

TRADE CONTRACTOR

SEO REPORT 2025

Insights from a Comprehensive Website Audit of
the 2025 ENR Top 600 Specialty Contractors

EXCLUSIVE RESEARCH BY **alt.cmo**

Insights from a Comprehensive Website Audit of the 2025 *ENR* Top 600 Specialty Contractors

Over the past two years, AltCMO has benchmarked the digital performance of the construction industry's largest firms, beginning with the *ENR* Top 400 Contractors and expanding to the *ENR* Top 500 Design Firms. The goal has been simple: determine whether search visibility, traditional SEO, and now AI-driven discoverability actually matter for the companies that lead our industry.

Our theory has always been straightforward: If the largest general contractors weren't investing in SEO, then smaller regional and local firms probably didn't need to either.

That theory didn't hold. Our earlier research showed the opposite; top general contractors and design firms treat SEO as a real operational priority, investing in strong websites, content, and authority signals that influence how they win work and attract talent.

This time, we turned our attention to a new group: the *ENR* Top 600 Specialty Contractors.

Using the same evaluation criteria, we analyzed how the country's leading trade contractors compare to their GC peers. The results were striking, and in some cases, concerning.

TL;DR: Trade contractors lag noticeably behind general contractors in multiple areas of digital performance. At the same time, SEO and AI-driven search visibility are more important than ever, mainly as owners research partners online and the industry's talent shortage continues to grow.



METHODOLOGY

To evaluate all 600 specialty contractor websites, we applied the same consistent, quantitative approach used in our *ENR* 400 and *ENR* 500 studies. Our analysis focused strictly on measurable SEO factors:

- **Domain Authority (DA):** A Moz metric that predicts how likely a website is to rank in search results.
- **Backlink Volume:** The number of other websites linking to a firm's site, an important trust and credibility signal in both SEO and AI search.
- **Spam Score:** A quality indicator showing whether a domain has potentially toxic or low-trust backlinks.
- **Page Speed (Desktop and Mobile):** Google PageSpeed Insights performance scores that influence user experience and search visibility.

These metrics enable us to establish clear benchmarks for trade contractors and compare their performance to that of large general contractors and design firms.

All data was collected using widely recognized SEO tools, primarily Moz for authority and backlink data and Google PageSpeed Insights for performance scoring. The study relied exclusively on publicly available, quantitative data.

- We did **not** access back-end analytics,
- did **not** review content qualitatively, and
- did **not** apply any SEO tactics (white-, gray-, or black-hat).

To ensure the most accurate comparison possible, the entire dataset was collected within a single week, minimizing day-to-day fluctuations that could distort results.



DOMAIN AUTHORITY

Domain Authority (DA), a metric developed by Moz, estimates the likelihood of a website ranking in search results. Scores range from 1 to 100. Higher scores indicate more substantial ranking potential and typically reflect a combination of credibility, visibility, and online mentions. In the A/E/C industry, a DA above 30 is generally considered strong for a professional services firm.

Our analysis of the *ENR* Top 600 Specialty Contractors shows an average and median domain authority of 24. This is a reasonable score for most construction companies, but notably lower than the *ENR* Top 400 Contractors (mostly GCs), which averaged 32. For the country's largest trade contractors, we expected performance closer to their GC counterparts.

