



2026

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# New Guide

The 2026 Construction Website Blueprint:  
How to Win More Projects Online

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## A Practical Guide for Builders, Remodelers, General Contractors, and Specialty Trades

If you want more of the right kind of jobs—without living on referrals—this guide shows what your website must include to earn trust, get found, and turn visitors into project requests.

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### What's Inside:

- A practical blueprint for construction websites that actually win work
  - A quick self-check scorecard to evaluate your current online presence
  - Real improvements you can make this week
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# Why Construction Companies Lose Projects Online

## (Even When They Do Great Work)

You might be the best contractor in your area. Your work could be flawless, your crew reliable, and your customers happy. But if your online presence doesn't reflect that quality, you're losing projects before you even get a chance to bid.

Here's what's happening:

### 1. People can't quickly tell what you do, where you work, or the quality of your work

When someone lands on your website, they're making a decision in about 3 seconds. According to research from the Missouri University of Science and Technology, it takes less time than that—just 2.6 seconds—for a user's eyes to land on the area of a website that will shape their first impression. If they can't immediately see what you build, where you operate, or proof of your capabilities, they're gone.

### 2. Your company doesn't show up when someone searches "\_\_\_\_\_ contractor near me"

Google reports that "near me" searches have grown by over 900% in recent years. When a homeowner or property manager searches for "kitchen remodeler in [your city]" and you don't appear on the first page, you might as well not exist. Nearly 75% of users never scroll past the first page of search results.

### 3. Your website looks old, cheap, or unprofessional—which makes prospects question your capabilities

Fair or not, people judge your craftsmanship by your website. A Stanford study found that 75% of users admit to making judgments about a company's credibility based on their website design. If your site looks like it was built in 2010, potential customers assume your work is equally outdated.

### 4. The website doesn't make it easy to request an estimate or start a conversation

The average person checks 3-5 contractors before making a decision. If your competitor makes it easier to request a quote—with a simple form, clear phone number, or chat option—they're getting the lead while you're wondering why your phone isn't ringing.

## The Key Idea

Your website should work like your best salesperson—showing proof, answering questions, and helping the right customers reach you. It should be working for you 24/7, even when you're on the job site or meeting with clients.



# The Hidden Cost of "No Website"

## (or a Weak One)

Let's talk about what a weak online presence is actually costing you.

### You're losing out to competitors who look more professional online

Even if they're not better contractors, they're winning the initial impression. In construction, first impressions often determine who gets invited to bid. According to BrightLocal's research,

# 86%

of consumers read  
online reviews for local  
businesses

# 79%

trust online reviews  
as much as personal  
recommendations.



### Potential customers move on because they can't find:

- Where your expertise lies (are you a residential remodeler or commercial builder?)
- Proof of your work (project photos that show quality and scope)
- Reviews from past clients
- Your service area (do you even work in their neighborhood?)
- A clear way to request a quote

### You get more "price shoppers" and fewer serious inquiries

When your website doesn't educate prospects about your process, quality, or specialization, the only thing left to compete on is price. This attracts the wrong kind of customer—the ones who will choose based solely on the lowest bid, not on value or expertise.

## You stay dependent on referrals and third-party platforms

Referrals are great, but they're unpredictable. And platforms like HomeAdvisor or Angi take a cut of every lead—leads you often have to compete for with several other contractors. A strong website gives you control over your lead generation.



# Simple Owner Math

If your average project is \$25,000, what does it cost to miss even one good project each month because your online presence isn't strong?

