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76% OF PEOPLE LOOK ONLINE FIRST!

10 TIPS ON BUILDING A CONSTRUCTION COMPANY WEBSITES

Slocum Themes

By: Mark Medeiros

HOW TO BUILD IT RIGHT

Did you know that **76% of people** look at a business's online presence before engaging with it further? Construction companies are no exception. In fact, because hiring a construction firm is such a major and costly endeavor, people are likely to be even more meticulous about their online research. This is why I wrote this article on a construction company website for you, the construction company owner.

In fact, 76% of consumers look for a company's online presence before visiting in-person, according to a new report from Visual Objects, a directory of design and creative agencies.

Designing your construction company website the right way is the first step towards building your business. Here, we're going to talk about ways to maximize the impact of your web page. Read on for the top 10 tips on making a website for a construction company the right way.

This content was made for you if you own or manage a **new home, remodeling, roofing, rehabbing, excavation, real estate, or general contracting company**. It's a long read, probably a good 15 minutes, but I think it's worth it. By the way, I would love to hear from you!

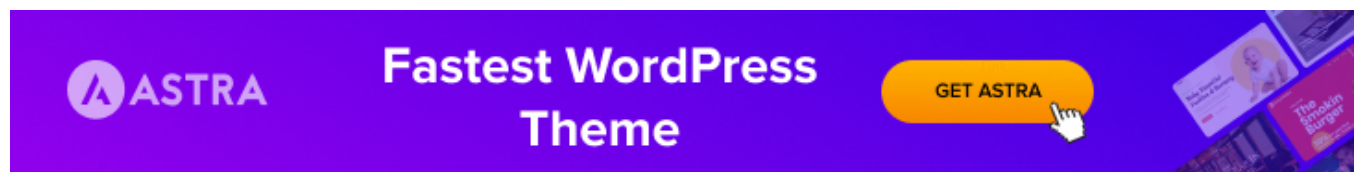
CONSTRUCTION COMPANY WEBSITE

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1. Use the Right Web Design Tools

It's important that construction company web designers use the appropriate online tools to make their page readable. The first tool is the **Astra WordPress theme**, which is the fastest and most customizable that WordPress has to offer. Reputable institutions like Google, NASA, and Stanford University use this theme, so you know that you're in good company.

Astra themes are highly customizable, but you must use the right plugins to create a compelling webpage. Beaver Builder is the top WordPress page builder because of its drag-and-drop interface. The plugin allows you to manipulate the theme and make it as personal and professional as possible.



At this point, you can install the Beaver Builder plugin and begin to design your website. People are unlikely to trust a construction firm that has glaring typos on its webpage—they'll believe you to be sloppy. Consider editing your content through Grammarly to ensure no errors.

These tools are readily accessible, assuming that you hire **the right professional**. Because they're the primary foundational building blocks for a great website, you must make an informed investment.

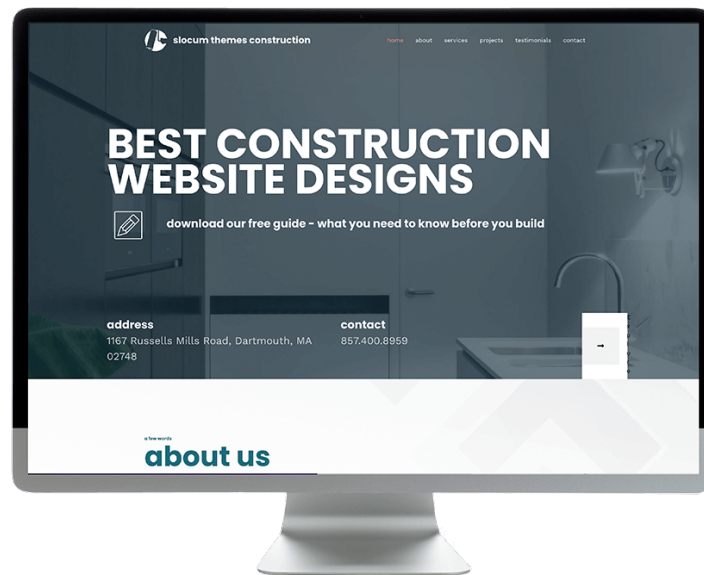
2. Design Your Construction Company Home Page

Once you have all of the necessary tools, it's time to begin designing a homepage for your construction website. This is critical because it's the first thing people will see when they click on your page. **Studies show** that a solid first impression will help you develop relationships with consumers, showcase relevant skills, and open the door to future opportunities.