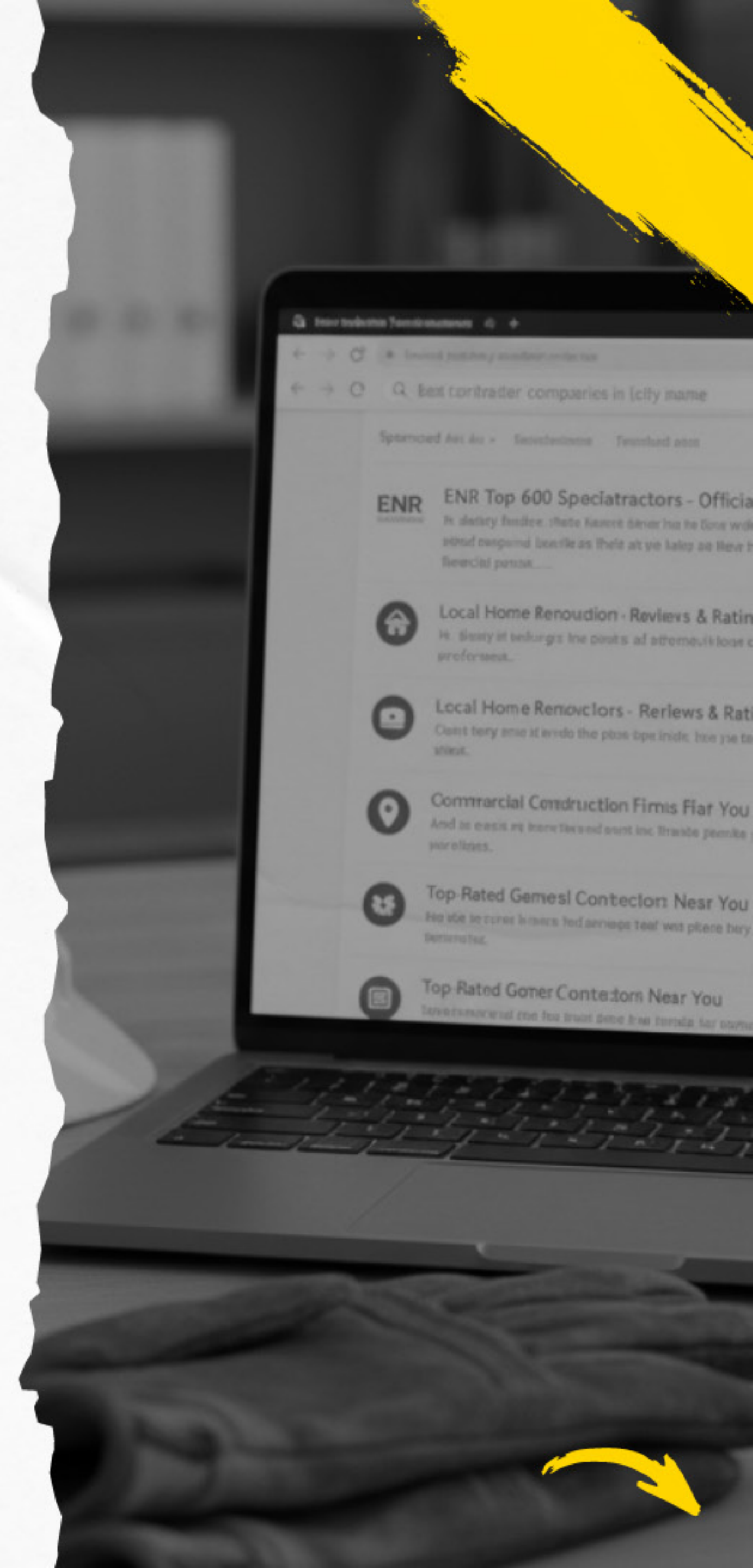
One of the most striking differences between general contractors and specialty contractors is the absence of very high Domain Authority scores. The highest-scoring trade contractor reached a DA of 53. By comparison, the top general contractor scored 71 and the leading design firm reached 78. Only 2.5% of specialty contractors exceeded a DA of 40, while 15.75% of general contractors surpassed that threshold.

The construction industry context provides an explanation for this discrepancy. The *ENR* Top 400 comprises more billion-dollar companies that deliver nationally recognized, high-profile projects. These companies appear more frequently in the news and in industry publications, which earns them stronger backlink profiles and higher authority scores.

Most specialty contractors (89.67%) fell within the range of DA 15 to 39. At the low end, 4% of both GCs and trade contractors scored below 10, a consistent trend across the industry.

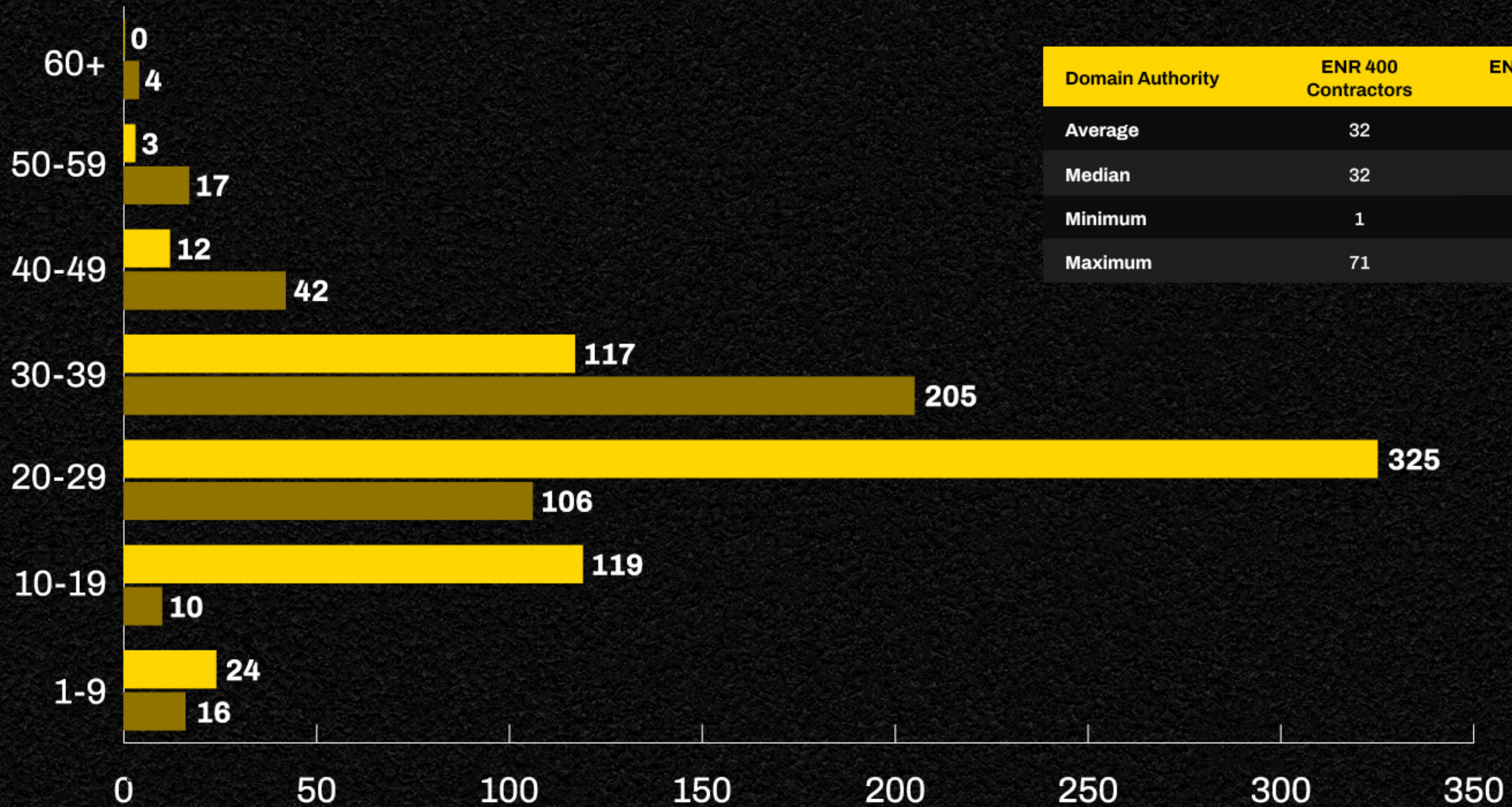
At the top of the specialty contractor list, the largest contractors performed as expected. Quanta Services, EMCOR Group, APi Group, and Primoris Services each recorded some of the strongest DA scores. Even so, BrightView Landscape Development led all *ENR* 600 specialty contracts with a DA of 53.