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One missed project per month

=

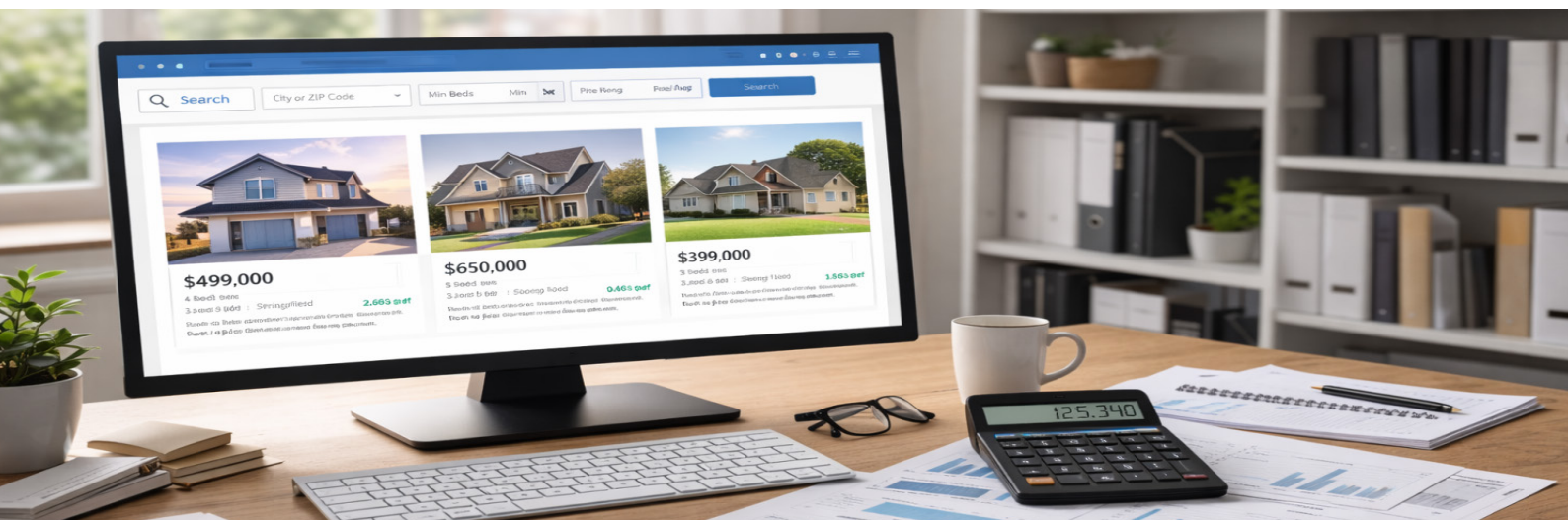
**\$300,000 in lost annual revenue**

One missed project per quarter

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**\$100,000 in lost annual revenue**

Even accounting for your costs and overhead, that's significant money left on the table—money that went to a competitor who simply looked more credible online.



# Two Common Starting Points

This guide is designed for construction business owners at any stage of their online journey. You likely fall into one of these two categories:

## A) You Don't Have a Website Yet

Maybe you've been relying on word-of-mouth, local advertising, or lead generation platforms. That's worked so far, but you're ready to take control of your growth and establish a professional presence online.

**The goal: Get online the right way the first time, so you don't have to rebuild in a year.**

Many contractors rush into getting "just something up there" and end up with a site that doesn't help their business. Then they're faced with either living with an ineffective website or paying to rebuild it properly. We'll show you how to avoid that costly mistake.

## B) You Have a Website, But It's Not Helping

You checked the box—you have a website. But it's not bringing in the leads you expected, and you're not sure why.

### Signs your website isn't pulling its weight:

- **It doesn't show up on Google** when people search for your services
- **It looks outdated on phones**—buttons are too small, text is hard to read, images don't resize properly
- **Slow loading times** frustrate visitors before they even see your work
- **Projects and photos aren't organized** to sell your capabilities (just random galleries with no context)
- **No clear "request an estimate" path**—visitors have to hunt for your contact information
- **You can't remember the last time you updated** it (or you need to call your nephew every time you want to add a project)



**If two or more of these apply to you, your website is probably costing you more opportunities than it's creating.**

# The Construction Website That Wins Projects

## (Core Blueprint)

This is the heart of the guide. We're not talking about how to code a website or which platform to use. We're talking about what a website must do for a construction business to actually win work.

