CONSTRUCTION SEO

DOES SEO MATTER TO THE CONSTRUCTION INDUSTRY IN 2025?

EXCLUSIVE RESEARCH BY alt.cmo

Insights from a Comprehensive Website Audit of the 2025 *ENR* Top 400 Contractors and Top 500 Design Firms

In 2024, AltCMO published the industry's first construction-specific SEO benchmark study, answering a simple but essential question: Does SEO really matter to the largest construction companies? The findings were clear: top contractors were investing heavily in their digital presence, from enhancing search visibility to leveraging AI for discoverability.

This year, we expanded that research. In addition to updating the *ENR* Top 400 Contractors dataset with newly listed construction companies, we analyzed the *ENR* 2025 Top 500 Design Firms for the first time. By comparing the two groups side by side, we gained a more comprehensive understanding of how the A/E/C (Architecture/Engineering/Construction) industry approaches search, authority, and digital visibility.

The results confirm what we saw last year and more: the overwhelming majority of leading contractors and design firms dedicate real resources to strengthening their online presence.

SEO, and now AI visibility, is no longer optional. It has become a defining factor in how the industry's most prominent players win work, attract talent, and sustain their leadership.

METHODOLOGY

To evaluate nearly 900 websites across the *ENR* Top 400 Contractors and Top 500 Design Firms, the AltCMO team applied the same consistent and impartial methodology used in our 2024 report. Since some firms appear on both lists, we created a single, combined dataset to avoid duplication. Our analysis focused strictly on measurable SEO performance indicators: domain authority, backlink volume, spam score, and page speed for both desktop and mobile. From these results, we established average and median values to serve as this year's industry benchmarks.

All data was collected using established SEO tools, primarily Moz and Google PageSpeed Insights. The scope of the study was intentionally limited to publicly available, quantitative data. We did not access any website backends, view Google Analytics, or conduct qualitative reviews. Likewise, no SEO tactics (white-hat, gray-hat, or black-hat) were performed as part of this process.

While data gathering spanned several weeks, each tool captured a comprehensive review of all 900 sites within a single day. This approach reduced the impact of daily performance swings or algorithm changes, and ensured that the results were as fair and representative as possible.

This year, we chose not to repeat a universal AI visibility review. When we began our research in 2024, only 17 of the 400 contractors lacked an identifiable presence in ChatGPT. During this year's analysis, however, we confirmed that those gaps had closed as every contractor on the 2024 *ENR* Top 400 list is now discoverable in ChatGPT. We also verified that all firms newly added in 2025 have an AI presence. As a result, extending this evaluation to the Top 500 Design Firms would not have provided meaningful differentiation.

DOMAIN AUTHORITY

Domain Authority (DA), developed by Moz, is a widely recognized metric that estimates the likelihood of a website ranking in search results. Scores range from 1 to 100, with higher values reflecting more substantial ranking potential. For professional services firms, including architecture, engineering, and construction (A/E/C), a score above 30 is generally considered strong.

Our analysis shows that 77.75% of *ENR* Top 400 contractors and 80.80% of *ENR* Top 500 design firms exceed that 30-point threshold. When expanding the range to scores above 20, the percentages climb to 93.50% and 97.60%, respectively. In fact, fewer than 4.2% of all top contractors and design firms scored below 20, evidence that a robust digital presence has become standard among industry leaders.

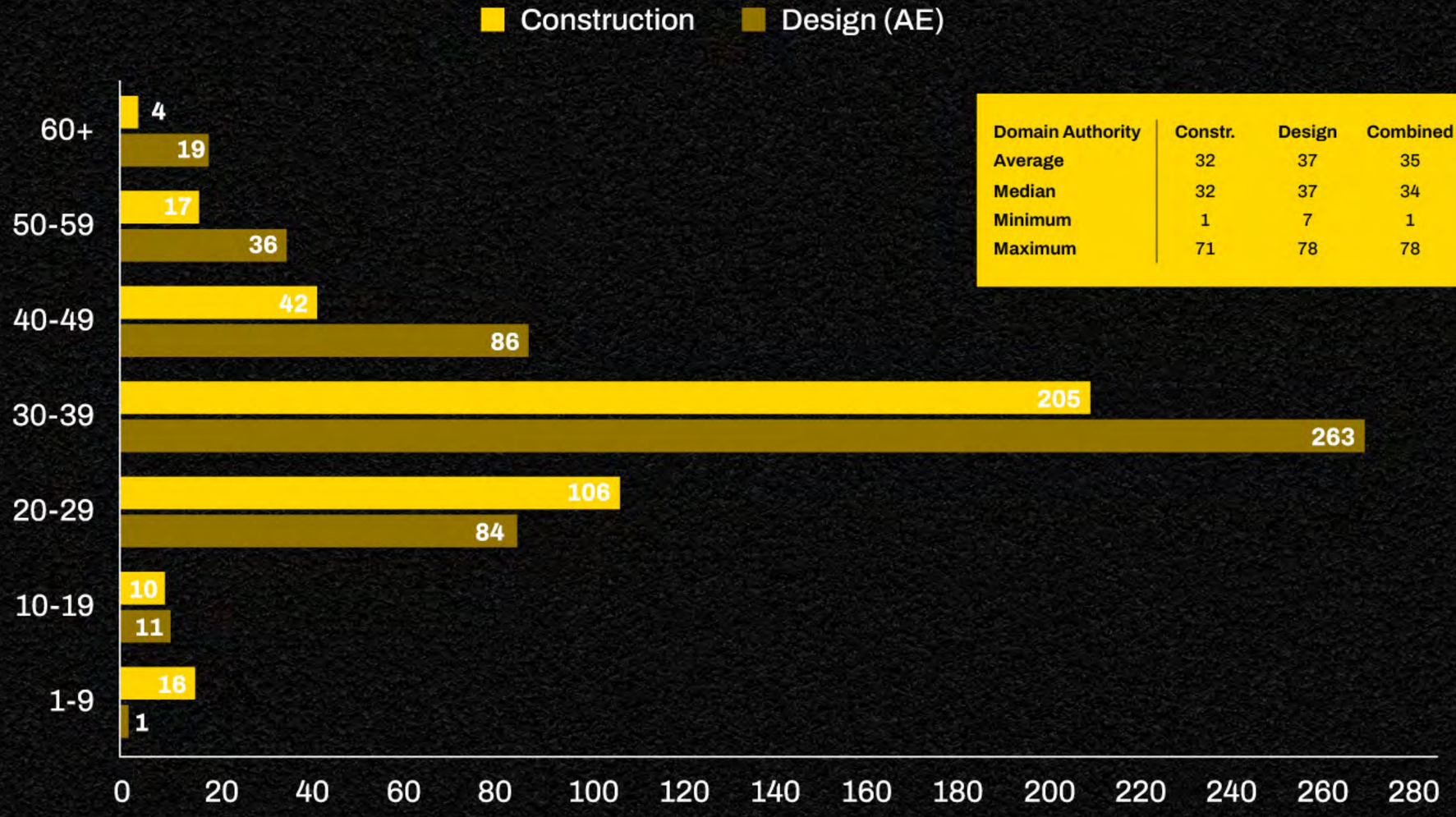
At the upper end, none of the top 50 contractors or design firms had a DA below 30. The only exception within the top 100 was a design firm with a score under 20, which was likely the result of adopting a new domain after an acquisition. In comparison, seven contractors ranked 51–100 registered scores in the twenties.

The highest-ranking contractors remain unchanged from last year, led by AECOM (71), Ferrovial Construction (64), Bechtel (61), and Skanska USA (60).

On the design side, 19 firms achieved DA scores of 60 or higher. Standouts include Skidmore Owings & Merrill (78), JLL (76), AECOM (71), Arup US (69), Gensler (68), HOK (66), and Arcadis North America (65).

These figures highlight the clear link between industry prominence and digital authority. For large contractors and design firms, many of which are household names, SEO is not only about winning work; it is also a critical tool for attracting and retaining top talent.

DOMAIN AUTHORITY SCORES



Domain Authority	Constr.	Design	Combined
Average	32	37	35
Median	32	37	34
Minimum	1	7	1
Maximum	71	78	78

EVALUATING WEBSITE SPEEDS

Page speed plays a critical role in both user experience and search performance. A slow-loading website drives visitors away, as you've probably experienced, and search engines track that behavior. If users consistently abandon a site, search engines are less likely to recommend it, regardless of the site's authoritative content. With Google, Bing, and emerging AI-powered platforms competing to retain users, speed has become a core factor in visibility.

Our review of the 900 websites showed a wide range of performance. Desktop scores stretched from a sluggish 14 to a flawless 100, with 26 companies achieving perfect marks. The average desktop score came in at 74, an improvement over last year, primarily due to the addition of design firms to our study. Overall, that mid-seventies average reflects the resources and technical investment available to large A/E/C companies.

Mobile performance, however, told a different story. Nearly half of all searches now occur on mobile devices, yet only 17 firms achieved a perfect mobile score. While each of those also earned a perfect desktop score, the reverse wasn't true, as some firms with 100s on desktop scored as low as 61 and 63 on mobile. The average mobile score fell to just 57, with the slowest at a concerning 8. This gap between desktop and mobile performance highlights a major weakness across the industry.