While specialty contractors generally scored lower than GCs, the pattern remains clear. Firms with strong reputations, large project portfolios, and consistent press visibility tend to have stronger digital authority. For leaders in the trade contracting sector, SEO is not only a business development advantage but also a powerful tool for attracting talent and enhancing industry credibility.



DOMAIN AUTHORITY SCORES

■ ENR 600 Specialty Contractors ■ ENR 400 Contractors



Domain Authority	ENR 400 Contractors	ENR 600 Specialty Contractors
Average	32	24
Median	32	24
Minimum	1	1
Maximum	71	53

EVALUATING WEBSITE SPEEDS

Website speed plays a critical role in both user experience and search performance. Slow sites drive visitors away, and search engines track that behavior. When users consistently abandon a page, search engines become less likely to recommend it, even if the content is of high quality. With Google, Bing, and AI-powered platforms all competing to deliver the fastest answers, speed has become a key factor in visibility.

Our review of the 600 specialty contractor websites showed a wide range of performance. Desktop scores ranged from 28 to a perfect 100, with 11 firms achieving ideal results. The average desktop score was 76, slightly higher than the ENR 400's average of 73. Overall, this mid-seventies benchmark reflects the resources available to large A/E/C firms and the continued industry-wide investment in desktop performance.

Mobile performance told a different story. Much like their general contractor counterparts, trade contractors lag noticeably on mobile speeds. The average mobile score was 59, with the lowest at 18. Only four contractors achieved perfect scores on both desktop and mobile, although several others with perfect desktop speeds reached mobile scores in the high nineties.