## Part 1: Make People Trust You Fast

Trust is everything in construction. People are inviting you into their homes or trusting you with their commercial properties. They need to feel confident before they reach out.

### A homepage that quickly answers the critical questions:

Within 5 seconds of landing on your site, visitors should know:

- **What you build, install, or repair** (kitchen remodeling, commercial concrete, roofing, custom homes, etc.)
- **Where you work** (specific cities or regions—not just "the area")
- **What kind of projects you specialize in** (high-end residential? Multi-family? Commercial fit-outs?)

### Proof that matters in construction:

Generic "About Us" copy doesn't cut it. Show, don't tell:

- **Project photos with context**—not just pretty pictures, but explanations of what you did and why it mattered. "Before" and "after" shots are powerful. "This 1950s kitchen became a modern space with custom cabinetry, quartz countertops, and updated electrical throughout" tells a story.
- **Reviews and testimonials**—specific praise is better than generic compliments. "They finished our basement remodel two days ahead of schedule and stayed within budget" is more credible than "Great work!"
- **Credentials that build confidence**—licenses, insurance information, years in business, safety certifications, industry associations. For commercial work, this can be the difference between getting on the bid list or being dismissed outright.

### A simple "how we work" section

This sets expectations and actually filters out bad-fit customers before they waste your time. Explain your process:

- How you handle estimates
- Your typical timeline from quote to completion
- What customers can expect during the project
- Your communication approach

According to research, 60% of consumers want to know what to expect from the service process before they contact a company. Give them that clarity upfront.

## Part 2: Help the Right People Find You (Google Basics)

Getting found online isn't about gaming the system. It's about making it crystal clear to Google (and customers) what you do and where you do it.

### Being found when someone searches:

- "Kitchen remodeler in [city]"
- "Roof replacement [city]"
- "Commercial contractor near me"
- "Bathroom renovation [neighborhood]"

### The basics that make a real difference:

#### Clear service pages (not one generic "services" page)

Each major service you offer should have its own page with specific information. A single "Services" page that lists everything doesn't help Google understand your expertise, and it doesn't help customers either.

Instead:

- Kitchen Remodeling in [City]
- Bathroom Renovations in [City]
- Custom Home Builds in [Area]
- Commercial Tenant Improvements

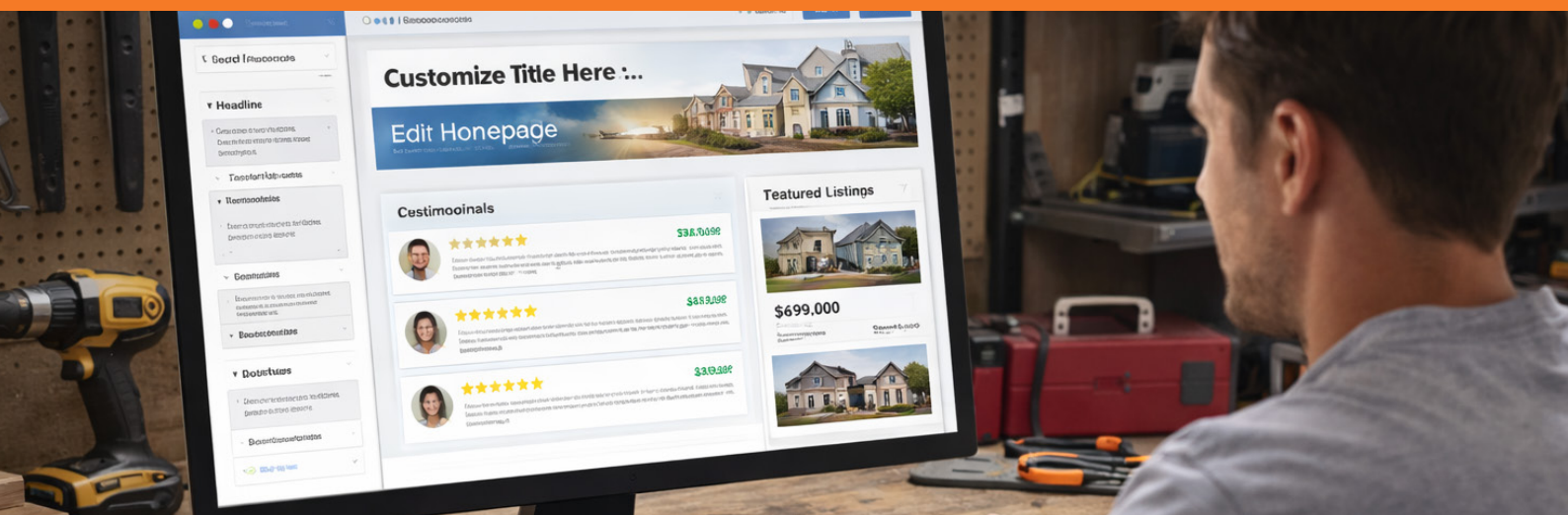
Each page should describe the service, show relevant projects, and include a call-to-action.