Some facets of a well-designed landing page include:

- **A strong header or banner image that immediately catches visitor's eyes**
- **An attention-grabbing headline that instantly shows what your construction firm is about**
- **A clickable phone number that lets people on mobile devices call you immediately**
- **Social media information and links so that people can get in touch**
- **Your areas of expertise (so that you can reach and engage the appropriate niche audience)**
- **Testimonials that showcase your brand as having helped others with similar pain points to new visitors**
- **Your construction company's mission statement**
- **Brand differentiators and reasons to hire you over direct competitors**
- **A local map (if you are concerned about being found by local architects and firms)**

Make sure that all of your text is bold and in a highly readable font. Prominently display your logo and make your header image match your brand- people remember **60% more** of things they see than things they read.



3. Think About Construction Company Website Themes vs Custom Designs

When designing a website, you have two core options. The first is to use a construction company-themed template. These are beneficial because they're easy to use and specifically designed for construction firms like yours. All of these elements help you to create a cohesive brand image.

The second option is to build a site entirely from scratch. These custom designs are beneficial because they let you create something that matches your precise vision. Plus, with Beaver Builder's drag-and-drop functionality, custom site design is easier than ever before.

Both of these possibilities have both pros and cons. That's why you should invest in a website that has attributes of both. Themes cost less money, but custom websites also will work for many construction companies. If you're unsure of how to combine the best of both options, **learn more** about graphic web design from the pros.



Let's talk about mobile devices

Did you know Mobile traffic accounts for half of all web traffic worldwide? The last quarter of 2021 accounted for 54.4% of global website traffic.

This year it's trending even more. Phones are faster, have larger screens and offer more features that make searching for your construction company website easier than ever.

Mobile design must be incorporated into your website. As your web company, if they design for portable devices.

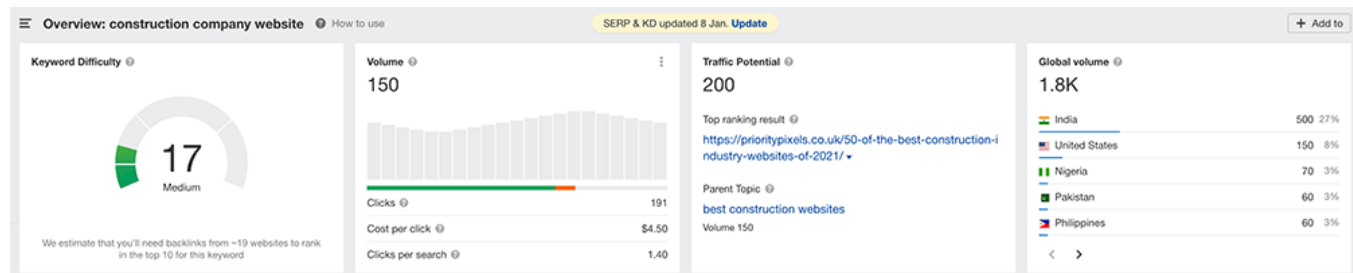
4. Focus on SEO



Did you know that **90.63% of websites** get no traffic whatsoever from Google? This is because the majority of people don't bother to click past the first page of results.

They imagine that all of the information they need is on page one, so you need to make sure that you make it into these top rankings.

Search engine optimization (SEO) is the key to getting traffic from search engines. SEO is simply a series of manipulations that you make to your website as well and the web as a whole. The goal of these manipulations is to make your page more appealing to the search engine crawlers that index the web and determine which pages belong at the top of Google. **See 9 SEO Best Practices**