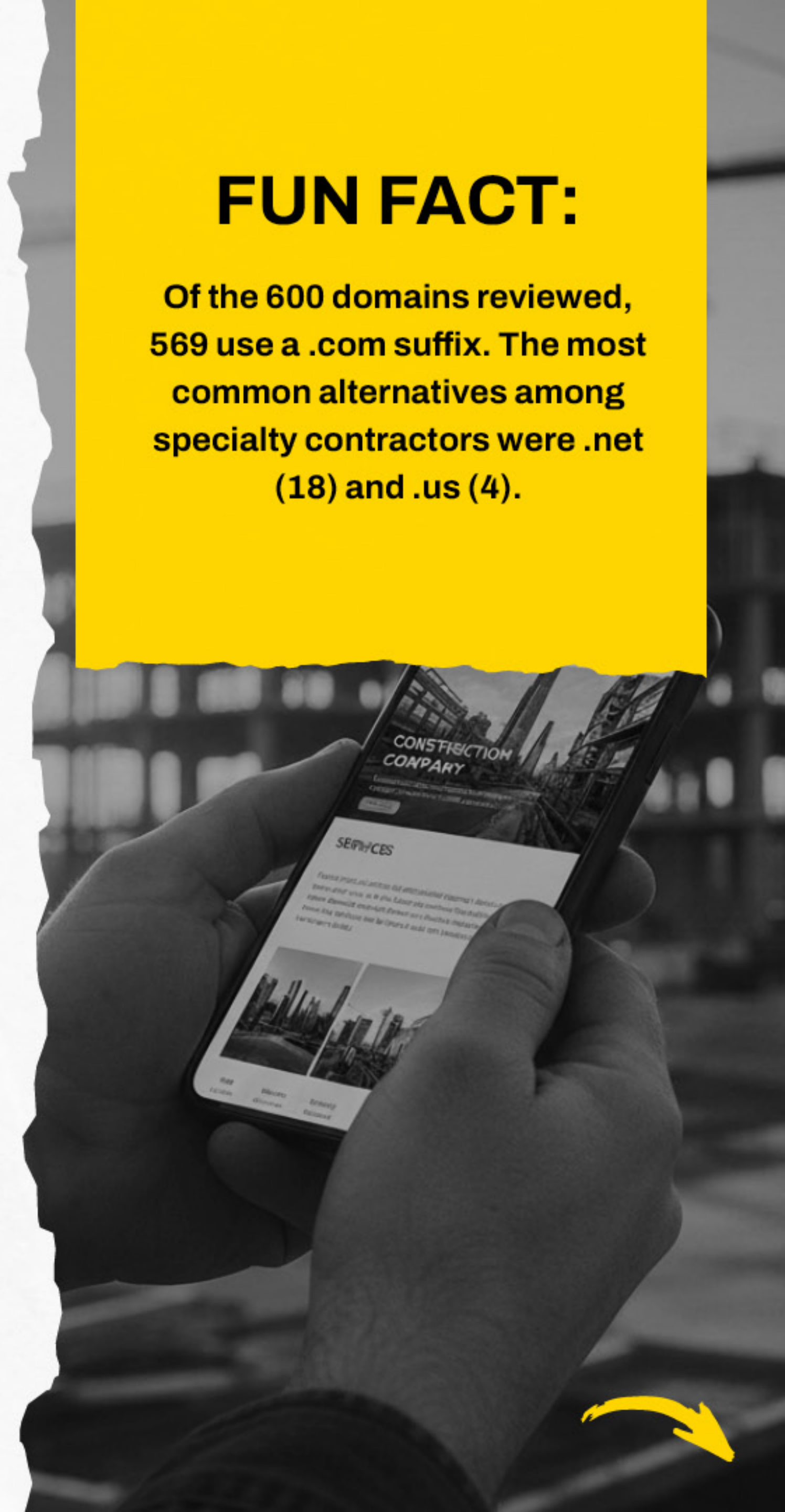
This gap between desktop and mobile page speed is significant. Nearly half of all searches now occur on mobile devices, and job seekers in particular rely heavily on mobile browsing. For companies competing in a tight labor market, low mobile speed scores represent a significant weakness.

The gap is especially surprising because mobile sites are typically streamlined to load quickly. When large contractors struggle with mobile performance, it often indicates oversized images, outdated frameworks, or unnecessary scripts that slow the experience.

For small and mid-sized firms, this creates an opportunity. Improvements such as compressing images, reducing third-party scripts, optimizing hosting, and modernizing code can quickly elevate mobile performance. In many cases, these changes allow smaller firms to outperform larger competitors in mobile experience, even without large marketing teams.

