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New Guide

15 Steps to an Effective
Construction Business Website

15 Steps to an Effective Construction Business Website

In today's digital world, your website is the face of your construction business and your brand. Whether you're a general contractor, specialty tradesman, custom builder, or a full-service construction firm, your website is often the first impression potential clients have of your company. Historically, many contractors have been great at providing quality construction services and building impressive structures, but not always so good at the sales and marketing side of their organizations. We still see that today, as many contractors have no website or they have low-end, cheap, and outdated sites that do little to support their business's success, and even worse, can reflect poorly on their organizations.



A strong online presence is no longer optional for contractors—it's essential for attracting clients, showcasing your work, and growing your business. Customers and potential prospects are constantly seeking information about construction services and looking for quality contractors online. Additionally, having an effective website can help streamline client communications and help educate prospects about your processes, service options, and upgrades. To support your business success, your website should both attract and inform new and current clients.

So, where should you start? If you are a construction contractor and in the process of evaluating your current site or planning a website design and development project for your business, here are 13 steps to building an effective website that will support your company's growth, enhance your brand, and improve your visibility to prospective future clients.

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01. | Build Credibility

You'll immediately enhance the credibility of your construction firm simply by having a modern and professional-looking site. But that is just the beginning. One of the main objectives you should have as you plan for your new website is to ask yourself, "how can we increase the credibility of our business on the new site?" Because if you achieve this goal, you'll also help to bring in more new clients and projects.

Another way to ask the same question is, "What content or information will showcase us as quality construction contractors in our specialty area?" Below are a few types of content that will establish your company as an industry leader and help build trust with potential clients.

- Detailed service descriptions
- Client testimonials or Google reviews
- Industry certifications
- Awards and recognition
- Quality photos of your work
- Featured projects showcasing successful work and expertise

A strong credibility story will help convert visitors into clients, demonstrating that you're a reliable and experienced contractor.



What content or information will showcase us as quality construction contractors in our specialty area?"

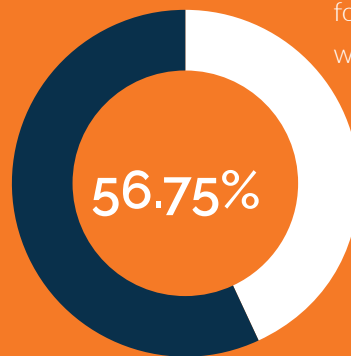


02. | Make It Mobile-Friendly

Your website must be mobile-responsive. A large portion of your audience will access your site on mobile devices while at home or researching on the go. In 2024, mobile devices accounted for approximately 56.75% of all U.S. website traffic. A responsive design ensures your website looks and functions well on smartphones, tablets, and desktops, providing a seamless user experience regardless of the device.



Tip: A mobile-friendly site also performs better in search rankings (local SEO), helping you get found by potential clients searching for construction services.



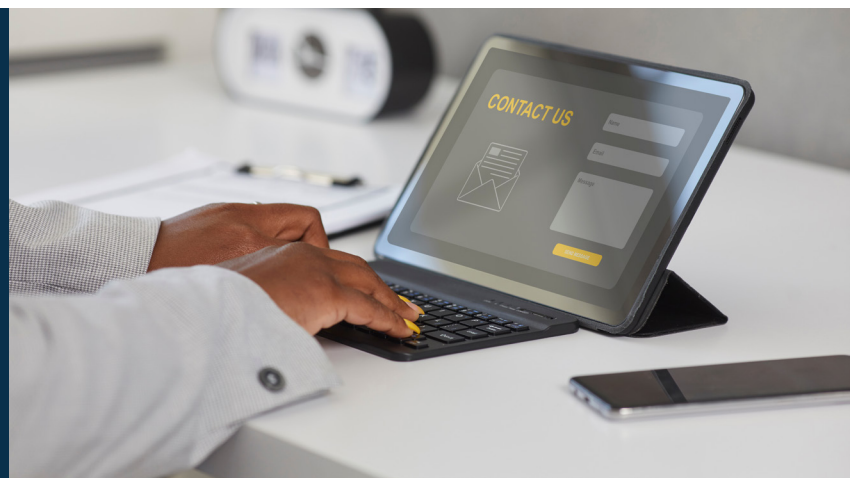
In 2024, mobile devices accounted for approximately 56.75% of all U.S. website traffic (source: DigitalSilk)