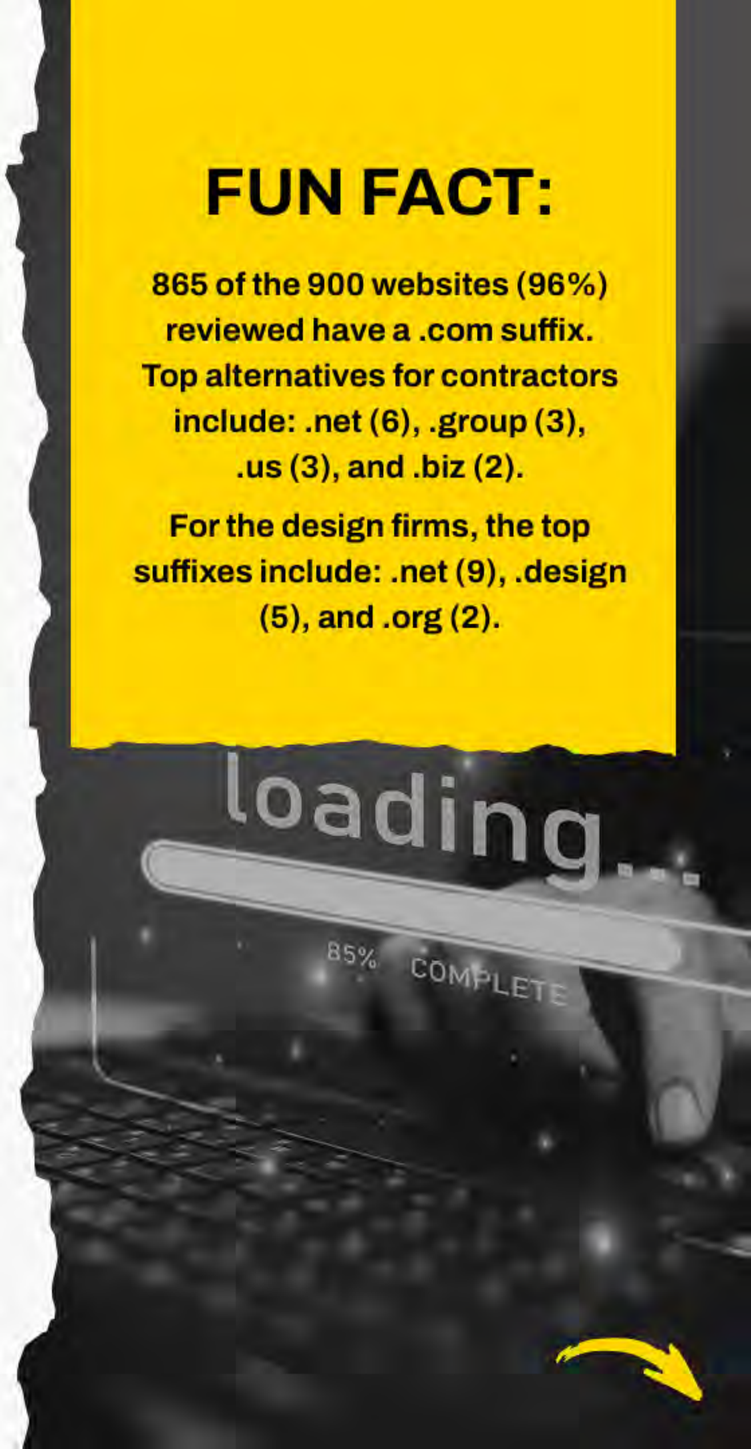
The decline is striking because companies typically streamline mobile sites to improve speed for on-the-go users. The fact that many top contractors and design firms lag in this area suggests missed opportunities.

For small and mid-sized firms, this presents a clear advantage: by compressing images, minimizing unnecessary elements, and applying modern coding practices, they can quickly close the gap and outperform larger competitors in mobile experience.

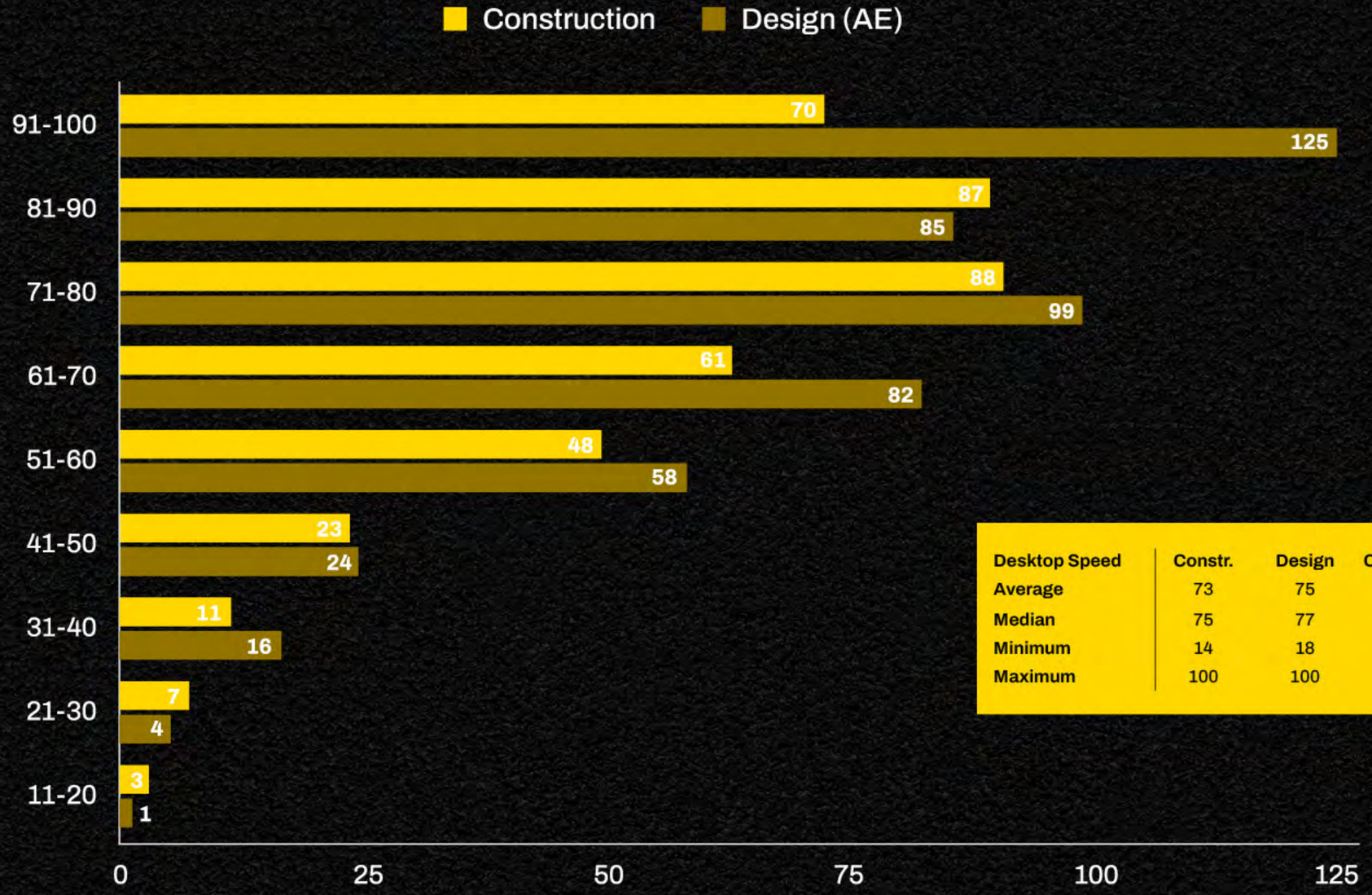
FUN FACT:

865 of the 900 websites (96%) reviewed have a .com suffix. Top alternatives for contractors include: .net (6), .group (3), .us (3), and .biz (2).

For the design firms, the top suffixes include: .net (9), .design (5), and .org (2).