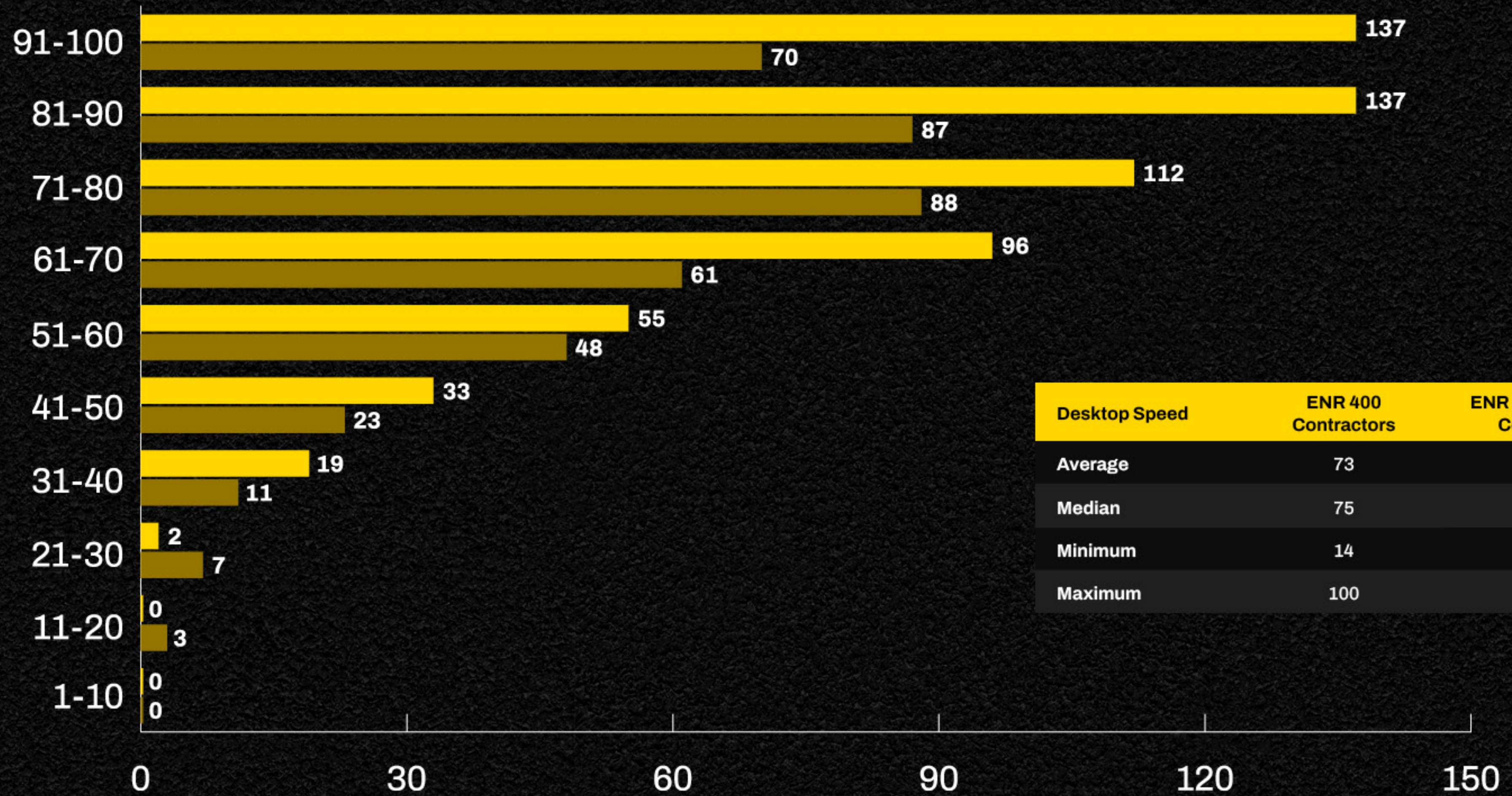
FUN FACT:

Of the 600 domains reviewed, 569 use a .com suffix. The most common alternatives among specialty contractors were .net (18) and .us (4).



DESKTOP WEBSITE SPEEDS

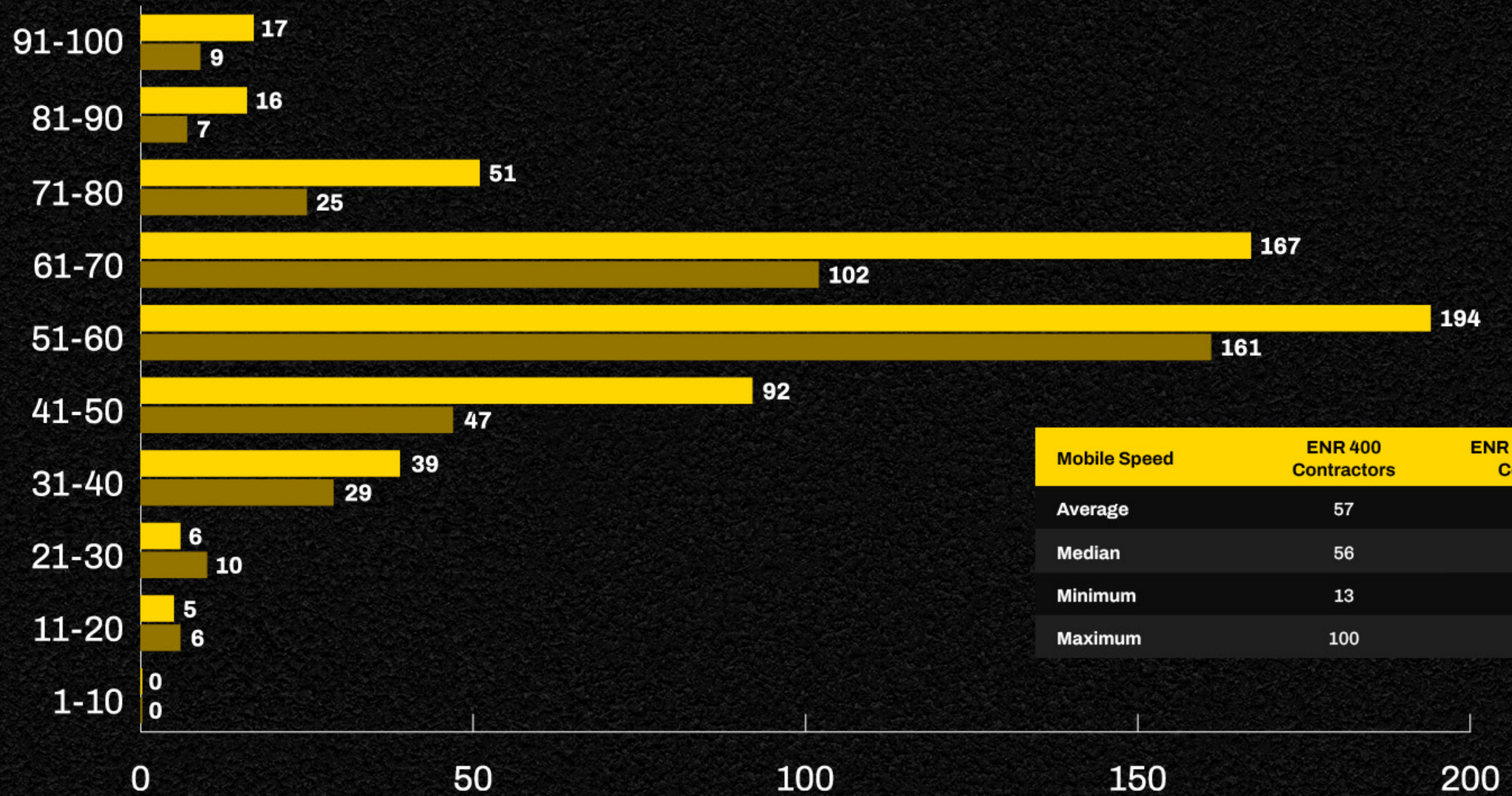
■ ENR 600 Specialty Contractors ■ ENR 400 Contractors