03. | Focus on Ease of Use

Visitors typically come to a contractor's website seeking information about your specific services, process, project portfolio, contact details, and client reviews. Make sure this information is easy to find and navigate. Design your site to be user-friendly, with a clear menu structure and a search function.

Tip: Consider adding "Request A Quote" and/or "Contact Us" buttons that are easily visible from every page.



04. Answer Common Client Questions

Reduce phone calls and streamline client communication by providing answers to frequently asked questions (FAQs) directly on your website. The more basic questions you can answer online, the more time your staff will have for important project work. Include details about your services, experience, process, billing, and service area. An FAQ page can save time for both you and your clients by addressing common concerns upfront.

Tip: Answer questions, not only about your business, but about your construction specialty whenever you can. If you can provide useful answers to questions about repairs, material options, and best practices, your site will be more likely to show up in both Google search and in AI search summaries.

05. Clearly Communicate Your Services and Specialties

Potential clients may not be familiar with all the services and/or products you offer. Be explicit about your specialties and expertise, whether it's kitchen remodeling, excavation, commercial build-outs, or custom home construction. Sometimes a description of a service may be obvious to you, but not to your prospects. So explain services (like environmental construction, rip rap, erosion control, piercing, etc.) clearly and give examples. Where possible, include photos or videos to showcase your skills, differentiate your business from competitors, and show prospects what is possible.



Tip: If you offer a variety of contracting services, make sure to feature these prominently on your homepage with photos, and include a separate web page for each main service you provide. This will highlight your expertise while increasing the chance that your website will show up in local search on Google for prospects looking for contractors that offer that niche.



75%

of users judge a company's credibility by its website design (source: BusinessDasher)

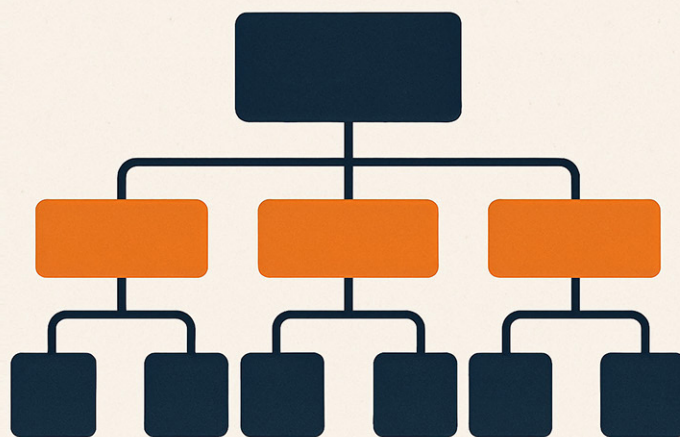
06. Create a Pre-Launch Sitemap and Content Plan

An effective construction business website requires a well-thought-out content plan. Before launching your site, develop a sitemap and plan for all the pages you'll include. Start with a sitemap outline, broken down by your main menu items and pages. Then, begin to break down your main construction services with pages for each important service. If you offer a wide variety of services, you may want to break things down further, including sub-sections for commercial and residential services, for example. Make sure to highlight any unique services that set your business apart from your competition.

In the "About" section, consider simple bios to personalize your team, listing contact information, job titles, and photos. Make sure to include a testimonials page to add credibility. Positive client testimonials build trust and can be the deciding factor for a new client choosing your services. Display testimonials prominently on your dedicated reviews page, but also consider including some on the homepage and project pages.

We'd also encourage having a "Where We Work" page so prospects know how far you'll travel to work on projects. These pages also help your site show up in local Google searches, supporting lead generation.

