

Website Basics for Electrical Contractors: What Every Site Needs



Potential customers can find your electrical business through referrals, Google search, or local listings. What happens next often depends on your website. If someone lands on your site and cannot quickly tell what you do, where you work, or how to request a quote, that potential lead can disappear.

WHAT DO ELECTRICAL CONTRACTORS NEED ON THEIR WEBSITES?

Your website should clearly showcase your services, build confidence in your expertise, and encourage visitors to contact your team.

Use this checklist to make sure your website has the basics for turning online traffic into potential leads.



Design and Usability Basics

- ☐ Make sure your website works well on phones, tablets, and desktop computers.
- ☐ Check that pages load quickly and that links, forms, and contact information work properly.
- ☐ Put your phone number at the top of every page and make it “tap-to-call” on mobile.
- ☐ Add clear calls to action such as “Request a Quote,” “Schedule Service,” or “Contact Us” to guide visitors toward conversion.
- ☐ Keep contact forms short and easy to complete.
- ☐ Make your primary services, service areas, and contact information easy to find.
- ☐ List your business hours and say whether you offer emergency or after-hours service.
- ☐ Use the exact same business name, address, and phone number on your website as on your [Google Business Profile and directory listings](#). Mismatches can confuse customers and search engines.



Service and Service-Area Basics

- ☐ Create dedicated pages for your primary electrical services.
- ☐ Clearly explain what each service includes and what types of customers you serve.
- ☐ List the cities, counties, or regions your company serves.
- ☐ Create location pages when they provide useful, specific information for local customers.
- ☐ Avoid listing service areas you do not actually serve.
- ☐ Highlight commercial, industrial, residential, or other specialties that help potential customers understand what you do.
- ☐ If you pursue commercial or industrial work, add prequalifying information: a capabilities statement, safety record, bonding and insurance details, and project examples organized by sector.
- ☐ Make it clear which services are available in each service area when offerings vary by location.



Licensing, Project and Trust Basics

- ☐ Include your contractor’s license or registration number. Both Oregon’s CCB and Washington’s L&I require this in advertising, and that includes websites.
- ☐ Include other relevant certifications, memberships, and credentials.
- ☐ Show examples of completed electrical projects, using real photos of your team, vehicles, and finished work instead of stock images.
- ☐ Include project details such as the type of work, general location, and challenges addressed. Get the customer’s permission first, and avoid sharing exact addresses for residential jobs.
- ☐ [Use before-and-after photos](#) when they help demonstrate the scope or quality of the work.
- ☐ Organize project photos by service or project type when possible.
- ☐ [Add customer reviews or testimonials](#) where appropriate.



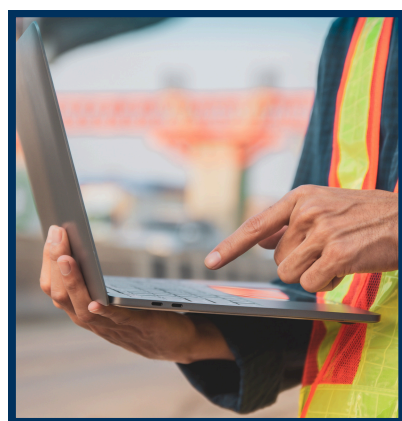
On-Page SEO Basics

- ☐ Use descriptive page titles that clearly identify the service or topic.
- ☐ [Include relevant keywords](#) such as “electrical contractor,” specific services, and locations you serve.
- ☐ Write clear headings that help visitors and search engines understand each page.
- ☐ Add alt text (short image descriptions) to images and avoid putting important information only in graphics.

TURNING WEBSITE TRAFFIC INTO LEADS

A few simple changes can help your electrician website turn more visitors into phone calls and quote requests.

- Put a call to action on every page.
- Use short, easy-to-complete forms to capture quote requests and project inquiries.
- [Make sure inquiries reach the right person](#) and are followed up promptly.
- Track which pages, search terms, and campaigns generate inquiries. Free tools like Google Search Console and Google Analytics can help.
- Make sure your company is listed in the [Powering Pacific Northwest Find a Contractor directory](#).



KEEP YOUR WEBSITE CURRENT

An outdated electrician website can turn away potential customers, so review these items regularly to keep yours accurate.

- Review your services and service areas regularly.
- Replace outdated project photos and information.
- Check forms, phone numbers, and links periodically.
- Add new project examples as you complete work.
- Update pages when your services or markets change.

Want more resources like this?

Marketing guides, training, and business support are part of what NECA-IBEW Local 48 members receive year-round.

[Visit the NECA/IBEW website](#) to learn more about membership.