Desktop Speed	ENR 400 Contractors	ENR 600 Specialty Contractors
Average	73	76
Median	75	79
Minimum	14	28
Maximum	100	100

MOBILE WEBSITE SPEEDS

■ ENR 600 Specialty Contractors ■ ENR 400 Contractors



Mobile Speed	ENR 400 Contractors	ENR 600 Specialty Contractors
Average	57	59
Median	56	57
Minimum	13	18
Maximum	100	100

BACKLINKS

Backlinks are links from other websites that point to your own. Search engines treat each one as a credibility signal, similar to a professional reference. Backlinks remain one of the strongest drivers of Domain Authority and overall search visibility. In the construction industry, these links typically originate from project announcements, industry publications, community news, subcontractor listings, job boards, safety awards, and social media platforms.

When analyzing the *ENR* Top 600 Specialty Contractors, our SEO tools were unable to provide complete backlink data for the majority of contractors. This alone is an important insight. Limited measurable backlink profiles often indicate low visibility, minimal press presence, or inconsistent online activity. However, we were able to collect reliable data for 106 firms, which provides a large enough sample to establish meaningful benchmarks.

The median backlink count for specialty contractors was 429. This is a sharp contrast to the *ENR* Top 400 general contractors, who posted a median of 1,744 backlinks. In other words, trade contractors averaged less than a quarter of the backlink volume of GCs. Only eight specialty contractors exceeded 10,000 backlinks, compared to 33 general contractors, despite the GC list containing 200 fewer companies.

Across both groups, the relationship between backlinks and Domain Authority remains consistent. Nearly every specialty contractor with more than 5,000 backlinks also recorded a domain authority above 30 and maintained very low spam scores. This reinforces a key pattern across all segments of the industry: companies with strong backlink profiles tend to score better in nearly every SEO category.