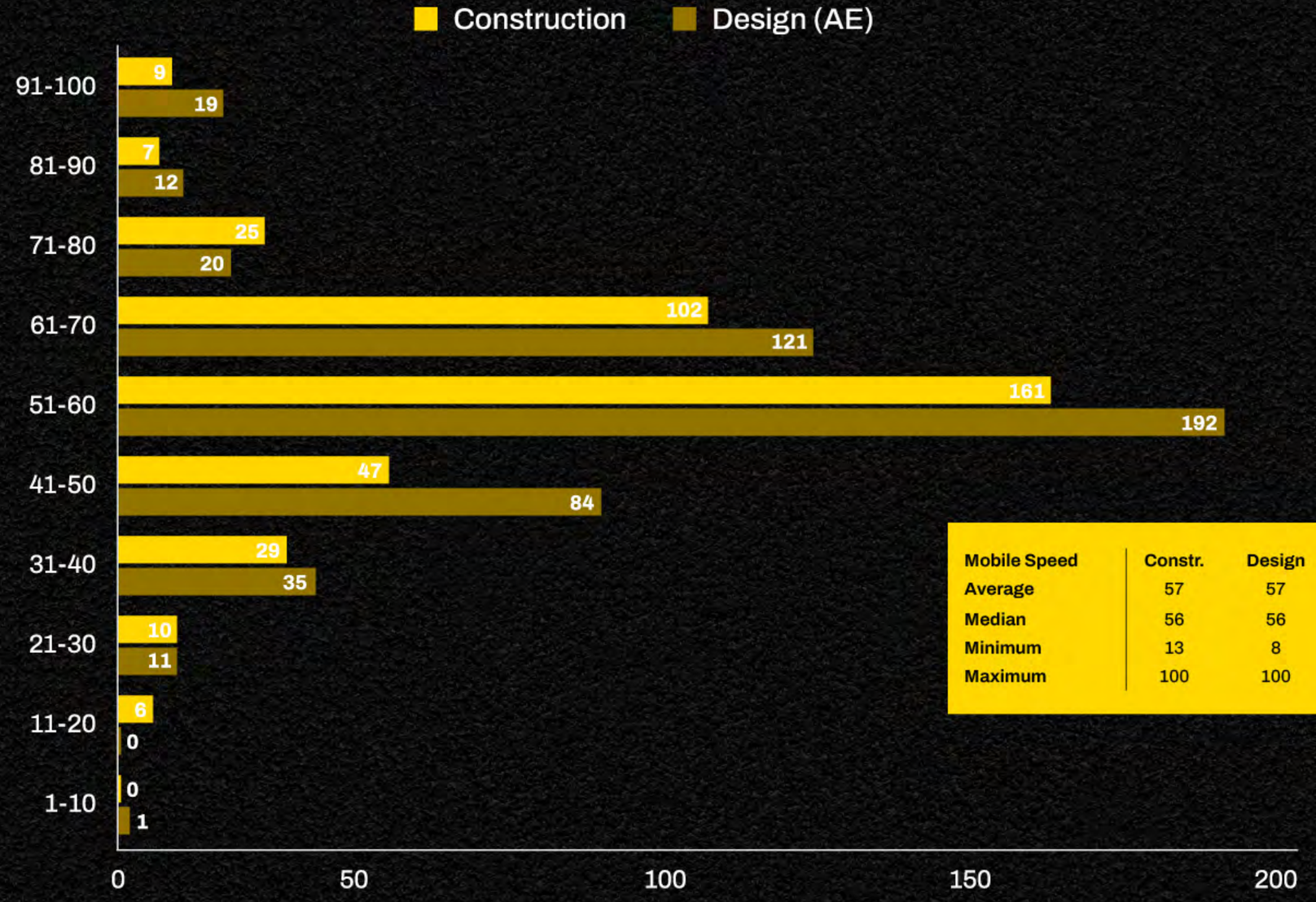


DESKTOP WEBSITE SPEEDS



Desktop Speed	Constr.	Design	Combined
Average	73	75	74
Median	75	77	76
Minimum	14	18	14
Maximum	100	100	100

MOBILE WEBSITE SPEEDS



Mobile Speed	Constr.	Design	Combined
Average	57	57	57
Median	56	56	56
Minimum	13	8	8
Maximum	100	100	100

BACKLINKS

Backlinks (links from other websites pointing to yours) remain one of the most influential factors in determining Domain Authority and search visibility. Each backlink acts as a signal of credibility, strengthening your site's authority in the eyes of search engines. In the A/E/C industry, backlinks often come from press coverage of significant projects, company news, community involvement, job boards, social media, and industry publications.

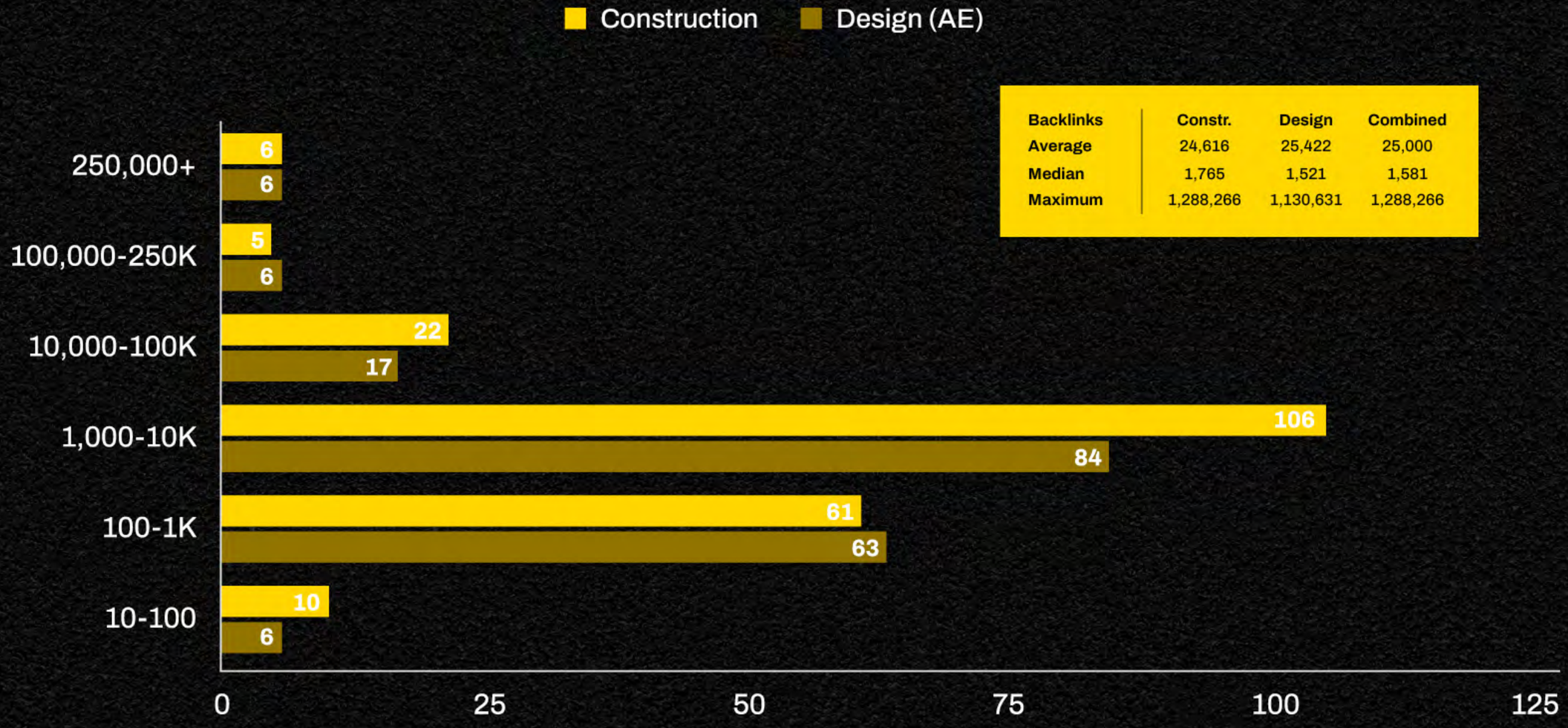
Our analysis found backlinks for 52.50% of *ENR* contractors and 36.40% of design firms. Although not universal, the dataset was substantial, comprising 392 websites with measurable backlink profiles. The impact was clear.

Nearly every firm with more than 5,000 backlinks (56 total) also had a Domain Authority above 30. Conversely, almost every site with a DA under 10 had fewer than 50 backlinks, indicating a strong illustration of the direct relationship between backlinks and search performance.

Across all firms, the average number of backlinks was roughly 25,000. However, that figure is heavily skewed by a handful of companies with more than 100,000 backlinks. A more accurate benchmark is the median: 1,500 backlinks, up from about 1,000 last year. This steady climb signals that the industry as a whole is strengthening its digital footprint.

Not surprisingly, many of the firms with 100,000+ backlinks are among the industry's best-known names. Their online visibility mirrors their market prominence, underscoring the role backlinks play not only in SEO but also in reinforcing overall brand leadership.

BACKLINKS SCORES



Backlinks	Constr.	Design	Combined
Average	24,616	25,422	25,000
Median	1,765	1,521	1,581
Maximum	1,288,266	1,130,631	1,288,266

SPAM SCORES

Backlink quality matters just as much as quantity. A link from a trusted source, such as a local newspaper with a DA of 50, carries far more weight than one from a low-authority, unrelated site. On the other hand, links from irrelevant or untrustworthy websites can damage credibility. Search engines are increasingly flagging these “toxic” backlinks, and high spam scores serve as a warning sign.

Encouragingly, only 18% of contractors and design firms in our study registered a spam score above 10, meaning most maintain relatively clean backlink profiles. Among the largest contractors, even those with thousands of backlinks, spam scores remained low.

By contrast, the firms with the highest spam scores consistently had some of the weakest Domain Authority scores, providing further evidence that spam-heavy profiles negatively impact long-term SEO performance.

Keep this in mind if you’re purchasing a new domain name, as you inherit that domain’s spam score. When investigating domains with low domain authority and high spam scores, we noticed that a few of them belonged to A/E/C firms that had recently changed names [rebrand, merger, or using new domain suffixes like] and, therefore, had new domains.