### A Google Business Profile that matches your website

Your Google Business Profile (formerly Google My Business) is often the first thing people see when they search for you. Make sure:

- Your business name, address, and phone number match your website exactly
- Your categories accurately reflect your services
- You have recent, high-quality photos
- You're actively collecting and responding to reviews

According to Google, businesses with complete profiles are twice as likely to be considered reputable by consumers.



## Part 3: Turn Website Visitors Into Estimate Requests

Getting traffic to your website is only half the battle. The other half is making it easy for the right people to contact you.

### Make it obvious what to do next:

Every page should have a clear path forward:



#### Click-to-call buttons

that work on mobile (critical, since over 60% of web traffic now comes from phones)



#### Estimate request form that's short but smart

—don't ask for their life story, but get enough information to qualify the lead



#### "What happens next" messaging

so people feel comfortable reaching out ("We'll call you within 4 hours to discuss your project and schedule a site visit")

### A good estimate request form asks questions that save everyone time:

You want to qualify leads without overwhelming them. Consider asking for:

- **Project type (from a dropdown menu)**
- **Location/address**
- **Preferred timeline (ASAP / 1-3 months / 3-6 months / Planning stage)**
- **Budget range (optional, but can help qualify serious inquiries)**
- **Best way to contact (phone/email)**
- **Brief project description**

The goal is to gather enough information that you can respond intelligently without requiring a 15-field form that scares people away.

### Multiple contact options for different preferences

Some people want to call right away. Others prefer to send details via a form first. Some might even want to text. Offer options:

- **Phone number (prominently displayed and clickable on mobile)**
- **Contact form**
- **Email address**
- **Text option if you monitor it**

# 76%



According to Salesforce, 76% of customers expect companies to understand their needs and expectations. Offering multiple contact methods shows you get that different people have different preferences.

## Part 4: Set It Up So It's Easy to Maintain

A website that's hard to update becomes a stale website. And a stale website with outdated projects and old information actually hurts your credibility.

### Fast, mobile-friendly, and secure

These aren't optional anymore:

#### Click-to-call buttons

affects both user experience and Google rankings. Google reports that 53% of mobile users abandon sites that take longer than 3 seconds to load.

#### Estimate request form that's short but smart

is essential (not just "mobile-friendly" but actually designed to work well on phones)

#### HTTPS security

is standard—Chrome now labels non-HTTPS sites as "not secure," which scares visitors away

### Easy to add new projects and photos

You should be able to add a completed project without calling a developer. Look for a system where you can:

- Upload photos with descriptions
- Organize projects by type, location, or date
- Feature your best work on relevant service pages

Your best marketing material is the work you completed last month, not three years ago.



### Not dependent on one person to update

What happens when your "website person" leaves the company or gets busy? Your system should be simple enough that:

- You (the owner) can make basic updates if needed
- Multiple team members can be trained to add content
- Updates don't require technical knowledge

The easier it is to maintain, the more likely it is to stay current and effective.