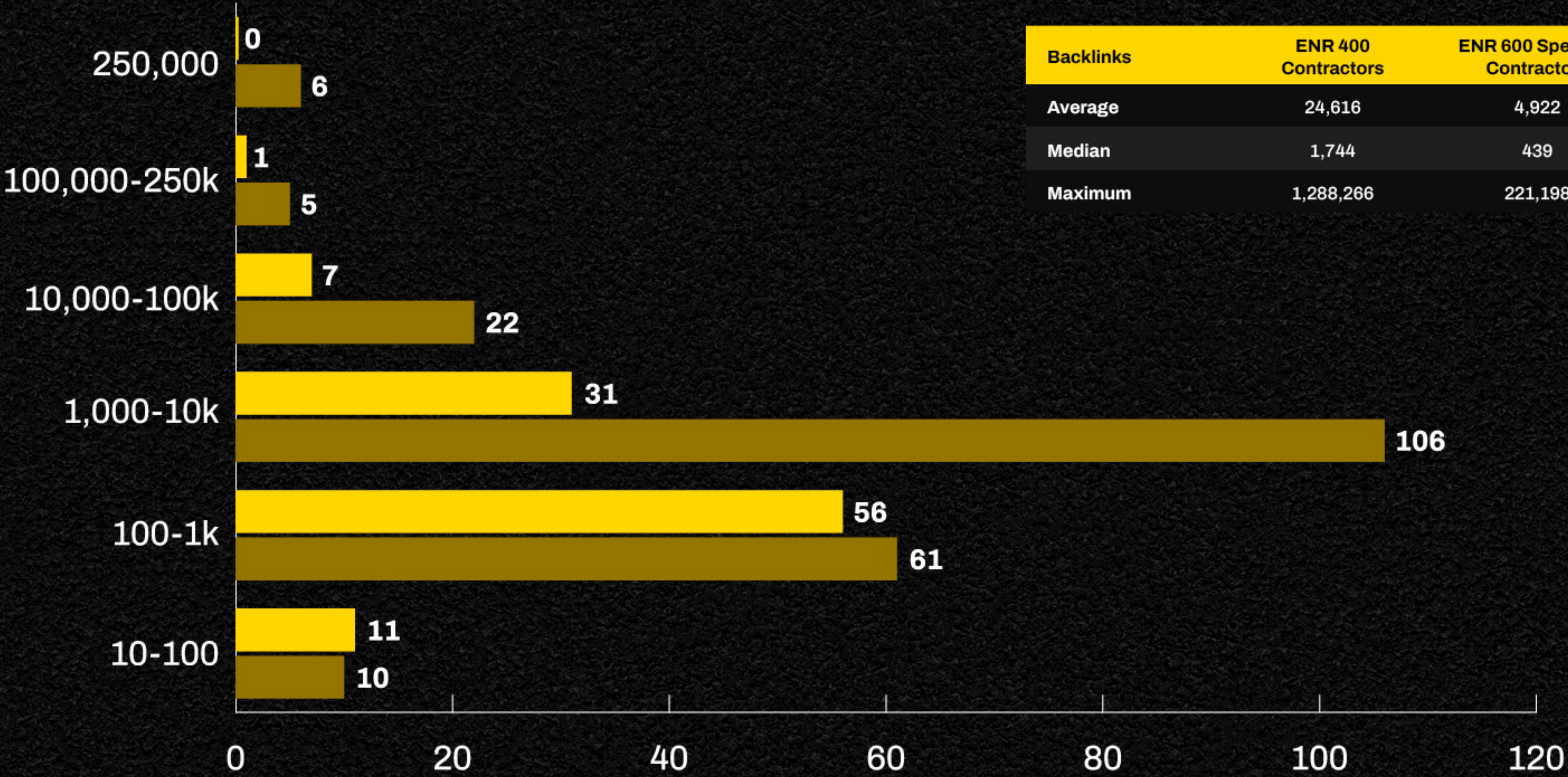
The difference between average and median backlink counts is unusually large for the *ENR* 600 data. This skew is driven by one standout firm, AtkoreUnistrut Construction, which recorded an impressive 221,198 backlinks. That total would place them among the top ten backlink profiles in the *ENR* 400 dataset.

While the top performers prove what is possible, the broader results show a clear opportunity for trade contractors. Consistent press features, project announcements, award submissions, and industry engagement can significantly improve authority and visibility over time.



BACKLINKS SCORES

■ ENR 600 Specialty Contractors
 ■ ENR 400 Contractors



SPAM SCORES

Backlink quality matters as much as backlink quantity. A link from a trusted source, such as a regional news outlet or respected industry publication, strengthens your website's credibility with search engines. Links from low-authority or irrelevant websites have the opposite effect. These low-quality or "toxic" backlinks can damage trust signals, which is why spam scores have become an increasingly important metric for assessing online credibility.

A spam score estimates the number of potentially risky characteristics associated with a domain. High scores often indicate that a domain has attracted questionable backlinks, attempted to increase backlinks inappropriately, or exhibits traits characteristic of spam sites.

In the *ENR* Top 600 Specialty Contractors, only 19.25% of firms registered a spam score above 10. This means most trade contractors maintain relatively clean backlink profiles. Among the largest firms, even those with thousands of backlinks, spam scores remained low. This mirrors what we observed in the *ENR* 400 dataset.

The specialty contractors with the highest spam scores tended to have the weakest Domain Authority. This correlation reinforces a consistent trend across all segments of the industry: a spam-heavy backlink profile limits long-term search engine performance and makes it harder for a company to establish online authority.

One nuance worth noting is the impact of domain changes. When a contractor has an unusually low Domain Authority and an exceptionally high spam score, we take a closer look to confirm whether we are evaluating the correct domain. Several specialty contractors on the *ENR* 600 list recently completed rebrands, acquisitions, or domain changes. When a company adopts a new domain, it inherits any spam history attached to it. This can temporarily depress SEO performance until cleanup work is completed.

For firms aiming to reduce a high spam score, modern SEO platforms can identify toxic backlinks and offer clear remediation recommendations. While requesting removal from site owners is an option, the most practical solution is to use Google's Disavow Tool. This tool enables companies to distance their website from harmful backlinks and safeguard their long-term credibility.



