

DFW Electrician Website Audit: Findings from 105 Sites

Findings from 105 DFW electrician websites, including 95 reachable homepages. Check calls, forms, routing, and follow-up with an editable intake scorecard.

By John Dietrich, Workahead · Research methods

UPDATED SEPTEMBER 24, 2026 8 MIN READ 59 · HOMEPAGES WORTH CHECKING MANUALLY 1 SOURCES

THE 2026 PLANNING QUESTION

Is the website helping turn interested homeowners into booked estimates, or losing them before anyone responds?

- Our July 25, 2026 review covered 105 directory-listed DFW electrician website hosts. Of 95 reachable homepages, 36 showed both a telephone link and an HTML form; 31 showed one, and 28 neither. These are markup observations, not proof of lost jobs. Use the scorecard below to test what a real customer experiences before buying more traffic.

USE ON YOUR OWN WEBSITE

Website and intake audit scorecard

Run these checks with your team's permission. Mark only checks you personally completed. A passed check records a functioning step at the test time; it is not a conversion benchmark.

Checks completed

- ☐ Tap the main phone number on a phone and confirm the right line rings.
- ☐ Submit a clearly labeled test inquiry with permission; confirm delivery.
- ☐ Confirm the form shows success only after a successful submission.
- ☐ Check who owns new inquiries and who covers absences.
- ☐ Test the published after-hours route and message.
- ☐ Record time to first response for the test inquiry.
- ☐ Follow one estimate through its next action and owner.
- ☐ Confirm services, service area, and the next step are easy to find.

0 of 8 checks completed

Example finding: A test form reached the shared inbox at 9:05 a.m., but no one owned the reply. Repair: assign a primary and backup owner; repeat the test and record the response time. This is an illustrative example, not a measured client result.

Download the audit log (CSV)

September recheck: two reasons to inspect the actual inquiry path

On September 24 we manually reviewed public page text and HTML for the first four hosts in the original file order. This convenience check is not a new prevalence study or a rendered mobile test. We made no calls or submissions.

Anthony's Electric (<https://www.anthonyselectricdfw.com/>) had no homepage telephone link or HTML form, but its linked quote page (<https://www.anthonyselectricdfw.com/quotes>) had inquiry fields. Conductive Electric (<https://www.conductiveelectric.net/>) had a telephone link and a homepage search form; inquiry fields were on its separate contact page (<https://www.conductiveelectric.net/contact>).

Cassady Electric (<https://cassadyelectric.org/>) had a telephone link plus separate newsletter and contact forms. Cooper Electric Service (<https://cooperelectricservice.com/>) had telephone links and no detected homepage HTML form. None of these observations establishes delivery, response, or lost leads. The original 36/31/28 counts remain July markup classifications.

WHY THIS CHECK MATTERS

The audit found 59 reachable homepages where at least one basic intake control was not detected.

Of 95 reachable homepages, 36 showed both a telephone link and an HTML form. Thirty-one showed one of the two, and 28 showed neither in the page markup that was reviewed.

Treat that as a prompt to test, not a score. A site may use a widget or place its form elsewhere; a detected HTML form may be a search box rather than an inquiry form. A visible button can also route badly or sit unanswered. The live customer journey is what matters.