keywords- why they matter

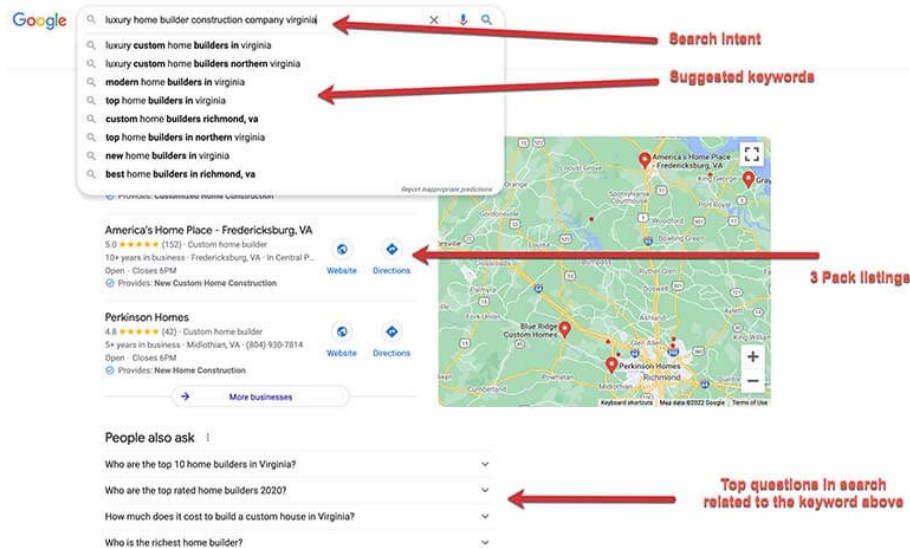
Pay close attention to SEO when making your construction company website. You can use free tools like SEMrush's Keyword planner and the Keyword Tool Google extension.

Choosing keywords in your niche and incorporating them on your website is critical if you want your construction company website found on a Google search. You have to think like someone who is searching for your services. Let's say I am searching for a construction company to build a luxury home in my home state. What would I type into a Google search? **I typed in luxury home builder construction company Virginia.** Incorporate high-volume keywords with a low keyword difficulty score.

In the copy on your website both in headers and in the body of your text, you should be including some of these keywords. If this is confusing to you we can help!

10 TIPS ON BUILDING A CONSTRUCTION COMPANY WEBSITE

I typed in luxury home builder construction company Virginia. Suggested keywords show just under what I typed in the search window.



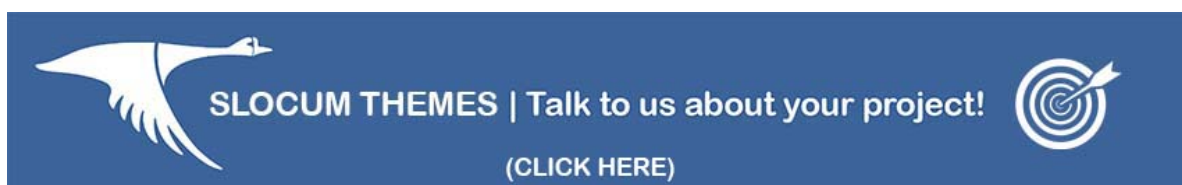
Some examples of construction company keywords are:

- construction company home builder
- construction company new home builder
- construction home builders
- construction companies building houses
- construction companies building homes
- construction company home remodeling

You also will want to optimize headlines, titles, and meta descriptions. There are several free headline tools on the web, so make sure that you do your research.

Make sure that you also make use of both internal and external linking. This will make your website appear more reputable, relevant, and worthwhile.

[Need help? Contact Us](#)



Incorporate Quality Content

A website can't just talk the talk; it needs to walk the walk as well. That's why incorporating quality content into your website is essential. Make sure that everything you post serves a purpose: grabbing client interest or improving SEO.

blog posting

I am a big fan of **writing blog posts**. Blog posts are the heartbeat of your website. First off, **it is dynamic content**, fresh and relevant. Blog posts are excellent references for social media and your email news list. **Hint:** use keywords for your blog titles. To find keywords people are searching for (like the example above), type a set of words into the Google search bar and notice the dropdown window with suggested keywords.

Remember keywording item 4. above



Services you write about may be found online when someone searches for that subject title (**remember to keywords**).

For example, say you write about **what type of windows are best for a cold climate**. That may be what someone wants to know and is searching for online. The point is you have more to write about than you know!

Note: In the section above **.4 Focus on SEO**, I discuss SEO and keywords. When writing blog posts, keep in mind to focus on keywords that people are typing into a word search on Google. Just like what type of windows are work best in cold weather.

Well-written blog posts about construction-related content show credibility and position you as an authority in this space. Making you the person or company to call.

Make sure to include images often within your post- people process visuals 60,000 faster than they process text. They'll keep people more interested in what you have to say. Follow this blog for future recommendations on plugins to keep your images sized appropriately. **Contact me** if you have questions. DO NOT load images directly from your phone into the WordPress media file as the sizes will be too large. you will need to compress them prior or at the very least upload a plugin to handle this.

An About Page

The reason for a great about page is simple. You are selling yourself and the motivation to do business with you or your company.