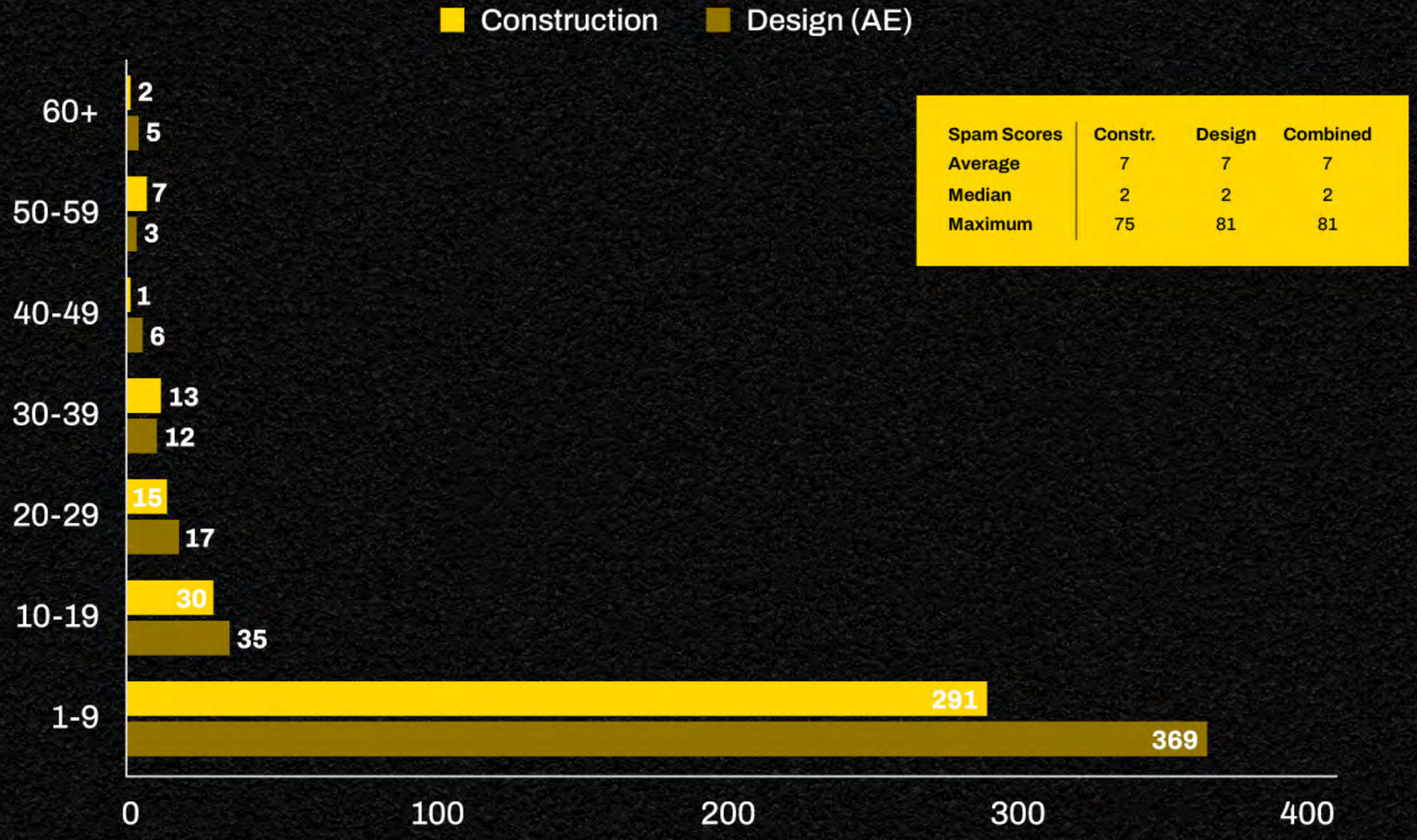
The takeaway is clear: firms benefit most from earning backlinks through reputable industry channels such as trade media, professional associations, and respected blogs.

For companies seeking to lower their spam score, modern SEO platforms can detect toxic links and provide remediation steps. While reaching out to site owners to request removal is an option, the more practical approach is to use Google’s Disavow Tool to cut ties with harmful backlinks and protect your digital reputation.

If your website has a high spam score, here are the signals that tools like Moz use to identify patterns and common traits often associated with low-quality or spammy websites.

- **Small site size:** Spam domains often have very few pages.
- **Suspicious TLDs:** Certain extensions (like .download, .stream, .biz, .win) are more common among spam sites.
- **Long domain names:** Extra-long subdomains or root domains are a red flag.
- **Numbers in the domain:** Including digits in a domain is often linked to spam.
- **Missing Google Fonts:** Legitimate sites are more likely to use Google Fonts; spam sites often don't.
- **No Google Tag Manager:** Most spammy sites skip GTM tracking.
- **No DoubleClick tags:** DoubleClick ads are rarely present on spam sites.
- **No phone number:** A missing or fake phone number is a common spam signal.
- **No LinkedIn link:** Spam sites rarely connect to a LinkedIn profile or company page.
- **No email address:** Genuine businesses typically list a real email; spam sites often don't.
- **No HTTPS:** Secure certificates are a sign of trust; spam sites often stick to HTTP.
- **Use of meta keywords:** Modern, reputable sites don't use this outdated tag; spammers often still do.
- **Low traffic levels:** Very low visit counts can correlate with spam.
- **Odd use of rel=canonical:** Incorrect or non-local canonical tags are more common on spam sites.
- **Unusual title tag length:** Titles that are excessively short or long are a warning sign.
- **Unusual meta description length:** Same as titles: extremes in length correlate with spam.
- **Bloated meta keywords tag:** Overly long keyword tags are a red flag.
- **No favicon:** Trusted sites almost always have one; spam sites often don't.
- **No Facebook pixel:** Spam sites usually skip social tracking like the FB pixel.
- **Too many or too few outbound links:** Abnormal linking patterns raise flags.
- **Odd number of domains linked:** Linking to an unusually high or low number of unique sites is suspicious.
- **Too many links compared to content:** An imbalanced link-to-text ratio is often spammy.
- **Weird domain spelling:** Strings of vowels or consonants in a row are common in spam domains.
- **Hyphen-heavy domains:** Multiple hyphens in a name are another correlation.
- **Strange URL length:** Extremely short or long URLs can be a spam signal.
- **"Poison words" in content:** Terms related to shady industries (e.g., gambling, adult, pharmaceuticals) are often present.
- **High-CPC keyword anchor text:** Spam sites often use outbound link text tied to lucrative industries like pharma, adult, or gaming.

SPAM SCORES



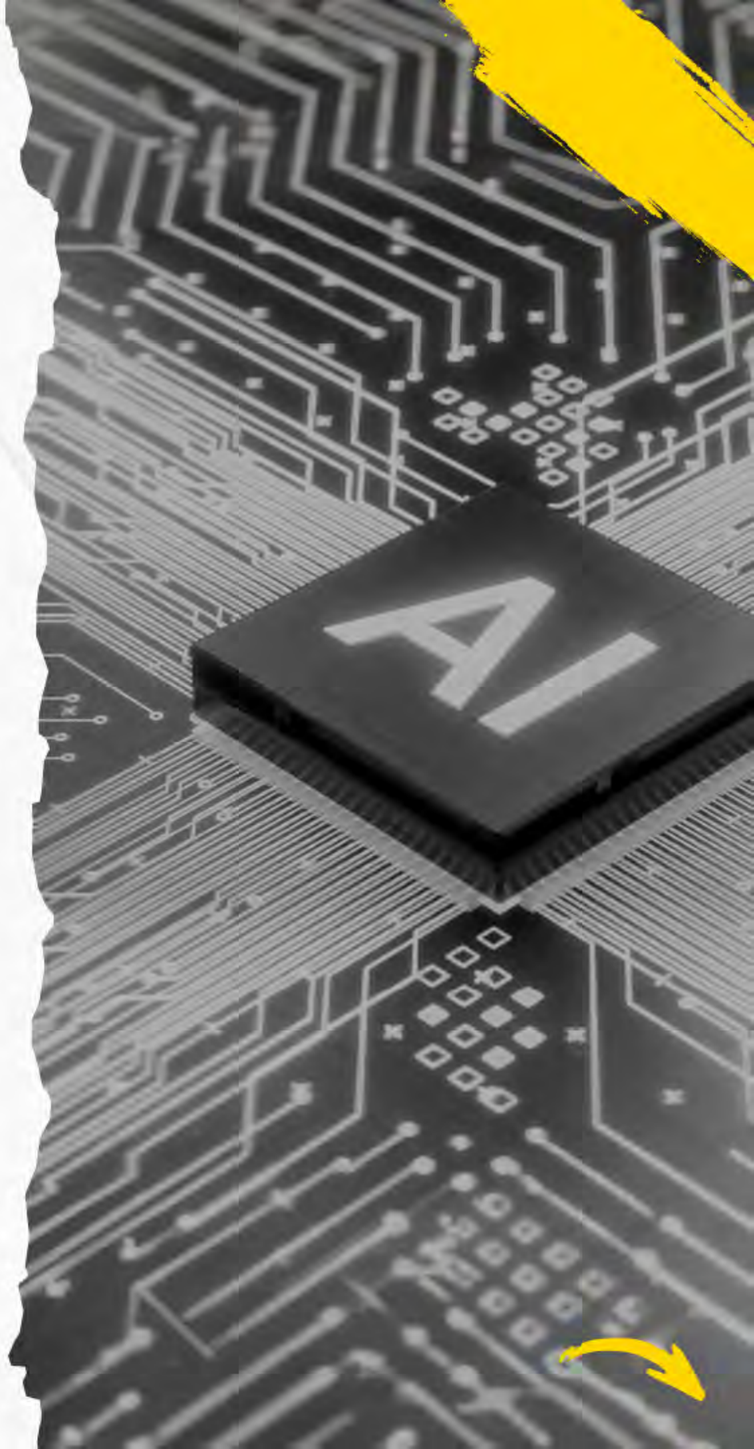
Spam Scores	Constr.	Design	Combined
Average	7	7	7
Median	2	2	2
Maximum	75	81	81

