	92%	90%
Call link in first screen	85%	81%
Shows reviews	69%	65%
Online booking	65%	48%
Booking software	33%	23%
Review markup	17%	19%

32 of the 103 sites checked showed no reviews. Those businesses had a median of 185 Google reviews.

Most common booking software: ServiceTitan (19), Housecall Pro (8), GoHighLevel (5).

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Plumbing (gold) vs all five trades (black)



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

WHAT TO FIX FIRST

Three fixes for plumbers

1 **Make the emergency path instant**
Someone with water on the floor wants a phone number and an "available now" line, not a slider.

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

3 **Compress everything on the homepage**
Images are the most common reason a plumbing homepage takes 7 seconds on a phone.

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, "Plumbing 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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