Tip: Encourage satisfied clients to leave reviews on Google, Facebook, or industry-specific platforms, and showcase these on your website. Positive reviews impact search results and web conversions!



2X

Small businesses with websites grow 2X
as fast as those without.
(source: BusinessDasher)

07. | Showcase Your Work with a “Featured Project Portfolio”

A featured project portfolio is one of the most important elements of a construction website. Simple photo galleries are great, and we recommend them, but potential clients want to see more detailed examples of your work before making a decision. Include high-quality photos of your past projects, but also include project descriptions, highlighting the scope of work, features, challenges faced, types of clients, and results achieved. Before-and-after photos, video tours, and drone shots are also great ways to showcase the quality of your craftsmanship.



Tip: Featured Project Pages that include photos, the services you provided on that project, and the project location are great for helping your website to show up in local Google searches. And they add credibility for your company by making visitors feel confident in your capabilities, especially if their upcoming project is similar to work you've done before.

1.7m



According to Google, website users conduct more than 1.7 million online searches for contractors each month (source: Blue Corona)

08. | Provide Your Contractor License Information

Display your contractor license information prominently on your website to build trust with potential customers. Depending on your specialty and the state or states you work in, you may need to display both local and state license information. Avoid burying it within a paragraph where it's hard to find. Instead, place it in a bold, easy-to-read font in your website footer or on a separate page easily accessible from your menu. Making this information instantly visible reinforces your company's credibility and professionalism.

Tip: You may want to showcase industry certifications or memberships on the same page with your license information to increase credibility.

09. | Develop an Ongoing Content Marketing Plan

Mapping out your website structure and sitemap is key before you design your new site. Having an on-going content marketing plan, post launch, is just as important, as it will promote credibility for your firm and drive leads over time, while keeping your site updated and engaging. So as you are planning, think about areas of your site that you will update over time in an effort to promote your business or enhance communication with your current and future customers.

I'd suggest starting with both your "Photo Gallery" and "Featured Projects." Plan on adding one to two new projects each quarter if you can. If you offer a variety of services (kitchen remodeling, home additions, etc.), try and feature a mix of different project types to enhance your portfolio over time. If you provide services in a number of cities or regions, try and add new projects from a different city each quarter. This strategy will help you show up in Google Search results in areas outside your home location. Depending on your construction specialty before and after photos can support the quality of work you provide.

You might also consider a blog or news section as an effective tool for educating and engaging with prospects. Blogging just once or twice a quarter about current projects, planning tips, remodeling trends, new products to install, company news, or new services you provide can be very effective. Sharing blog posts on social media sites (Facebook, Instagram, LinkedIn, etc.) can also drive additional traffic with little time and effort.



Tip: Consider using AI tools to generate blog ideas related to your specialty and to assist with efficient content creation.

10. Invest in Search Engine Optimization (SEO)

Of the steps to an effective website mentioned so far, SEO is probably the area that is neglected the most, because it takes time and can also add a significant amount to your website development budget. That said, proper search engine optimization (SEO) strategy and execution can often add the greatest ROI for your construction business because it can significantly enhance your site's visibility in search engines (Google, Bing, etc.), while positively impacting traffic, leads, and new clients.

SEO is essential for improving your website's visibility in search engines, so your prospects find your website instead of your competitor's. The first step to successful website visibility in search engines is comprehensive keyword research and prioritization. This process will help you understand exactly how prospective clients are searching for contractors like yours in your geographic area. This may seem like a simple process, but there can be literally hundreds of variations on terms and phrases related to a specific type of contractor or construction service. And if you cater to both residential and commercial clients, prospects may search for contractors in very different ways. For example, let's say you are a landscaping contractor. Some people will certainly type in that exact term (landscaping) into Google, and maybe they'll add their city or state as well. But they might also search for "best landscaper", "landscaping services near me", "landscaping contractors", or "lawn care."

But that is only the beginning. They might also search for a specific service offered by some landscaping or outdoor living contractors, such as "lawn moving", "commercial landscape design", "mulching", "outdoor lighting", "irrigation systems", or "yard maintenance."