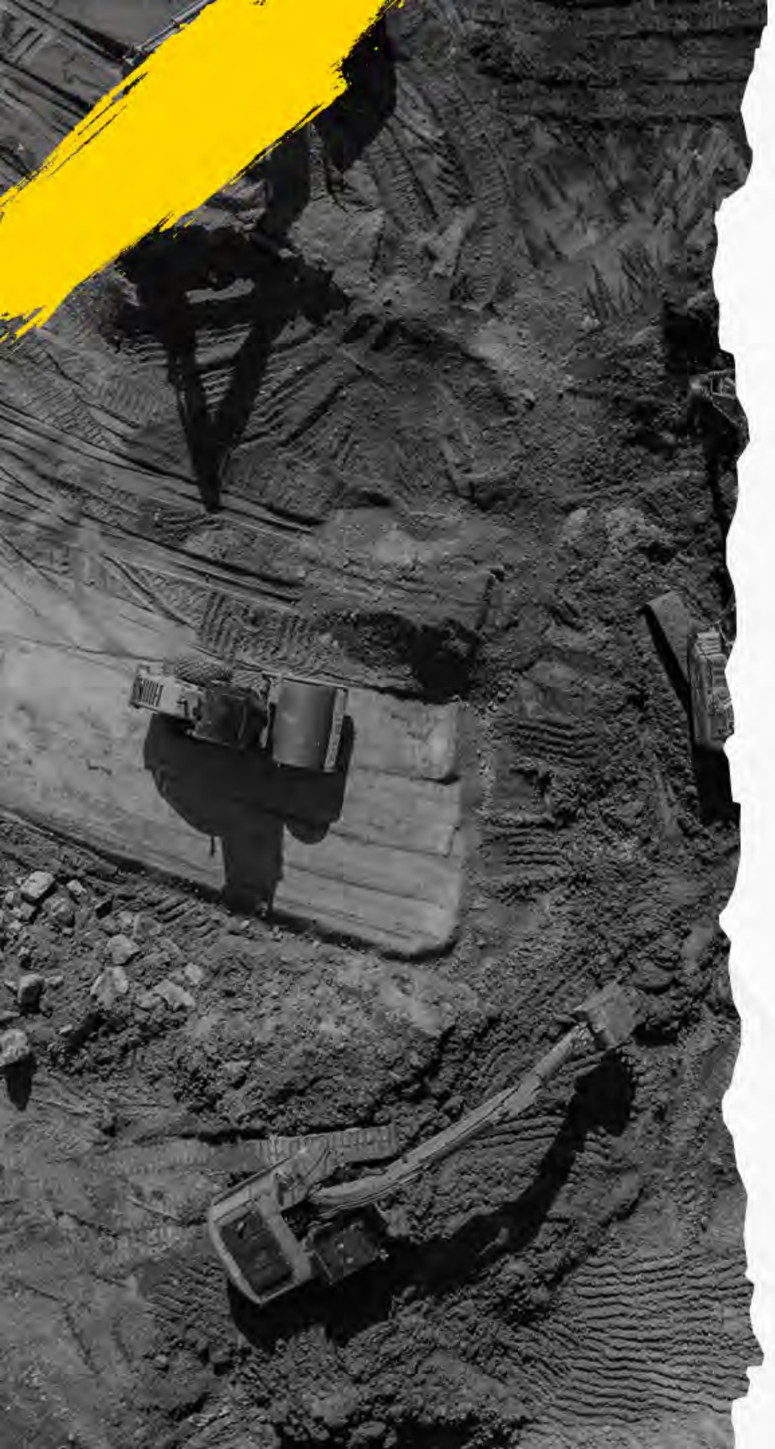
THE AI GOLD RUSH

In 2024, AI (Artificial Intelligence) moved from being a novelty to a serious force in search. AI-driven search represented only about 6% of all searches last year, but their market share is climbing fast. Many experts predict it could reach 20% of searches in the near future.

For marketers in the Architecture, Engineering, and Construction (A/E/C) industry, this shift is more than a technology trend—it's a shift in customer behavior. Last year, we investigated whether contractors were mentioned in ChatGPT. Today, the bar is much higher. It's not just about showing up; it's about being found by the right prospective clients and potential employees when they're actively seeking answers.

Google still dominates search, but AI-powered platforms like ChatGPT, Gemini, Perplexity, Copilot, and others are gaining momentum. Think of this moment as a modern gold rush. The firms that stake their claim early can secure a competitive advantage. Those who wait until AI fully overtakes traditional search may find themselves playing catch-up and left out, just as many A/E/C companies did when they were late to SEO in the 2000s or social media in the 2010s.





WHY AI SEARCH VISITORS MATTER MORE

AI search traffic is proving to be far more valuable than traditional search. According to SEMrush, visitors who come through AI search are **4.4 times more valuable** than a typical organic visitor. Why? Because they're further along in their decision-making process.

The average Google search is just 3–4 words long (SimilarWeb). By contrast, AI queries are typically 20–30 words in length. Users don't just type "best construction management software", they ask nuanced, detailed questions like:

- *I'm a 200-person commercial GC. What's the best construction management platform that imports P6 schedules and offers trade contractor coordination?.*
- *Which roofing contractor in Omaha installs Brava composite cedar shake roofs and has experience with multifamily properties?*
- *Act like a recruiter and let me know the top 5 electrical contractors that hire journeyman with a TWIC card to work in the DFW area?*

This level of detail signals that the buyer already knows what they want and is much closer to taking action.

HOW AI SELECTS RESULTS

AI tools rely on a process called **retrieval-augmented generation (RAG)** to decide which sources to include in their answers. While each model weighs factors differently, they generally look at:

- **Authority signals:** domain reputation, author credentials, editorial standards
- **Content structure:** clear headings, logical flow, scannable formatting
- **Factual density:** data points, statistics, and expert quotes in every section
- **Recency:** how fresh and frequently updated your content is

For example, ChatGPT heavily favors authority and domain reputation, while Perplexity prioritizes freshness. Google's Gemini blends these AI signals with traditional SEO metrics.

WHAT THIS MEANS FOR A/E/C FIRMS

Whether it's called AEO (AI Engine Optimization), GEO (Generative Engine Optimization), or simply SEO 2.0, the fundamentals remain the same. In fact, a study by CyberAgent found that **99% of URLs shown in AI results were already ranked in Google's top 20 organic listings.**

That means the firms that've been disciplined about SEO with fast websites, credible backlinks, structured content, and consistent publishing are already best positioned to win in AI search.

The opportunity is clear:

- **Show up early in AI tools** to attract higher-value buyers.
- **Double down on authority signals—**thought leadership, backlinks, and expert content.
- **Structure your content for scannability and depth** so AI models can cite it directly.
- **Keep your content fresh** so you're favored in AI engines that prioritize recency.

Like past digital revolutions, this is a moment for leaders to either move ahead, or risk being left behind.

GOOGLE VS. AI SEARCH SIGNALS

FACTOR	GOOGLE SEARCH	AI SEARCH (ChatGPT, Perplexity, etc.)
Authority	Domain authority, backlinks, trust signals	Heavily weighted expert authorship, domain credibility, and professional reputation
Content Structure	Keywords, headings, metadata, schema	Clear formatting, logical flow, scannable sections for easy citation
Factual Density	Helpful but secondary to keyword relevance	Critical, as AI favors content rich in stats, expert quotes, and concrete details
Recency Freshness	Important for news/trending topics	Prioritized by specific engines (e.g., Perplexity), constant updates matter
User Intent	Interpreted through keywords + click behavior	Captured directly from long, natural-language queries (20–30 words on average)
Engagement Metrics	CTR, dwell time, bounce rate	Not directly measured. AI cares more about clarity and completeness of the source
Access to Content	Crawled via Googlebot, sitemaps	Pulled via retrieval-augmented generation (RAG) from indexed, high-trust sources
Citation in Results	Links appear in a ranked list (10 per page)	Sources embedded directly in answers; only a handful cited per response

BREADKDOWN BY DESIGN DISCIPLINE

If you're familiar with *ENR*'s Top 500 Design Firms, you probably already know that they list the design discipline for each firm listed. Unfortunately, *ENR* doesn't have a comparable breakdown on the construction side because it'd be interest to compare vertical builders to linear contractors.

Architect Firms	**53**
Domain Authority	39
Backlinks	2,870
Spam Score	6.8
Desktop Speed	79
Mobile Speed	60

Architect - Engineer Firms	**17**
Domain Authority	37
Backlinks	–
Spam Score	5.3
Desktop Speed	74
Mobile Speed	58

Engineer Firms	**90**
Domain Authority	32
Backlinks	1,793
Spam Score	7
Desktop Speed	74
Mobile Speed	56

Engineer - Architect Firms	30
Domain Authority	38
Backlinks	–
Spam Score	5.2
Desktop Speed	73
Mobile Speed	53

Engineer - Contractor & Engineer Architect Contractor Firms	17
Domain Authority	38
Backlinks	–
Spam Score	11.1
Desktop Speed	75
Mobile Speed	62