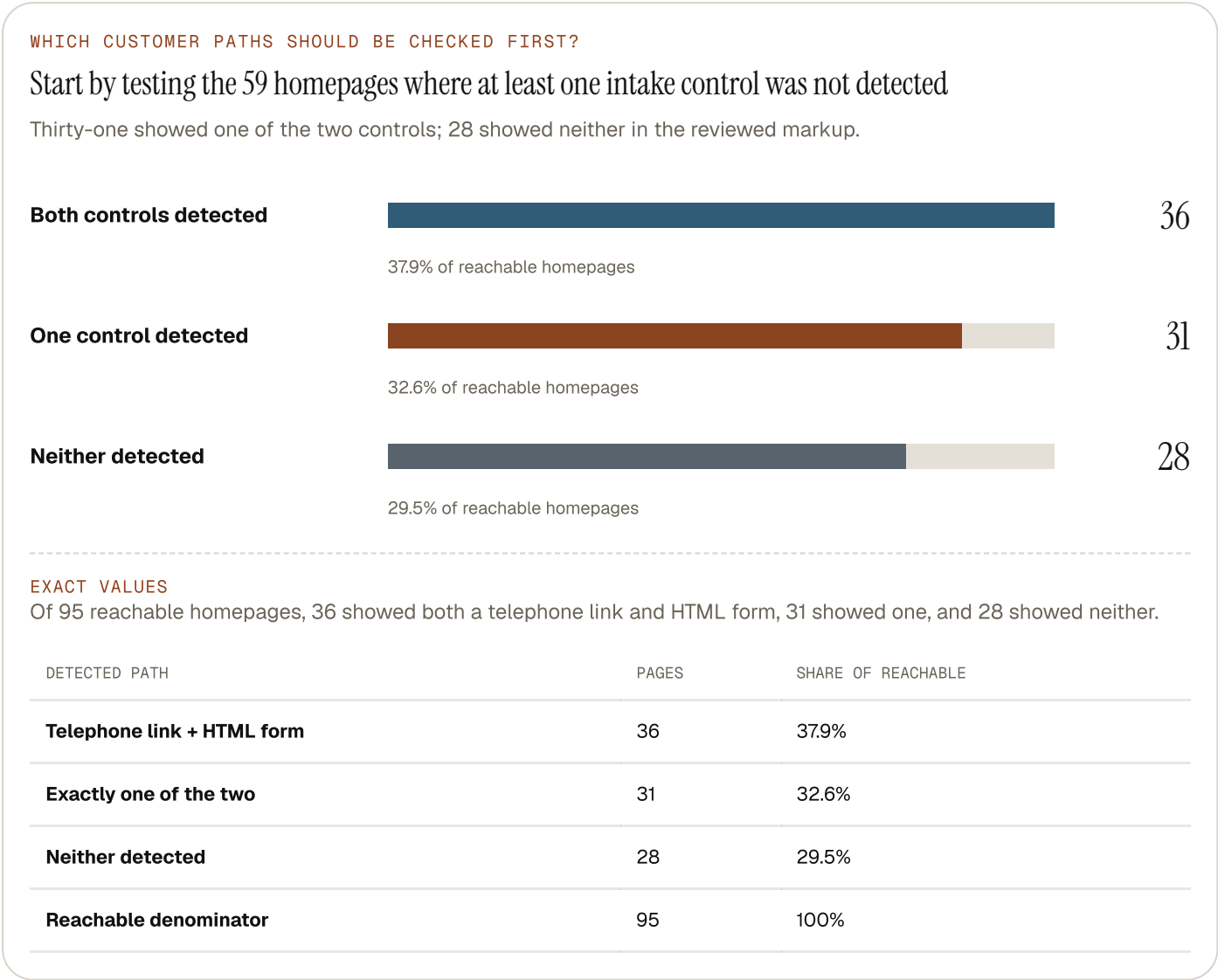
59

homepages worth checking manually

At least one call or form control was not detected

AUDIT RESULT

Start with the call and form path because that is where an interested customer tries to act.



REPAIR ORDER

Match the repair to the first failure you can reproduce.

Use the observed failure to choose the next action		One failure, one owner, one measure.
OBSERVED FAILURE	SMALLEST USEFUL REPAIR	MEASURE AFTER REPAIR
Number is hard to find or tap	Make the primary mobile call control obvious and functional	Completed calls
Form does not arrive	Repair delivery and assign an inbox owner	Delivered submissions
Inquiry sits unanswered	Add primary and backup response coverage	First response time
Estimate stalls	Create a follow-up owner and cadence	Booked estimates and win rate
Jobs win but underperform	Review pricing, scope and production	Collected revenue and gross margin
Workahead operating checklist informed by the July 2026 website audit.		

OWNER DECISION

Approve spend only after you can name the broken step and the number that should improve.

Write down the failure, the smallest repair, the owner, and the measure you expect to move. Useful measures include completed calls or forms, first response time, booked estimates, won jobs, collected revenue, and gross margin. Re-run the same test after the repair.

Put the findings to work

Use the crew-planning worksheet, after-hours response checklist, or estimate follow-up workflow to test the next step in your shop.

Get help connecting intake, estimates, and operating reports →

SOURCES

What supports this report

DFW electrician website audit and scored lead file · Workahead Research · Collected July 25, 2026
105 unique hosts sourced from Expertise.com city pages; automated fetch and heuristic screen, not a census or full UX review.