# Website Readiness Scorecard

Use this simple self-check to see where you stand. Be honest—this is for you, not for anyone else.

## If You Don't Have a Website Yet: "Are You Ready to Build One That Works?"



### Planning & Clarity

(10 points possible)

- I can clearly describe our specialty in one sentence (2 points)
- I know which services make us the most profit (2 points)
- I can list our service area (specific cities/regions) (2 points)
- I know who our ideal customer is (2 points)
- I have photos of at least 10-15 completed projects (2 points)



### Ready to Commit

(10 points possible)

- I have budget allocated for a professional website (3 points)
- I'm willing to spend time getting it set up right (3 points)
- I understand this is marketing, not an expense (2 points)
- I'm ready to actively collect reviews and maintain the site (2 points)



## Score:

**15-20 points:** You're ready. Build it right from the start.

**10-14 points:** You're close. Clarify your services and gather project photos first.

**Below 10 points:** Get your foundation solid before investing in a website.

## If You Already Have a Website: "Is Your Website Helping You Win Projects?"

Rate each area 0-5 points (0 = major problem, 5 = doing great)



### Trust & Proof

(\_\_/25 points)

- Clear homepage that explains what you do, where you work, and your specialty (\_\_/5)
- Project photos with descriptions and context (\_\_/5)
- Customer reviews or testimonials prominently displayed (\_\_/5)
- Credentials, licenses, insurance, years in business shown (\_\_/5)
- Clear explanation of your process/how you work (\_\_/5)



### Google Visibility

(\_\_/25 points)

- Individual service pages (not just one "services" list) (\_\_/5)
- Service area clearly defined with specific locations (\_\_/5)
- Google Business Profile active and matches website (\_\_/5)
- Website shows up on Google first page for main services (\_\_/5)
- Recent positive reviews on Google (\_\_/5)



### Estimate Request Path

(\_\_/25 points)

- Phone number visible and clickable on every page (\_\_/5)
- Clear "Request an Estimate" or "Get a Quote" button (\_\_/5)
- Contact form is short and asks smart qualifying questions (\_\_/5)
- "What happens next" messaging after form submission (\_\_/5)
- Multiple ways to contact you (phone, form, email) (\_\_/5)



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### Speed & Mobile

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(\_/15 points)

- Site loads quickly (under 3 seconds) (\_/5)
- Looks professional and works well on phones (\_/5)
- No broken links or missing images (\_/5)



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### Project Photos & Organization

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(\_/10 points)

- Projects organized by type or service (\_/5)
- Easy for you to add new projects without technical help (\_/5)

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Total Score: \_\_/100

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### Score:

**80-100:** Your site is doing its job. Keep it updated and monitor results.

**50-79:** You're close, but leaving work on the table. Focus on your lowest-scoring areas.

**Below 50:** You're missing the basics. Your website might be hurting more than helping.

# Quick Improvements You Can Make This Week

You don't have to rebuild your entire website to see improvement. Here are changes you can make in the next few days that will have real impact:

## 1. Update your homepage headline

Change from:

"Welcome to ABC Construction"

Change from:

"Kitchen & Bathroom Remodeling in [Your City] | 15 Years of Quality Craftsmanship"

Make it service + specialty + service area in plain English. This helps both Google and customers immediately understand what you do.

## 2. Add 10 strong project photos with context

Don't just upload photos to a gallery. For each project, include:

- Location (city or neighborhood)
- What you built/remodeled
- The specific problem you solved
- Timeline and scope

**Example: "This Riverside kitchen transformation took a cramped 1960s layout and created an open-concept space with custom oak cabinets, granite counters, and modern appliances. Completed in 6 weeks, on time and on budget."**



✓ Two-car garage addition and storage room

✓ Need for more space for cars and storage



✓ Bathroom remodel

✓ Outdated fixtures and lack of storage

### 3. Add a clear "Request an Estimate" button on every page

Make it a contrasting color that stands out. Put it in your header (so it's visible without scrolling) and at the bottom of every page. The fewer clicks between your visitor and contacting you, the better.