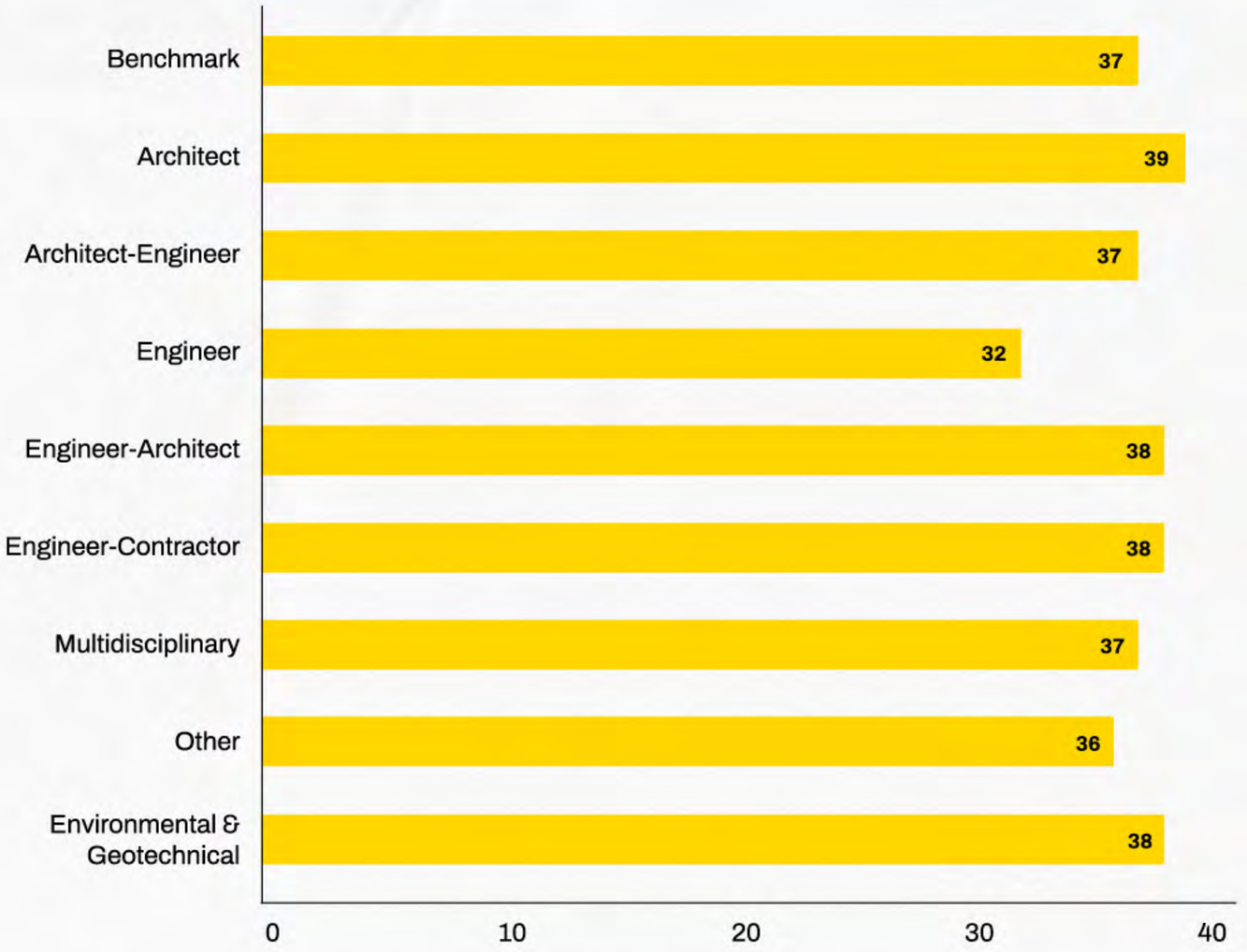
Multidisciplinary Firms	258
Domain Authority	37
Backlinks	26,943
Spam Score	6.4
Desktop Speed	74
Mobile Speed	57

Other Firms	31
Domain Authority	36
Backlinks	13,301
Spam Score	11.1
Desktop Speed	76
Mobile Speed	57

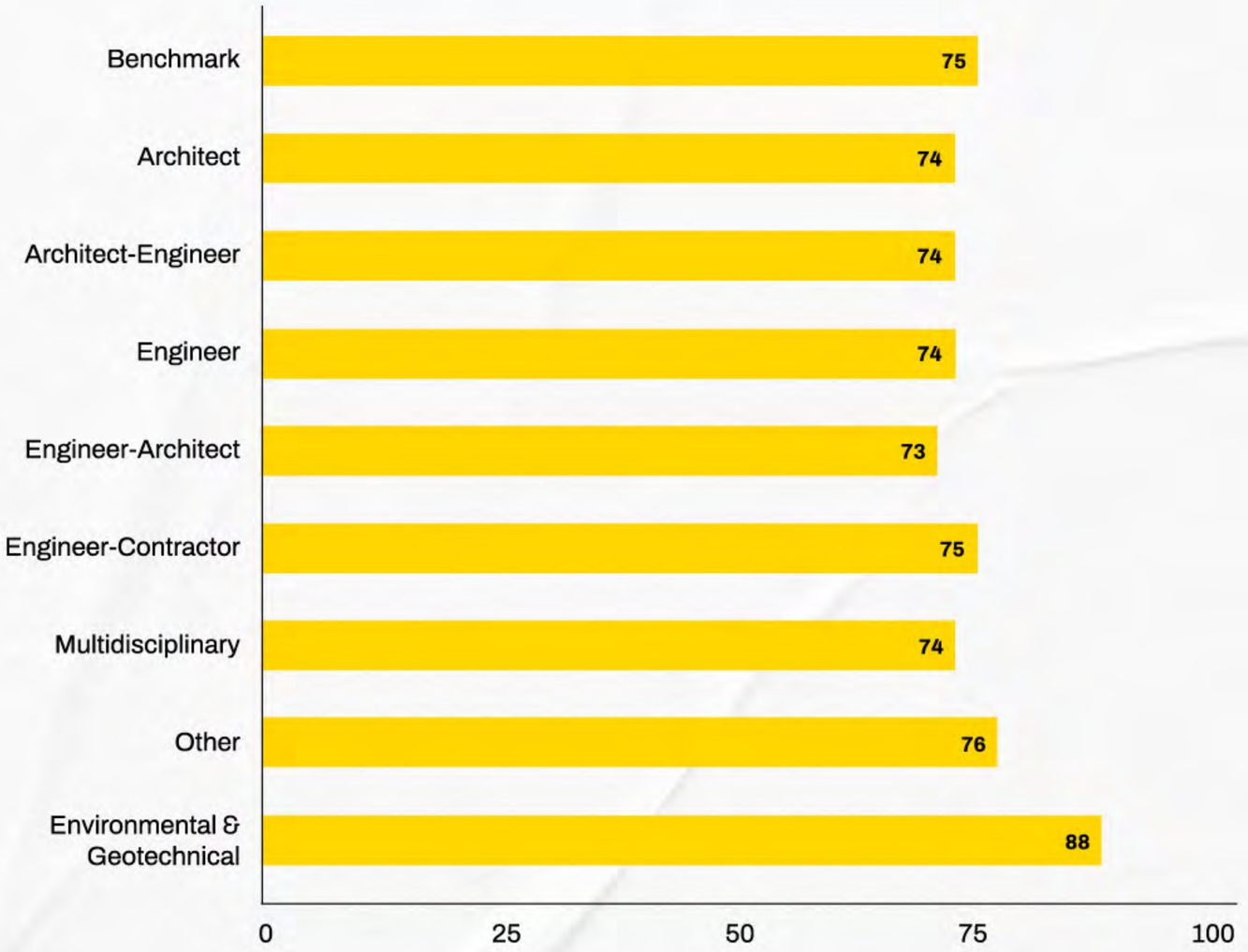
Environmental & Geotechnical* Firms	4
Domain Authority	38
Backlinks	–
Spam Score	1
Desktop Speed	88
Mobile Speed	80