Do not push hype and avoid a sales pitch! You want to be as honest as possible, believable, and trustworthy.

People are looking for a reason to choose you. So please give it to them.

Share your story and build trust. Many owners often overlook writing good content on the about page, so this is advantageous for you to promote yourself.

FAQS Page

One of the most highly read pages on a website is the FAQs page. Some websites have extensive FAQs pages. Your construction company website should answer frequently asked questions that your customers ask you on a day-to-day basis.

FAQs pages help promote your credibility and also rank on Google. When answering a question on this page, be sure to link to an interior page on your construction company website that answer to a question.

All text should have real value to visitors, so make sure that you avoid fluff. Instead, use short paragraphs and bullet points on all areas of your website. This will ensure that the page is skim-able and valuable to potential viewers.

Example Q&A's

Is plaster better than drywall?



Plaster has some qualities that are an advantage over drywall such as sound proofing, a higher end look, and a better choice for curved walls. However, plaster costs more than drywall and takes longer to complete the job.

Is Oil paint a better choice for interior walls?



What type of siding is the most durable?



6. Showcase Your Credibility

It is also essential to show potential clients how reputable you are with your **WordPress construction site**. Potential clients will most likely not hire professionals with little to no online reputation. They will take their business to someone well-established and trusted within the construction industry.

The first step to showing credibility is including some pictures and information from jobs you have completed. This offers people what you can do in practice rather than just in theory. It also shows that you have experience, know what you are doing, and are suitable for other construction needs.



However, you will need others to back your work up, too. This is why you must incorporate testimonials into your website. **84% of people** trust online reviews as much as friends, so this is a surefire way to build interest and trust among your audience.

These testimonials can go anywhere on your website. It is a good idea to put two or three in bold font on your home page so that people do not immediately bounce. You can also have a separate tab for 10-15 testimonials within your WordPress site.

As a construction firm, you likely have some press releases showing your completed projects. Get some of these press releases and link to them from your website.

You may also incorporate quotes or screenshots from these press releases. Showing people that you have been in the media is an excellent way to generate trust.

7. Don't DIY Your Website

At this point, you may be a bit overwhelmed by all of the things that go into making a website. You will need to download just several tools and painstakingly learn to use them. There are also hundreds of rules to follow to look professional rather than amateurish.

It is nearly impossible for someone not trained in construction web design to create a beautiful and high-quality website. Tools and software will also wind up costing you a lot of money- and do not even think about the costs associated with human error while learning those tools.

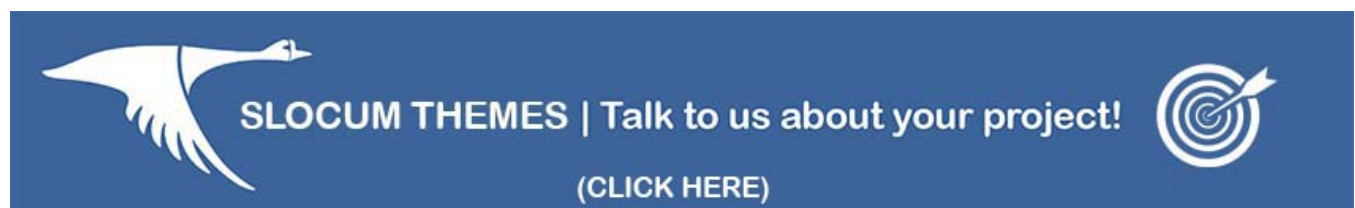
Hiring a web design firm specializing in construction websites is the best way to save time, money, and stress. **Slocum Themes** already has all of the tools we have discussed and the expert knowledge needed to use them for web optimization.

When you hire us, you will choose a template or fully-custom site and have professionals alter it to meet your precise specifications. Since these experts are trained in making a site look in-date and high-class, you get and retain more visitors. Additionally, you get frequent updates and upgrades to keep your webpage looking trendy and modern over time.

8. Engage With Paid Online Marketing

Once you hire the pros, tell them what you want, and allow them to design a site, it is time to move on to the next step of your online presence: marketing

[Need help? Contact Us](#)



Paid online marketing generates paid traffic to your website. You put money into an ad campaign, which continues until the pre-set budget is exhausted.