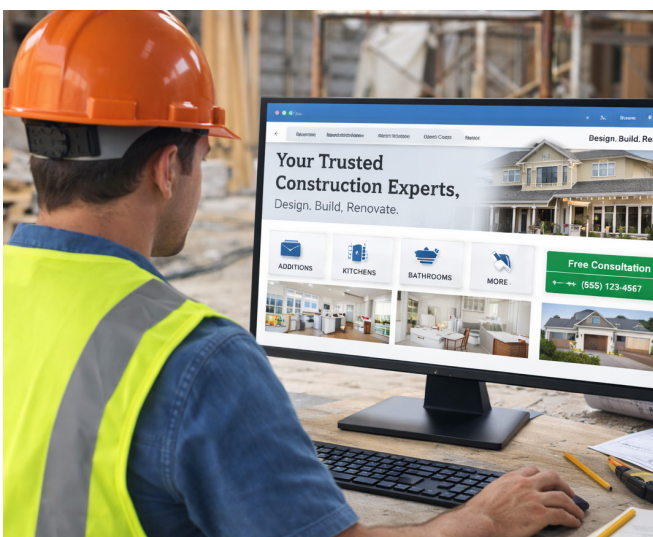
### 4. Make sure your phone number is tap-to-call on mobile

Test this yourself on your phone. When you tap your phone number, does it offer to dial? If not, your developer needs to make it a clickable link. This is a simple fix that can dramatically increase calls.

### 5. Clean up your Google Business Profile basics

Spend 30 minutes on this:

- Verify your business name, address, phone number are correct and match your website
- Choose accurate business categories
- Upload 10-15 recent, high-quality project photos
- Write or update your business description with your services and service area
- Respond to any reviews you haven't addressed yet



These aren't dramatic changes, but they're the difference between a website that sits there and one that actually works for your business.

# Mistakes That Waste Time and Money

Let's talk about what not to do. These are the common mistakes we see construction companies make when building or rebuilding their websites.

## The "pretty website" mistake

Beautiful design matters, but it's not enough. We've seen gorgeous websites that don't bring in a single lead because they don't explain what the company does, don't show up on Google, and don't make it easy to request a quote.

Your website needs to be attractive AND functional. Think of it like a job site—you want it clean and professional, but the structure and functionality are what matter most.

## One-page sites with no service detail

Some website builders push one-page designs as "modern" or "simple." For a construction company, this is a terrible idea. Google can't understand what you specialize in if everything is crammed onto one scrolling page, and customers can't easily find information about the specific service they need.

Each major service should have its own detailed page. This helps with search rankings and provides better user experience.

## Photo galleries with no context

A grid of 50 project photos might look impressive, but without context, they're not selling your capabilities. Visitors can't tell:

- What type of project it was
- What challenges you overcame
- Where the project is located
- What the scope of work included

**Tip: Every photo should tell a story. Even a single sentence of context makes a huge difference.**

## "We'll worry about Google later" mentality

SEO isn't something you add after the website is built—it's baked into the structure from day one. The way your pages are organized, titled, and written affects whether Google can understand and rank your site.

Retrofitting SEO later is expensive and less effective than building it in from the start. It's like trying to add a foundation after the house is framed.

## No simple system to add new projects

If updating your website requires calling a developer every time, your site will get stale fast. You'll put it off, the projects will get outdated, and visitors will wonder if you're still in business.

Your website should have a content management system that lets you (or someone on your team) add projects as easily as posting to social media.

## Choosing the cheapest option

We get it—construction is a competitive business and budgets matter. But your website is one of your primary marketing tools. A \$500 template site might seem like a bargain, but if it doesn't bring in leads, it's not saving you money.