**Note: the Environmental & Geotechnical group only had 4 firms represented.*

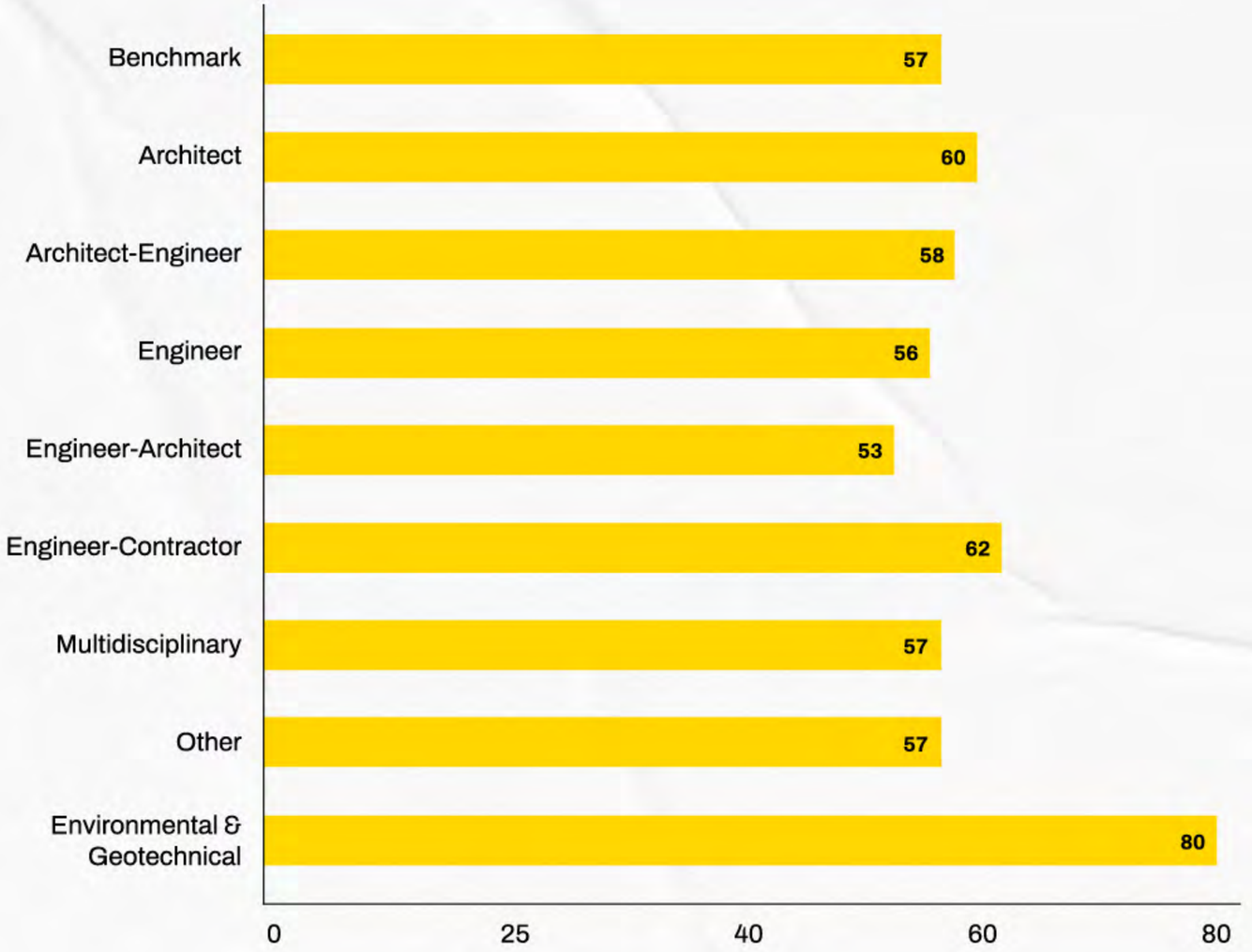
DOMAIN AUTHORITY



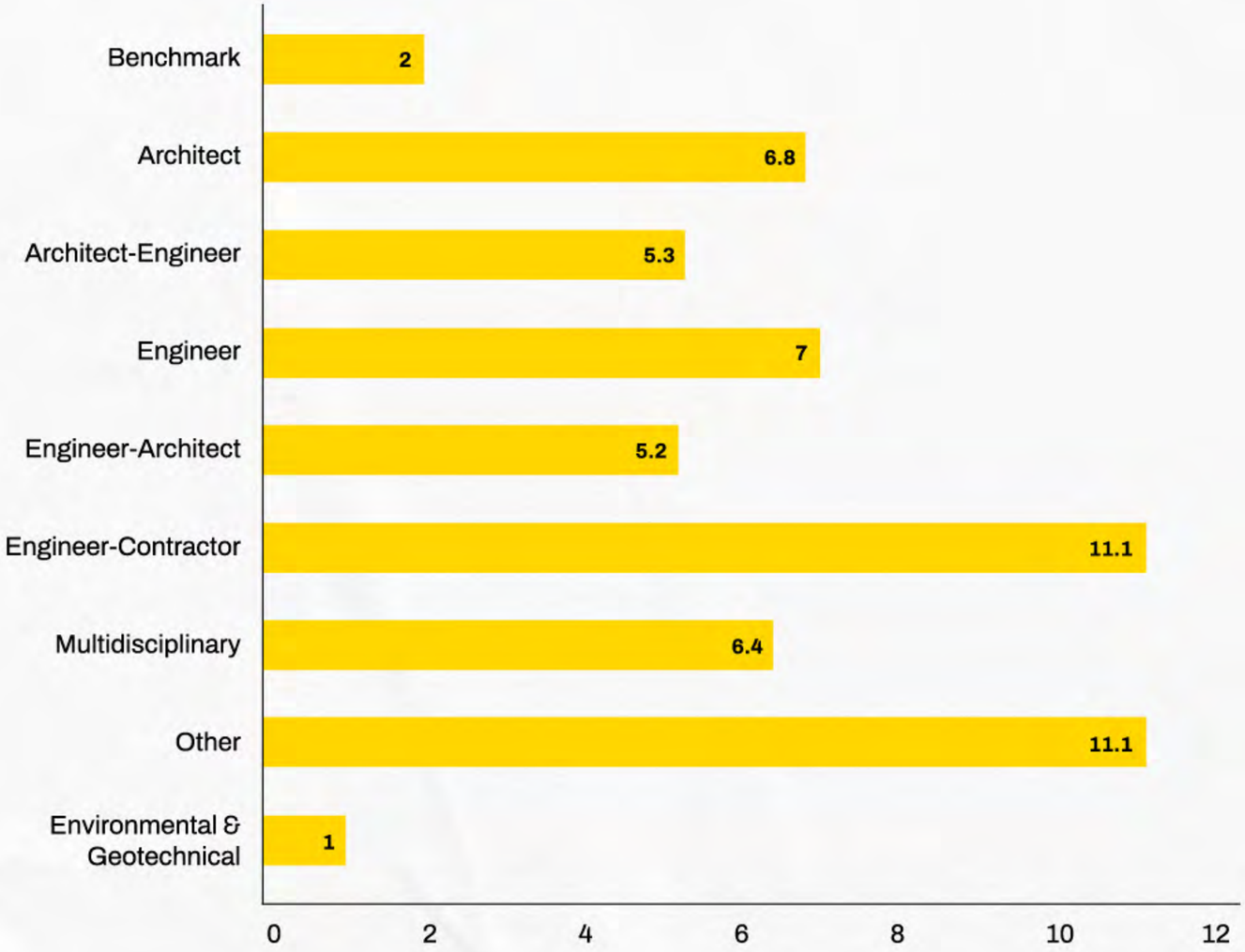
DESKTOP SPEED



MOBILE SPEED



SPAM SCORE


Benchmark
2
Architect
6.8
Architect-Engineer
5.3
Engineer
7
Engineer-Architect
5.2
Engineer-Contractor
11.1
Multidisciplinary
6.4
Other
11.1
Environmental & Geotechnical
1
0
2
4
6
8
10
12

Why SEO Matters for A/E/C Companies
Regardless of Their Size

For today's contractors and design firms, search visibility is more than a marketing tactic—it's a business imperative. SEO (Search Engine Optimization) helps firms capture new project opportunities, strengthen market credibility, and compete for top talent. Being found online isn't just about visibility; it's about being discovered by the right prospects at the exact moment they are looking.

Traditional networking and referrals remain important, but they have limitations, particularly in terms of scalability and tracking. SEO widens your reach, ensuring your company appears in front of developers, owners, and construction managers who may be evaluating partners outside their usual circles. Gartner reports that B2B buyers now complete roughly 90% of their decision-making process online before initiating contact. In construction, this often means out-of-market developers comparing general contractors in new regions or traveling GCs assessing local trade partners long before introductions are made. Even when referrals occur, online research follows—your website, project portfolio, and company culture are thoroughly reviewed before a prospect reaches out to you.

Recruitment follows a similar path. Younger professionals, in particular, rely heavily on search engines and online platforms to explore employers. If your firm has little to no search presence, you risk being overlooked entirely. For digital-native candidates, an invisible company online may not exist.

The best workers are utilizing AI tools to thoroughly research their options because they know they're highly valued and sought after. Within minutes, they're finding the best contractors and design firms to work for, along with a list of reasons why. Today's talent is looking for a genuine company culture, one that requires you to be transparent and show some personality.

A strong SEO program ensures your firm is present, credible, and competitive, whether the goal is winning projects, building brand authority, or attracting talent. In an industry where reputation matters, don't slack on your online reputation and presence.

THE ROI OF SEO IN CONSTRUCTION

For A/E/C companies, the return on investment (ROI) from SEO is often misunderstood. Unlike paid advertising, which stops generating results once the budget is turned off, SEO builds long-term equity into your firm's digital presence. A well-executed SEO program compounds over time, delivering new project opportunities, stronger recruiting pipelines, and sustained brand visibility.

WHY SEO DELIVERS STRONG ROI

- **Lower Cost per Lead:** Studies across B2B industries consistently show organic leads from search cost 60–70% less than leads from paid advertising. For contractors and design firms, this means inbound opportunities at a fraction of the cost of traditional business development.
- **High-Value Opportunities:** Owners, developers, and construction managers searching for firms online are usually in an active buying mode. One contract won through search visibility can justify an entire year of SEO investment.
- **Recruiting Advantages:** With labor shortages across the construction industry, attracting top talent is as critical as winning projects. SEO ensures your firm's career pages, culture content, and thought leadership rank when job seekers are comparing employers, and SEO is a heck of a lot cheaper than recruiter fees.
- **Durability:** Paid ads disappear the moment you stop paying. Conversely, SEO improvements (backlinks, optimized content, site speed upgrades) continue to generate results for months and years, making them one of the most durable marketing investments.

ROI IN REAL NUMBERS

- A regional contractor investing $5,000 per month in SEO may generate 20–30 additional qualified leads annually and 70-150 qualified applicants.
- Firms that rank in AI-powered searches are already seeing visitor value 4.4x higher than traditional organic traffic. That means fewer leads are needed to achieve a strong return.

WHAT THIS MEANS FOR YOUR COMPANY

SEO should not be viewed as a marketing expense but as a business development and recruiting investment. For contractors and design firms, the true ROI is measured in:

- **Revenue growth:** More visibility equals more bids and projects.
- **Stronger workforce:** More candidates discover and apply to your firm.
- **Lower acquisition costs:** Sustainable traffic reduces reliance on expensive ads or cold outreach.

In short, the cost of not investing in SEO is missing out on opportunities your competitors are capturing.

HOW TO IMPROVE YOUR SEO

HOW A/E/C FIRMS CAN STRENGTHEN SEO

Search engines like Google and now AI platforms like ChatGPT use hundreds of ranking factors, but the foundations of SEO remain consistent. A strong search strategy begins with high-quality content, authoritative backlinks, and a solid technical foundation, all viewed through the lens of Google's EEAT framework.