This is different from SEO, which generates long-term organic traffic. However, paid advertisements generate inbound traffic to your website, which is a small part of a good SEO strategy. They eventually pay off in multiple ways. Read **Be ready for what is next** growing your business in 2022

Google Ads are the first paid marketing you might want to invest in. Once you launch your Google Ads campaign, you will begin to see your pay-per-click (PPC) ad at the top of Google on mobile or its desktop sidebar. You can enter your budget, business name, target demographic ages/genders/locations/occupations/income, what your goals for the ad campaign are, and more.

Danger Will Robinson!

In case that does not register with you, danger Will Robinson was the one-liner from lost in space. Like Will (the young boy in the movie), I am telling you that if you are going to try and go the Google Adwords route by yourself, it is a risk. To avoid losing your shirt, you need to know a little more than the basics of keywords and keyword planners.



I have worked on Adwords campaigns for construction companies, insurance, legal, manufacturing, and more. And if you think involving a Google rep to help, be equally careful there.

You can make money promoting your product or service with Google Adwords, no doubt about it.

However, it can be a money pit if you know little about SEO and online marketing. **LEARN MORE – YOUR GUIDE TO GOOGLE ADS.**

If you are hell-bent and want to go that route, check out your competitor's ads and the keywords you placed in the browser that they are chasing. Start with a modest budget and observe it regularly.

You also may want to invest in PPC ads on popular social media platforms. Facebook, Instagram, and LinkedIn have a similar system to Google ads to enter information and display an ad to your target market. Make sure that you carefully research you're demographic so that your marketing campaign reaches the right people. [See more on social media marketing below.](#)

Facebook and LinkedIn, to name two, are a little more forgiving and easier to work with than Google (my opinion). You can drill down on the demographics, thereby controlling your reach. Facebook also allows boosted posts, which is not as effective as running ad campaigns. Boosted posts, however, can be less costly. And an excellent way to test the market.

9. Market to a Local Audience

Because construction firms generally operate within a limited area, you will need to target a local audience with your website. The first step towards making this happen is by claiming you're Google My Business listing.

The knowledge panels that appear on Google searches contains information when you search for people, organizations or things.

The image shows a Google search for 'Slocum Themes'. On the left, the search results list three items: 'Slocum Themes: Home', 'Slocum Themes (@slocumstudio) - WordPress user profile', and 'Slocum Studio - YouTube'. Each result includes a brief description and a table of statistics (Domain, DR, AR, BL, RD, ST, KW, Page, UR, BL, RD, ST, KW). On the right, a preview of the Slocum Themes website is shown. The website has a dark header with the text 'BEST CONSTRUCTION WEBSITE DESIGNS' and 'Slocum Themes'. Below the header, there is a section titled 'Google Knowledge panel your information is placed here.' with a blue arrow pointing to a knowledge panel area.

1 **Slocum Themes: Home**
Slocum Themes is a WordPress Web Solutions, Design & Development Agency. And we market digital products such as our Easy Support Videos WordPress plugin.

Slocumstudio
Slocum Themes is a WordPress Web Solutions, Design ...

About Us
We have been in business since 2008. From that time on we ...

Theme Options layouts ...
Slocum Themes is a WordPress Web Solutions, Design ...

Product
With the release of our new feature-packed theme, Baton Pro, we ...

News
With the release of our new feature-packed theme, Baton Pro, we ...

Modern-Business
Save my name, email, and website in this browser for the next time I ...

More results from slocumthemes.com »

Domain	DR	AR	BL	RD	ST	KW	Page	UR	BL	RD	ST	KW
slocumthemes.com	81	10.4K	1.5M	3.5K	169	2.9K	50	172K	623	0	3	

2 **Slocum Themes (@slocumstudio) - WordPress user profile**
Slocum Themes ; Interests: WordPress design and development ; WordPress Origin Story. We are a design and development agency just outside of Boston Ma servicing ...

Domain	DR	AR	BL	RD	ST	KW	Page	UR	BL	RD	ST	KW
profiles.wordpress.org/slocumstudio	98	7	4.9B	8.4M	25.4K	19.7K	22	25	11	0	0	

3 **Slocum Studio - YouTube**

Google Knowledge panel your information is placed here.

The information contained in the knowledge panel comes from various sources on the web. Google often works with data partners who supply authoritative data on specific topics. One source is from individuals that claim their knowledge panels.

Knowledge panels are updated mainly in two ways. 1st. From users that visit your knowledge panel and 2nd. From changes that you make once you claim your listing. You can learn more about knowledge panels [here](#).

This process only takes a few days (and that is because you need to verify your account by snail mail). Signing up and entering your information will take under half an hour.

