

Electrician Company Website Checklist

Walk your live site top-to-bottom.
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any electrician company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

WHAT'S INSIDE

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HERO & TRUST

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SERVICE CATALOG

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PRICING, PERMITS & PROCESS

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REVIEWS & SAFETY TRUST

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SERVICE-AREA SEO & MOBILE SPEED

Does Google know where you work, and does the site load du...

Would a homeowner let you near their breaker panel based on the homepage alone?

Real local photo in the hero (not stock)

Your licensed electrician on a real job — branded van optional, but the person in the photo has to look like a professional, not a smiling model.

State license number prominently shown

Electrical licenses are state-regulated — putting the number in the hero is the single clearest trust signal available.

Insurance and bonding numbers visible

Liability insurance and bonding matter enormously for a trade that creates fire risk — don't bury these in the footer.

Google reviews count near the fold

4.9 from 250+ reviews — pulled live, not a static screenshot from a quieter year.

Emergency availability clearly stated

"24/7 emergency electrical service" or "Same-day appointments available" in the hero — no one should hunt for this at 10pm with a tripping breaker.

■ **Pro Tip: Displaying your state license number in the hero converts skeptical homeowners before they even read the copy — it's the one credential they've been told to verify.**

Do panicked callers and project-planners each find the right path immediately?

Separate CTA for emergencies vs scheduled work

"Power out" and "EV charger quote" shouldn't submit the same form — different urgency, different routing, different techs.

After-hours pricing clearly stated

Flat after-hours fee disclosed upfront — homeowners hate being surprised with a weekend premium at 11pm.

Same-day / next-day appointment availability shown

If you can do it, show it — same-day is a major differentiator in a trade where most competitors book out a week.

Emergency contact is a real phone number, not a form

At 9pm with sparking outlets, a web form is not the answer — make the phone number huge and thumb-tappable on mobile.

Safety triage guidance on the emergency page

"If you smell burning, see sparks, or hear buzzing from the panel, leave and call 911 first" — good safety advice doubles as a trust signal.

■ **Pro Tip: Routing emergency and scheduled inquiries into separate forms cuts your dispatch time nearly in half — the right tech gets the right job without a phone triage call.**

Can a homeowner figure out if you do their specific job without calling first?

Dedicated page per major service

Panel upgrades, EV charger installation, whole-home rewire, lighting, ceiling fans, generator install, smart home integration — each its own URL.

Panel upgrade page with 100A vs 200A guidance

Explain when upgrades are needed (older homes, EV chargers, heat pumps) — position you as the expert, not just the installer.

EV charger install page covering Level 1 vs Level 2

Brands serviced (Tesla Wall Connector, ChargePoint, JuiceBox), typical install cost, panel capacity requirements — fastest-growing service in the trade.

Commercial services clearly separated

Tenant improvements, service upgrades, landlord work, property-management contracts — commercial buyers need a different intake flow than homeowners.

Generator install / whole-home backup page

Generac, Kohler, or Briggs certifications listed — and natural gas vs propane vs battery-backup options explained.

■ **Pro Tip: A dedicated EV charger install page is the fastest-growing organic traffic opportunity in the electrical trade — homeowners search for it before they ever search for a general electrician.**

Does the homeowner understand what happens from first call to final inspection?

Service-call or diagnostic fee shown upfront

"Service call: \$X — waived if you book the repair" is clearer and more trusted than a hidden starting price.

Price ranges for common jobs

"Outlet install: \$150–\$250", "Panel upgrade 100A→200A: \$2,500–\$4,500", "Level 2 EV charger: \$800–\$1,800" — ranges beat silence.

Permit pulling and inspection handling stated

"We pull all required permits and schedule the city inspection" — a massive value-add homeowners don't know to ask for until a cheaper quote skips it.

Code compliance and NEC familiarity mentioned

"NEC 2023 compliant installations" speaks to inspectors and savvy homeowners — low-tier competitors can't credibly say this.

Warranty terms on workmanship spelled out

"1-year labor warranty on all work, plus manufacturer warranties on parts" — plain language beats legalese.

■ **Pro Tip: Stating "we pull all permits" in the pricing section closes deals against cheaper competitors — homeowners learn too late what skipping permits costs them at resale.**

Is there proof you're safe, local, and not going to burn the house down?

 Live Google reviews feed (recent, dated)

Homeowners want proof you're busy this month, not that you had 5 stars in 2021.

 Reviews mentioning specific services

A review that names "panel upgrade" or "Tesla Wall Connector install" is worth more than a generic "Great service!"

 Technicians named with photos

"Your electrician today will be Mike — here's his photo" in the confirmation email — licensed-trade customers want to know who enters their home.

 Before/after photos of panel work

A clean, labeled, code-compliant panel next to the messy old knob-and-tube is a visual sales tool most electricians ignore.

 Specific manufacturer or program certifications listed

Generac PowerPro, Tesla Certified Installer, Qmerit EV network, Kohler Residential Dealer — these are competitive moats worth displaying.

■ **Pro Tip: Before/after panel photos are the single most underused trust asset in the electrical trade — a clean, labeled panel is the visual proof of expertise that no review can match.**

Does Google know where you work, and does the site load during an outage?

 One landing page per suburb / zip code

Unique copy and local project references per page — not a generic "service areas" list.

 Schema markup for LocalBusiness + Electrician

Unlocks map pack — most electrician sites skip this entirely, which is your opening.

 NAP consistency (name / address / phone)

Identical across site, GBP, Yelp, Angi, BBB — mismatches hurt local rank more than most trades realize.

 Loads in under 2.5 seconds on 4G

During an outage, homeowners search from a phone on cellular data with a draining battery — a slow site loses them to the first competitor that loads.

 Sticky tap-to-call bar on mobile

Bottom of screen, always visible — panicked callers do not scroll.

■ **Pro Tip:** During power outages, local electrical searches spike on cellular data — a sub-2-second mobile load is the difference between being called and being scrolled past.

How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · bleyl.dev · You may use this checklist for your own business website audit. For a done-for-you implementation, visit bleyl.dev/industry/electrician-company-website-checklist