### Think about it this way:

if your website brings in just one additional \$30,000 project this year, it's paid for itself many times over.



# What a Good Website Build Looks Like

## (Without the Headaches)

So what does the process actually look like when you decide to build or rebuild your website the right way? Here's what a solid website project typically includes:

### 1. A quick planning session (1-2 hours of your time)

This isn't about overwhelming you with technical decisions. It's about understanding:

- What services you offer and which are most profitable
- Where you work (service areas)
- What your ideal projects look like
- Who your competitors are and what makes you different
- What calls-to-action make sense (estimate requests, phone calls, project consultations)

This conversation shapes everything that follows.

### 2. SEO keyword research

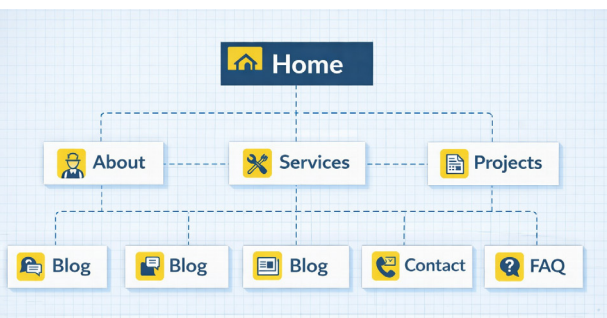
Before writing a single page, it's important to understand how people actually search for your services. Professional

- What terms people use in your area ("kitchen remodel" vs "kitchen renovation")
- How much search volume exists for different services
- What your competitors are ranking for
- Opportunities you might be missing

This research informs the structure and content of your site.

### 3. A clear site layout/sitemap

This is the blueprint—what pages you'll have and how they'll be organized. A typical construction website might include:



- Homepage
- About/Company page
- Individual service pages (5-10 depending on what you offer)
- Project gallery or portfolio (organized by service type)
- Service area page
- Reviews/Testimonials
- Contact page

The sitemap should make sense for both customers navigating the site and Google trying to understand what you do.

## 4. Content creation and project setup

This is where your project photos and descriptions come to life. The goal is to organize your work so it:

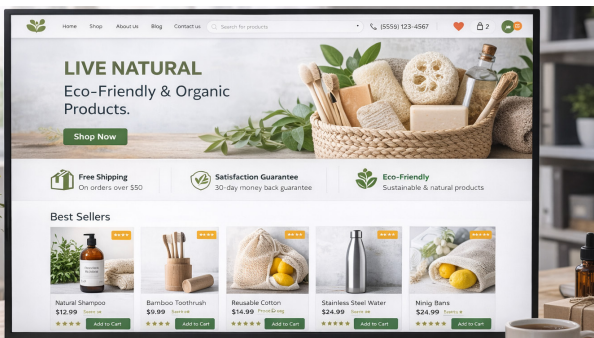
- Showcases your best projects
- Helps customers understand your capabilities
- Gives you an easy system to add new work

You'll need to provide project photos and basic information. A good web partner will help you organize and present this effectively.

## 5. Design and development

This is where the site actually gets built—design, layout, functionality, forms, mobile optimization, all of it. While this is happening, you should be kept in the loop with previews and opportunities for feedback.

The best website projects involve collaboration, not just handing everything off and hoping for the best.



## 6. Launch and basic tracking

Once the site goes live, you need to know what's working. Basic tracking typically includes:

- Google Analytics (to see traffic, popular pages, user behavior)
- Goal tracking (estimate requests, phone calls, email contacts)
- Google Search Console (to monitor search performance)
- Conversion tracking if you're running ads
- Blog (optional, but helpful for SEO)

You don't need to become a data analyst, but you should have visibility into whether the site is bringing in leads.

## 7. A simple plan for updates

Your website should grow with your business. A good handoff includes:

- Training on how to add new projects
- A plan for seasonal content (like winter services or spring promotions)
- A strategy for keeping content fresh
- Access to support when you need it

The timeline for all of this?

