Dat Design Lab
DIGITAL SOLUTIONS STUDIO

TRADE BRIEF · NOVEMBER 2026

# Roofing Websites in DFW

The slowest trade in DFW. How the websites of 154 roofers across Dallas-Fort Worth perform on a phone, from the DFW Home Service Website Report 2026.

**60/100**
Median mobile speed score (all trades: 64).

**9.0s**
Median main content load on a phone (all trades: 7.3s).

**32%**
Show no reviews on the homepage (all trades: 35%).

**35%**
Offer online booking (all trades: 48%).

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ROOFING AT A GLANCE

# The slowest trade in DFW

> Roofing had the slowest websites of all five trades. The median roofing homepage took 9 seconds to show its main content on a phone, and almost half took more than 10 seconds. That is the trade where a single replacement job is often worth $10,000 or more.

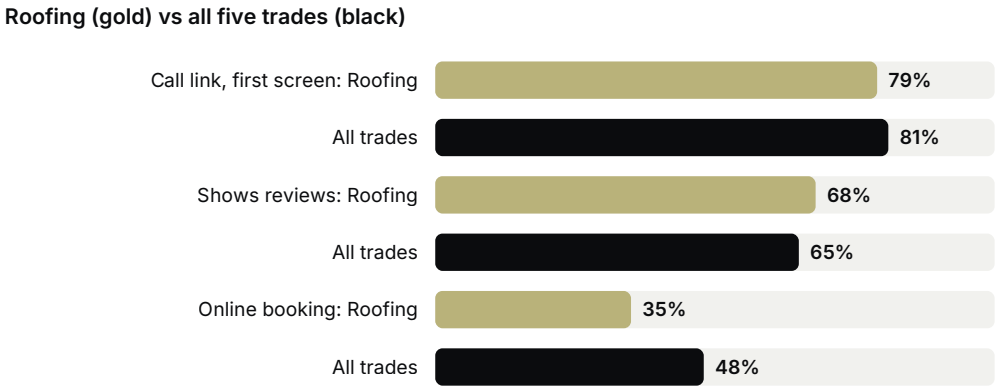
| MEASURE | ROOFING | ALL 5 TRADES |
|---|---|---|
| Sites tested | 154 | 527 |
| Median speed score | 60 | 64 |
| Score under 50 | 24% | 20% |
| Score 90+ | 11% | 14% |
| Main content load | 9.0s | 7.3s |
| Slower than 4s | 83% | 78% |
| Tap-to-call link | 91% | 90% |
| Call link in first screen | 79% | 81% |
| Shows reviews | 68% | 65% |
| Online booking | 35% | 48% |
| Booking software | 15% | 23% |
| Review markup | 22% | 19% |

22 of the 68 sites checked showed no reviews. Those businesses had a median of 130 Google reviews.

Most common booking software: GoHighLevel (7), Calendly (1), ServiceTitan (1).

72 of 154 roofing sites took more than 10 seconds to show their main content on a phone.

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

WHAT TO FIX FIRST

# Three fixes for roofers

1 **Replace sliders and video with one photo**
Roofing homepages tend to load big project galleries up top. One compressed hero image fixes most of it.

2 **Make "free inspection" the main button**
Roofers sell inspections, not same-day visits. A short inspection request form beats a booking calendar.

3 **Show storm-season proof**
Reviews, insurance claim experience and before-and-after photos, lower on the page where they don't slow the first screen.

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, "Roofing 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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