

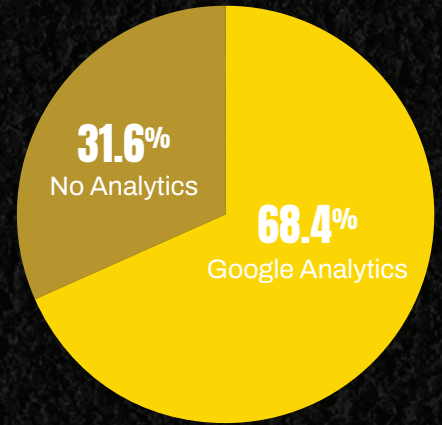
WHAT'S UNDER THE HOOD OF CONSTRUCTION WEBSITES IN 2025?

Exclusive insights from analyzing the 400 largest contractors in North America

Construction companies invest millions in building their brand reputation, yet many of the ENR Top 400 Contractors still operate outdated or weak website infrastructure. Here's what the data reveals about the technology powering the industry's biggest contractors.

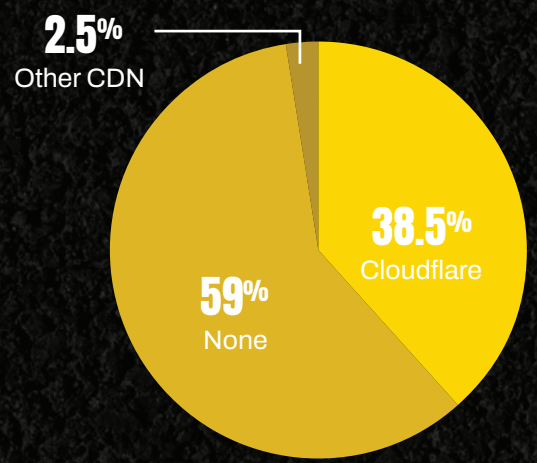
ANALYTICS ADOPTION

- 271 contractors use Google Analytics (GA). (A shockingly low number for an industry where GA is the standard tool.)
- Only 3 companies use a GA alternative.
- Google Analytics is extremely easy to detect, and we verified this using multiple sources, so these numbers are accurate and not a result of a detection error.



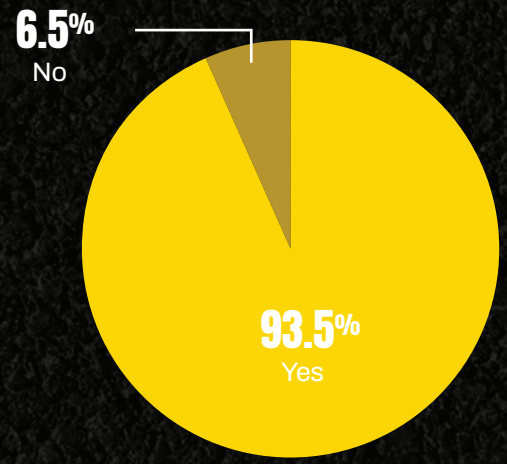
CONTENT DELIVERY NETWORK (CDN)

- 41% of contractors use a CDN.
- 154 of them use Cloudflare, the dominant choice.
- A CDN is one of the easiest ways to improve speed, security, and global performance, so <50% adoption is a missed opportunity.

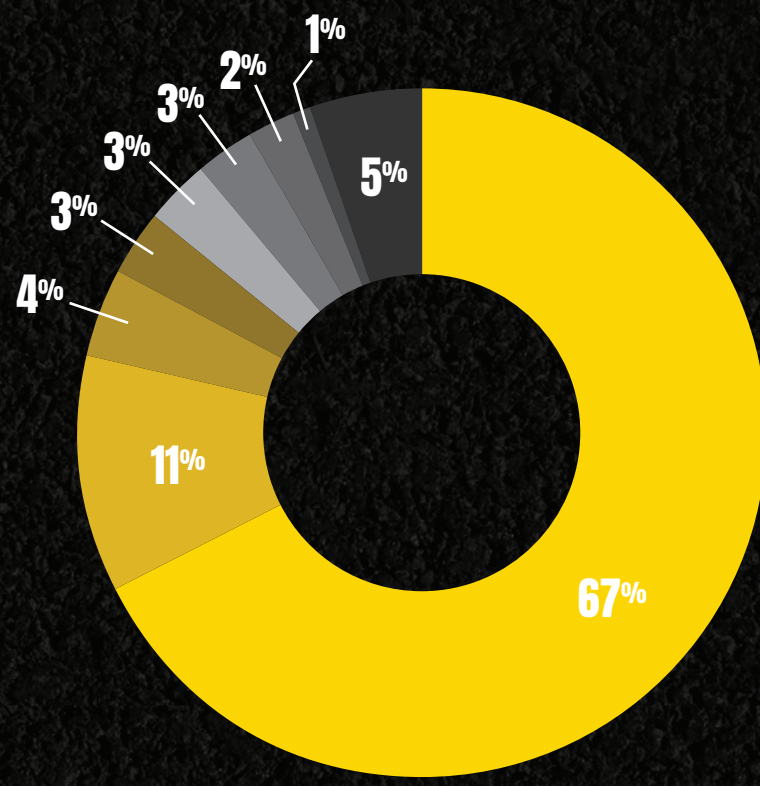


ROBOTS.TXT

- 93% (373 sites) have a robots.txt file configured.
- This is good as a whole. However, the remaining 7% are blocking search engines and AI crawlers from understanding their site, and leaving themselves vulnerable to mis-indexing.



CONTENT MANAGEMENT SYSTEMS (CMS)



- Wordpress
- Sitecore
- Custom CMS
- Wix
- Drupal
- Craft CMS
- Webflow
- Squarespace
- Other

The ENR 400 overwhelmingly favor WordPress. No surprise there, as it's a go to for most developers and AEC marketers.

WHAT THIS MEANS FOR AEC MARKETERS

Your website's tech stack can help or hinder your SEO, AI visibility, and brand credibility. The ENR 400's websites reveal a surprising truth: Even the biggest contractors underinvest in their digital infrastructure. Smart marketers who fix these fundamentals gain a competitive advantage fast.

THE BIG QUESTION!

Is your tech stack helping your SEO, or quietly holding you back?

Visit AltCMO.net for more exclusive research and to see how our fractional CMOs help construction companies grow.

KEY OBSERVATIONS

- ANALYTICS ADOPTION IS LOWER THAN EXPECTED.**
 - With 32% of major contractors not running GA, many are missing basic visibility into traffic, search behavior, and conversions.
- WORDPRESS STILL DOMINATES CONSTRUCTION.**
 - It's affordable, flexible, secure, and SEO-friendly, which is why the industry relies on it.
- BUT WIX AND SQUARESPACE IN THE ENR 400?**
 - For \$500M+ contractors, that's a surprising choice, and not in a good way.
- CDN ADOPTION SHOULD BE HIGHER.**
 - In 2025, speed affects both Google and AI rankings. A CDN is table stakes these days.
- ROBOTS.TXT IS A STRONG POINT, BUT NOT UNIVERSAL.**
 - That 7% gap hurts credibility and discoverability. It's SEO 101.