# Typically 6-8 weeks

from start to launch for a professional build, though it can be faster or slower depending on complexity and how quickly you can provide information and feedback.

# Next Steps

You've read the blueprint. You understand what a construction website needs to do. Now what?

## Take the scorecard seriously

Go back to the Website Readiness Scorecard and actually fill it out. Be honest about where you stand. The gaps you identify are opportunities to win more projects.

If you don't have a website yet, the scorecard will tell you if you're ready to build one that works. If you do have a website, it'll show you exactly where you're leaving money on the table.

## Make the quick improvements

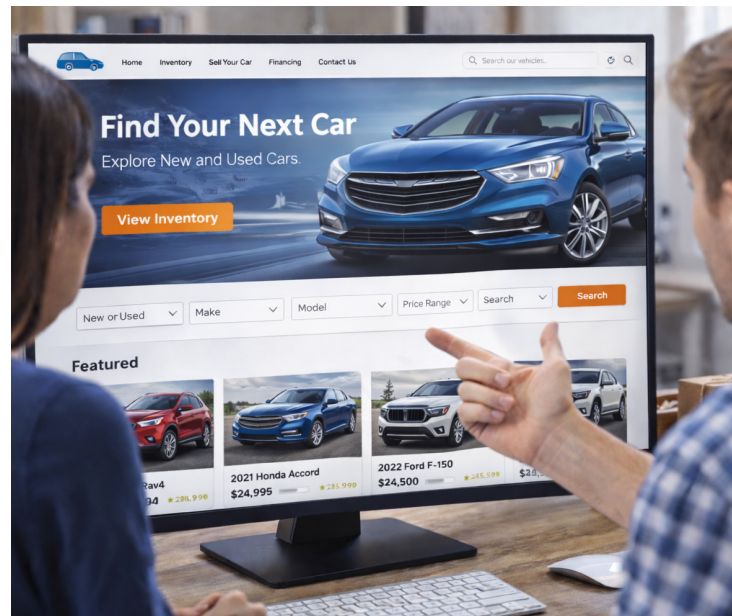
Even if you're planning a full rebuild, you can make progress this week. Update your homepage headline. Add context to your project photos. Make sure your phone number is clickable on mobile. These small changes add up.

## Get a second opinion with our Website Grader

Sometimes it helps to have someone with fresh eyes look at your online presence and tell you what they see.

Our Website Grader is a free tool that assesses the strength of your website and gives you a comprehensive report on your website's performance, SEO, mobile readiness, and security—in seconds. You'll get specific insights into what's working and what's holding you back.

[Check out Our Website Grader](#)



After you run the grader, we'll review your results and point out the top 3 website fixes most likely to help you earn more estimate requests. **There's no cost for this review—we just want to help you identify opportunities you might be missing.**

## Or, request a simple 1-page website plan

Tell us your services and service area, and we'll send you a straightforward page plan you can use as a starting point. Whether you build with us or someone else, you'll have a clear roadmap.

## See examples of what works

If you want to see what effective construction websites actually look like, we can show you examples of sites that are winning projects for builders and contractors like you. Sometimes seeing it makes it click.

# A final thought:

Your website isn't just something you "should have." It's one of the hardest-working salespeople in your business—if you build it right.

It's showing off your work to potential customers right now, at 2am on a Sunday, while you're sleeping. It's answering questions. It's building trust. It's filtering out bad-fit prospects and attracting the good ones.

The question isn't whether you need a strong online presence. The question is: how much longer can you afford to go without one?

If you'd like help mapping out the right website for your type of work—so it's not just something you "have," but something that supports your business—Marketpath can help.

We work with construction companies to build websites that actually win projects. Not just pretty sites. Not just technically sound sites. Sites that turn visitors into estimate requests and estimate requests into booked jobs.

**Let's talk about what that could look like for your business.**

[Contact Us](#) | [See Examples](#) | [Request Website Plan](#)