1. Lead with EEAT
2. Create Content that Works Harder
3. Focus on the Right Keywords
4. Strengthen Technical SEO
5. Earn High-Value Backlinks
6. Prioritize User Experience
7. Keep Content Fresh

1. LEAD WITH EEAT

Google evaluates content using **Experience, Expertise, Authoritativeness,** and **Trustworthiness**:

- **Experience:** Demonstrate firsthand knowledge through project case studies and on-the-ground insights.
- **Expertise:** Highlight credentials, certifications, and years of specialized industry experience.
- **Authoritativeness:** Build recognition through media features, awards, and backlinks from trusted construction sources.
- **Trustworthiness:** Maintain transparency with accurate, up-to-date content, clear contact info, and client testimonials.

2. CREATE CONTENT THAT WORKS HARDER

Search engines reward content that directly answers user questions. For contractors and design firms, this means going beyond a list of services. Share case studies, industry insights, and helpful resources that position your company as a trusted authority to both owners and prospective employees. Utilize your Subject Matter Experts (SMEs) for thought leadership in your blog, articles, webinars, and resources.

3. FOCUS ON THE RIGHT KEYWORDS

Generic terms like “general contractor” and “architecture” are nearly impossible to rank for because they’re so generic. Long-tail keywords, such as “Phoenix senior living construction” or “industrial roofing contractor in Omaha,” help you connect with specific clients who are searching for precisely what you offer.

Additionally, you don’t need to spam your content by repeatedly using the same search terms over and over in blogs and in page content. Search engines and AI tools are intelligent and understand topical terms without requiring you to repeat yourself.

4. STRENGTHEN TECHNICAL SEO

Behind-the-scenes performance matters:

- **Navigation & Structure:** Clear, logical page hierarchies.
- **Mobile Optimization:** Fast, responsive design for on-the-go users.
- **Page Speed:** Compress images, streamline scripts, and consider a CDN.
- **Security:** HTTPS is non-negotiable.
- **Schema & Indexing:** Proper coding ensures search engines understand your content.

5. EARN HIGH-VALUE BACKLINKS

One high-quality backlink from a trade publication or respected news source outweighs dozens from irrelevant sites. Industry directories, guest articles, and project partner mentions are effective ways to build authority. Additionally, AI tools value public relations, often citing top firms because of press mentions and awards.

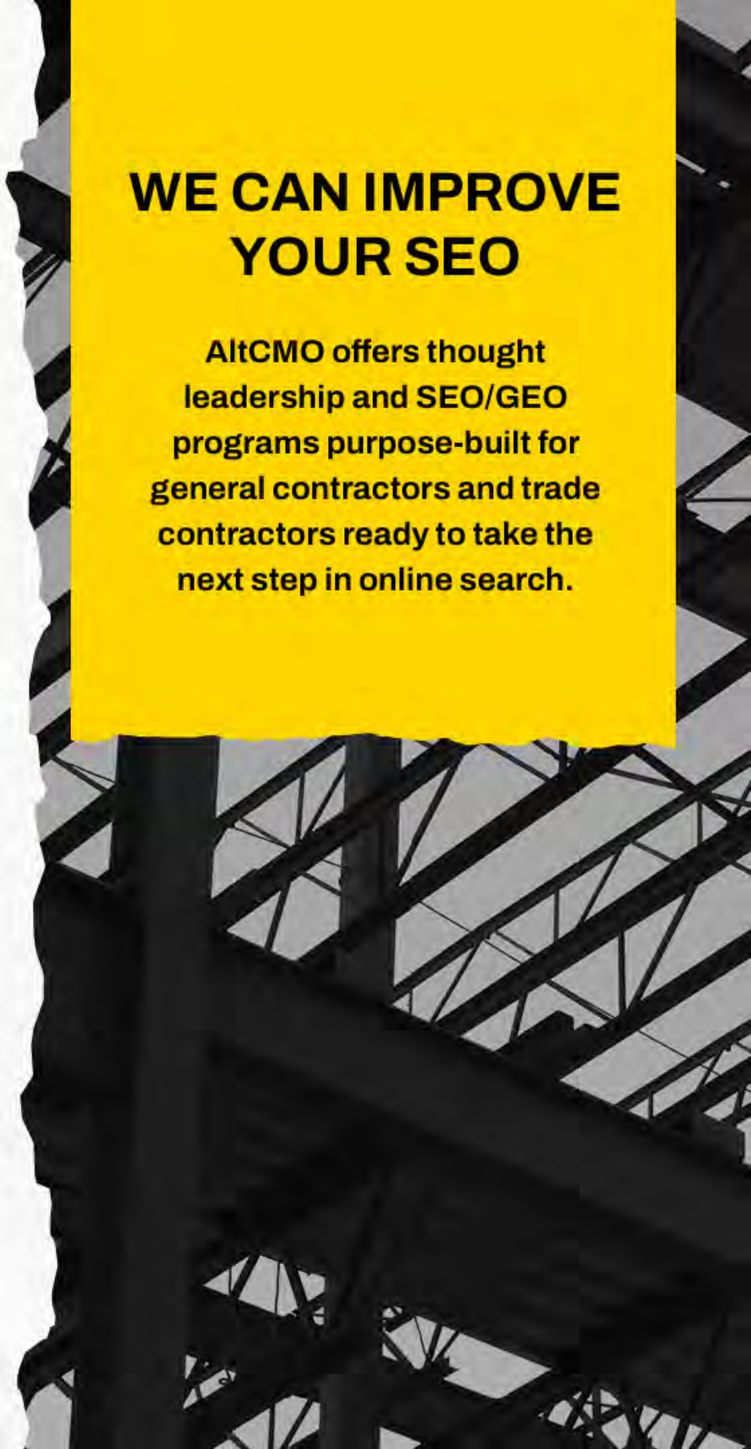
6. PRIORITIZE USER EXPERIENCE

Search engines measure engagement. A site that's easy to navigate, visually strong, and full of compelling visuals, featuring project photos, videos, and case studies, keeps visitors engaged and builds credibility.

7. KEEP CONTENT FRESH

Search engines favor websites that evolve. Update service pages, add new projects, publish blog posts, and share company news on a regular basis. Fresh content creates new keyword opportunities and signals your firm is active and relevant.

By aligning their SEO strategy with EEAT and focusing on these fundamentals, construction companies can enhance their rankings, bolster credibility, and compete effectively for both clients and talent.



WE CAN IMPROVE YOUR SEO

AltCMO offers thought leadership and SEO/GEO programs purpose-built for general contractors and trade contractors ready to take the next step in online search.

MEASURE, COMPARE, & IMPROVE

The goal of this SEO report is to provide you with industry benchmarks and actionable steps to strengthen your firm's digital presence. By regularly tracking the right metrics, you'll know where you stand today, how you compare to peers, and where you should focus to improve your SEO & GEO results.

THE TWO ESSENTIAL FREE TOOLS

- **MOZ DOMAIN AUTHORITY CHECKER:**
  - Evaluates your website's overall strength and trustworthiness compared to competitors.
- **GOOGLE PAGESPEED INSIGHTS:**
  - Analyzes how quickly your website loads on desktop and mobile, a critical factor for both user experience and search rankings.

COMPARING YOUR RESULTS

METRIC	SOURCE	BENCHMARK	GOAL	YOUR SCORE
Domain Authority	Moz	35	↑	
Spam Score	Moz	2	↓	
Backlinks	Moz	1,500	↑	
Desktop Speed	PageSpeed	76	↑	
Mobile Speed	PageSpeed	56	↑	

HOW TO USE THIS DATA

- **Measure:** Run these checks monthly using Moz and PageSpeed Insights.
- **Compare:** Log your results on a spreadsheet **(download)**, and see how you stack up against industry benchmarks.
- **Improve:** Identify trends. If your Domain Authority is low, invest in thought leadership and backlink strategies. If page speed lags, optimize images, hosting, and code.

Consistently monitoring these metrics will help you stay ahead of competitors, attract more qualified leads, and build a stronger digital presence.

WHO IS ALTCMO?

AltCMO is the only marketing firm built exclusively for the construction industry, and led by fractional Chief Marketing Officers (CMOs). Each of our CMOs brings decades of hands-on experience working with general contractors, trade contractors, and industry partners. We combine executive-level strategy with marketing implementation to help construction companies build momentum and grow with confidence.

BEYOND SEO: BUILDING AUTHORITY THAT LASTS

We launched our exclusive, AI-powered SEO program after observing numerous clients paying high fees to generic providers with minimal results. Our deep understanding of the construction landscape enables us to bypass the learning curve, eliminate wasted account management, and automate time-consuming tasks—delivering measurable growth at a fraction of the cost.

But SEO is only one piece of the growth equation. Today, visibility also depends on **thought leadership** and consistent, high-quality content. That's why we created our proprietary **Authority Stack**, a marketing system designed to elevate industry experts, showcase company culture, and keep firms visible across search, social, and industry media. From long-form articles and project insights to videos, social campaigns, and whitepapers, Authority Stack ensures your company isn't just found online, it's respected and remembered.

LET'S BUILD

CURIOUS HOW YOUR WEBSITE MEASURES UP?

Contact us for a complimentary review of your SEO and thought leadership strategy.

We'll show you how AltCMO's construction expertise, AI-powered insights, and Authority Stack program can boost your online presence, strengthen your brand authority, and create lasting momentum for growth.

alt.cmo

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