

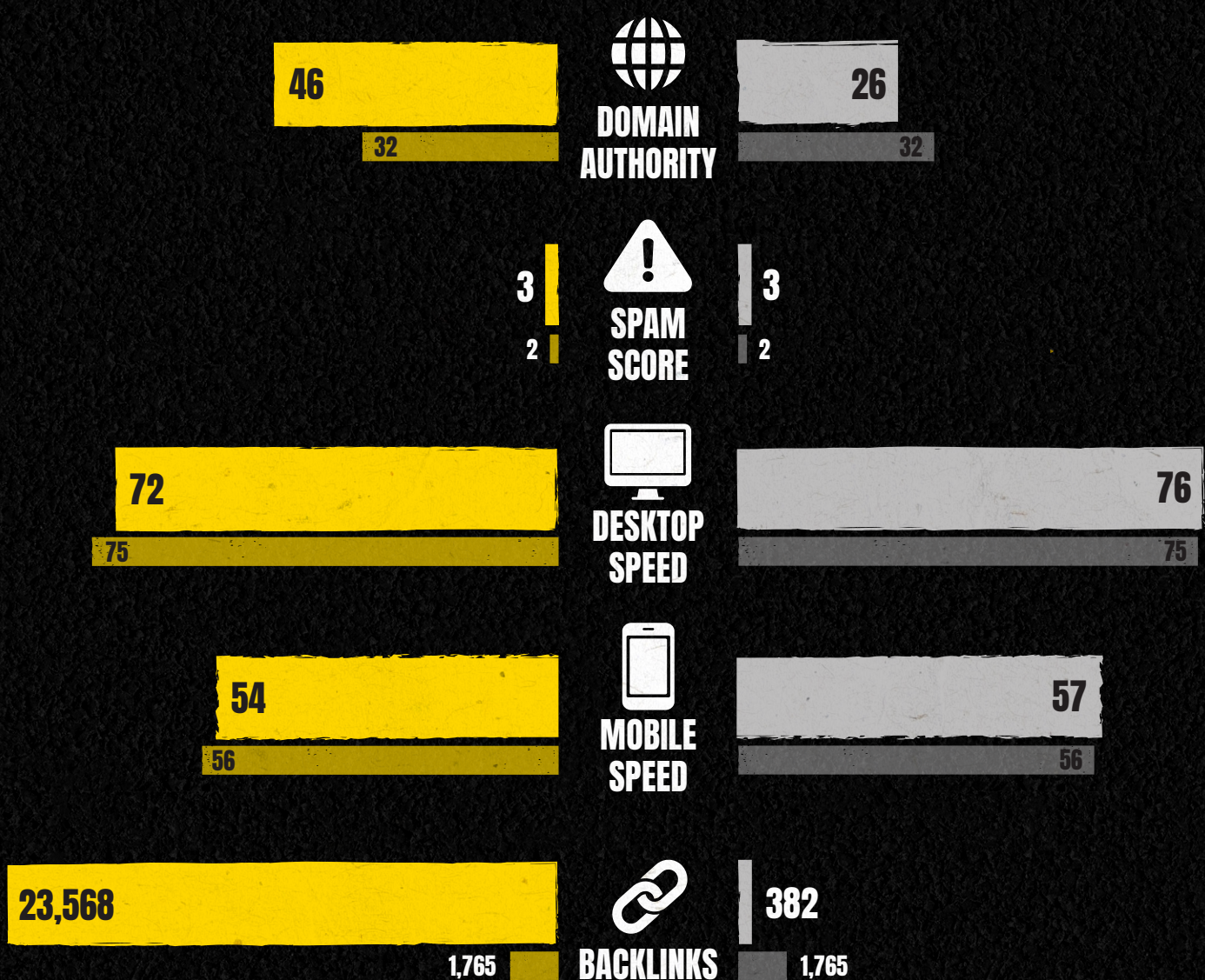
THE DAVID VS GOLIATH CONSTRUCTION SEO BATTLE

In our **2025 Construction SEO Report**, we researched the websites of the biggest contractors in North America and created the construction industry's first SEO benchmarks.

But what about the “Davids” of the industry, the local and regional contractors with revenues around \$100 million?

To find out, we compared **100 \$100M contractors** against both our **Top 400** benchmarks and the **50 Mega Contractors** with billions in annual revenue.

Here's how the \$100M contractors stacked up against the giants:



Takeaway: The mega contractors dominate in backlinks, which boosts their domain authority while the \$100M firms hold their own on page speed while maintaining similar low spam scores.

Curious how your company's website stacks up?

Download the full Construction SEO Report at <https://altcmo.net/construction-seo/> or contact us, and we'll benchmark your site for you.