You get the picture; there might be hundreds of keyword terms or phrases related to your specific contracting business. In a perfect world, you'll want to show up for everyone one of those terms - the most relevant ones to your offering and the terms people search most for (with the highest search volume). But to really be successful, you'll want to prioritize which terms are the most relevant and important for your individual business. Only then can you create a website and content that can achieve your goals.

Once you have done your research and prioritized the SEO keywords you hope to show up at or near the top of the search engine results pages (SERPs), then on-site search engine optimization (SEO) can begin. This includes all the strategies related to your site structure, pages included in your sitemap, and ongoing content marketing strategy. It also includes what we call the blocking and tackling, or best practices, including the creation of browser title tags, meta descriptions, blog structure, and more. I wouldn't expect many construction firms to be experts in search optimization strategies and tactics, but you should know enough to ask potential vendors about their proposals and what is included related to SEO.



Tip: Local SEO is especially important for contractors. Optimize for location-specific keywords like "Indianapolis bathroom remodeling" or "Orange County home renovation."

11. Include Strong Calls to Action (CTAs)

Every page on your website should include a clear call to action (CTA). Whether it's "Get a Free Quote," "Schedule a Consultation," or "View Our Portfolio," CTAs guide visitors to take the next step in working with your company.

Tip: Place CTAs in strategic locations, such as the top of the homepage, at the end of service descriptions, within blog posts, and on featured project pages.



12. Select a Reliable Marketing Partner With Construction Website Experience

Having a partner who understands the construction business, and how to market your services, and who has built lots of contractor websites is a major plus. If they have experience with your specialty (landscaping, roofing, etc.) and understand your differentiators, that is even better.

Make sure they can support you with additional services after your site is live.



Tip: Before selecting a vendor/partner, review sites they've built, ask for testimonials, and results they have achieved for contractors like you.

13. | Make Sure Your Website is Easy to Update and Manage

A user-friendly content management system (CMS) is crucial for managing and updating your website content easily. Choose a CMS that is intuitive for non-technical users, flexible, and offers strong customer service. Make sure you have access to support from real people in a timely fashion when you need it. Ask your partner about their flexibility. You might prefer updating your website yourself, or maybe you'd prefer that your partner does it for you. The most important thing is that it gets done.

Tip: A quality CMS and website partner should allow you to focus on your construction business without worrying about technology. So, ensure your CMS includes quality support, automatic updates, security, backups, and AI features.

14. | Assign Website Management Responsibilities

A well-designed and effective website requires regular content updates and maintenance, so that it doesn't become outdated, and so it creates credibility for your business, positive brand perception, and awareness. Assign a staff member to be accountable for your website, as it is an important asset and the face of your company. Even if that individual isn't handling the updates themselves, someone on your team should be responsible for making sure you get the most value from your site over time. Keeping your website fresh and functional will enhance its value and ensure long-term success.

Tip: Add "website updates" to your monthly or quarterly planning meeting agenda to ensure your site supports new company initiatives.



More than 85% of the population searches for contractors online for local construction services. (TownsquareInteractive)

15. | Measure Your Website's Performance

To ensure your website is effective, track its performance using free tools like Google Analytics and Google Search Console. Monitor key metrics such as traffic, page views, and conversions. Understanding these insights will help you make data-driven decisions to improve your site and increase leads.

Tip: Regularly review your SEO rankings and website traffic sources to refine your digital marketing strategy.



62% of customers will ignore a business without a web presence (source: WebFX)



97% of consumers look for information about local companies online more than anywhere else. (Constant Contact)



68% of online experiences begin with a search engine (OpenAsset)

Conclusion

A well-planned and executed website can be a powerful tool for your construction business, helping you attract clients, showcase your work, and grow your brand. By following these fifteen (15) steps, you can create a professional and effective online presence that sets your business apart.

At Marketpath, we're not just experts in website marketing; we understand the importance of a strong digital presence. If you're ready to build or update your construction business website, contact us today to learn how we can help you create a site that drives results and reflects the quality of your work.