Once it is completed, you will come up first for “construction company near me” searches. You will also appear for searches from those whose GPS is within your target range. On Google Maps!

Apple Maps is another great tool to localize your business. It will get you an in with iOS users whether they are on their iPhone or iPad. Combining this with your Google My Business account will get as many people to see you as possible.

Other local listings like Yelp and the LinkedIn Company Directory will also help you paint a more cohesive picture online. More people will find you regardless of the platform that they are using. This, combined with a solid social media presence, will get you all over the net to maximize your visibility.

10. Integrate With Social Media

Speaking of social media, you must integrate your website with social media accounts. Embed social media posts onto the sidebar of your website so that visitors can see your frequent activity and updates. Embed reviews from these platforms so that people can see how well your business is doing.

Regardless of what you choose to do, you must provide hyperlinks to your social media pages from your webpage. The opposite is also necessary- people should be able to follow links and get to your website from social media.



Lets talk LinkedIn

Like the other platforms, LinkedIn allows you to promote a business page. An excellent platform to consider for **promoting Commercial Construction work** on your construction company website.

As you might know, LinkedIn is more of a B2B platform. So it is essential to keep things fresh and promote whatever it is that is news. One differentiator with LinkedIn is that your content should be relevant to leaders of companies. If you have the time and like to write, it is a great platform to post articles or (if you qualify) write newsletters sharable on the platform. A great place to look for employees, find an employment opportunity or promote a service.

A final point about LinkedIn and I will jump off my soapbox. The **Campaign Manager** LinkedIns all in one advertising platform. Do some research; if this is where you think your audience is, then consider the platform.

Remember to use multiple platforms like LinkedIn, Facebook, Instagram, and even TikTok for younger users.

Let's talk Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

In a survey conducted by the **Construction Marketing Association**, **92% of construction companies utilize Facebook**. And 64% have purchased advertisements on the platform. Overall, social media can drive traffic to your website and help with brand awareness. Facebook, followed by LinkedIn, was more successful in creating sales leads.

Facebook is the most popular social app, costing people an average of 2 hours and 24 minutes each day. Most interaction comes from the use of the Facebook app on cell phones. It would be best to consider being on Facebook and promoting your construction company website. Women are significant influences when considering home remodeling home products, including home purchases. **54% of users on Facebook are women.**

Create a free business page, [learn how here](#).

If you feel you can market your construction company as a DIY (do it yourself), [look at this resource](#) which breaks down the process.

Let's talk YouTube



Should you promote your construction company website on YouTube? **The answer is YES!** A video is a super-strong tool that you can use to establish authority. Video is excellent as an explainer of a service or product and for basic storytelling on your brand. **Video marketing is the best performing digital content today.**

Tips on marketing your construction company on YouTube

- If you do not own a Google account, you will need to create one. Use that to make your YouTube account. This video will walk you through the process. This [link](#) will show you step by step on setting up your channel. Here is another source on [How to create a YouTube channel to grow your brand and make money!](#)
- Start now making content. **Shoot video** and photographs. Use your iPhone to record your work.
- Emphasize your expertise; if your roofing company explains why you use a specific shingle brand, or if you build homes, why this window is a better choice than others, etc.
- Be sure to keyword your videos very important if you want them found in organic searches (which means unpaid searches)
- Use multiple CTAs (call to action) on your video and your YouTube Channel.



**4 Great Tips on
Building a Construction
Company Website**

Boost Your Online Presence With Professional Services

While designing a construction company website can be challenging, hiring the appropriate experts to help you ensures a quality finished product. Now that you know some of the things you can do to make your webpage look polished and professional, it is time to get started.

Slocum Themes is committed to helping you create, design, and maintain the perfect website for your construction company. That is why we are excited to consult about your individual needs and determine the best course of action. **Contact our experts** to discuss how we can help you to build a fantastic website that puts you above the competition.

We work closely with our development and design partners at **Slocum Studio** here (on Slocum Themes). We provide a strategy and resources to help you with your brand. We work hand and hand to build a powerful web presence for your company. Let us know how we can help you, **fill out the form below, and let's get your online sales going!**

I would rather make the call? 857.400.8959

Feel free, no hard sell from us! You have questions, we have answers. If we can work together down the road great!

Video Transcript

4 Great Tips on Building a Construction Company Website

Designing your construction company website the right way is the first step towards building your business. Keep watching for great ways you can maximize the impact of your webpage

THE RIGHT TOOLS

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