COMMON SPAM INDICATORS

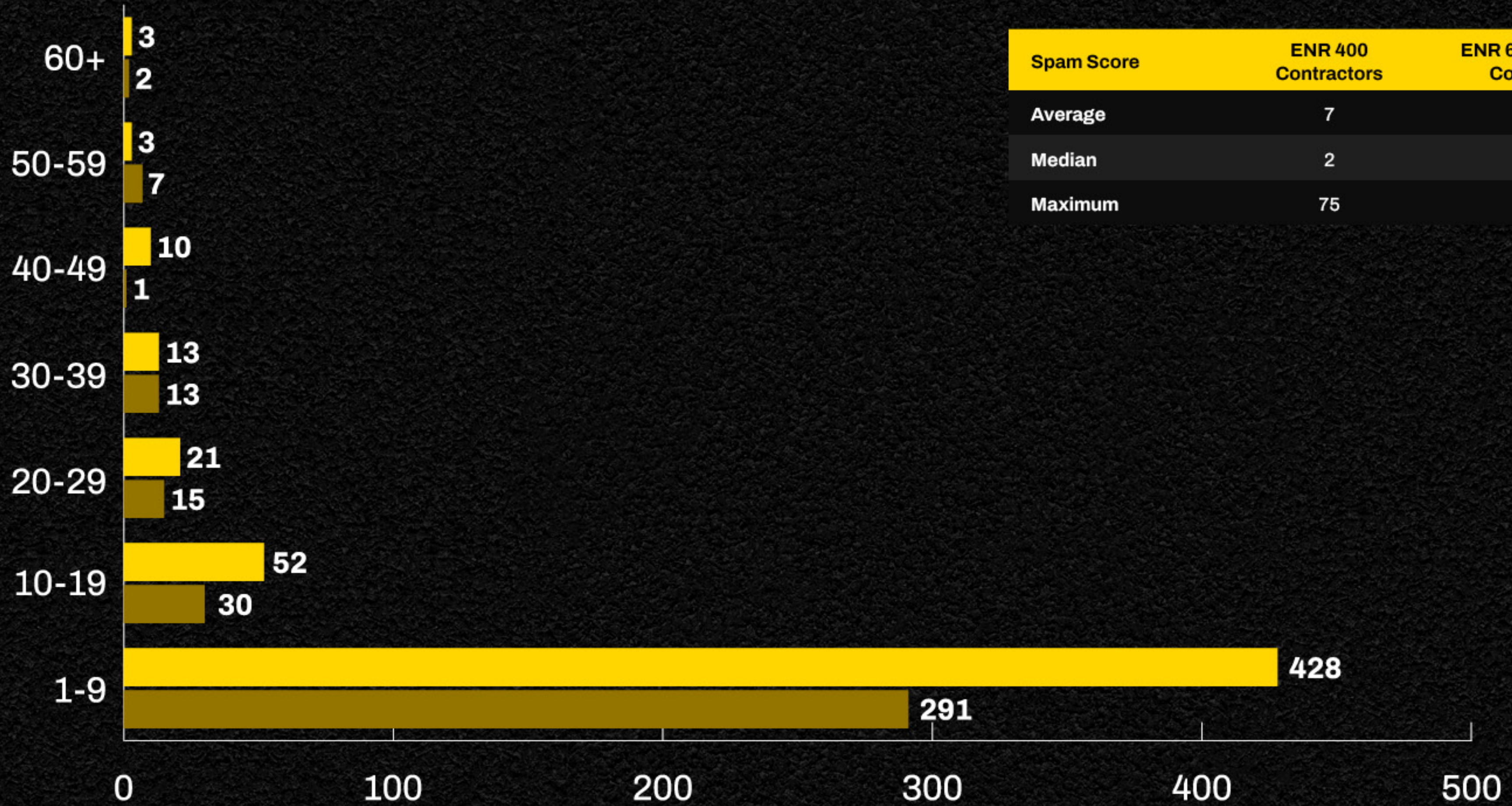
Below are common signals search engines and tools like Moz use to flag potentially spammy domains. These characteristics do not guarantee a site is harmful, but their presence in combination often contributes to elevated spam scores.

- Very small websites with only a few pages
- Suspicious top-level domains (TLDs) such as .download, .stream, .biz, or .win
- Long or overly complex domain names
- Numbers in the domain name
- Missing Google Fonts
- No Google Tag Manager
- No DoubleClick tags
- Missing or fake phone numbers
- No LinkedIn link
- No email address listed
- No HTTPS security certificate
- Use of the outdated “meta keywords” tag
- Very low traffic
- Incorrect or unusual use of rel=canonical tags
- Extremely long or short page titles
- Extremely long or short meta descriptions
- Bloated or excessive meta keyword tags
- Missing favicon
- No Facebook pixel
- Too many or too few outbound links
- Abnormal linking patterns
- High link-to-text ratio industries
- Odd or unnatural spelling within the domain
- Multiple hyphens in the domain
- URLs that are unusually long or unusually short
- “Poison words” commonly associated with spam-heavy industries (gambling, adult, pharmaceuticals)
- Anchor text using high-cost-per-click (CPC) keyword phrases that are often tied to spam industries



SPAM SCORES

■ ENR 600 Specialty Contractors ■ ENR 400 Contractors



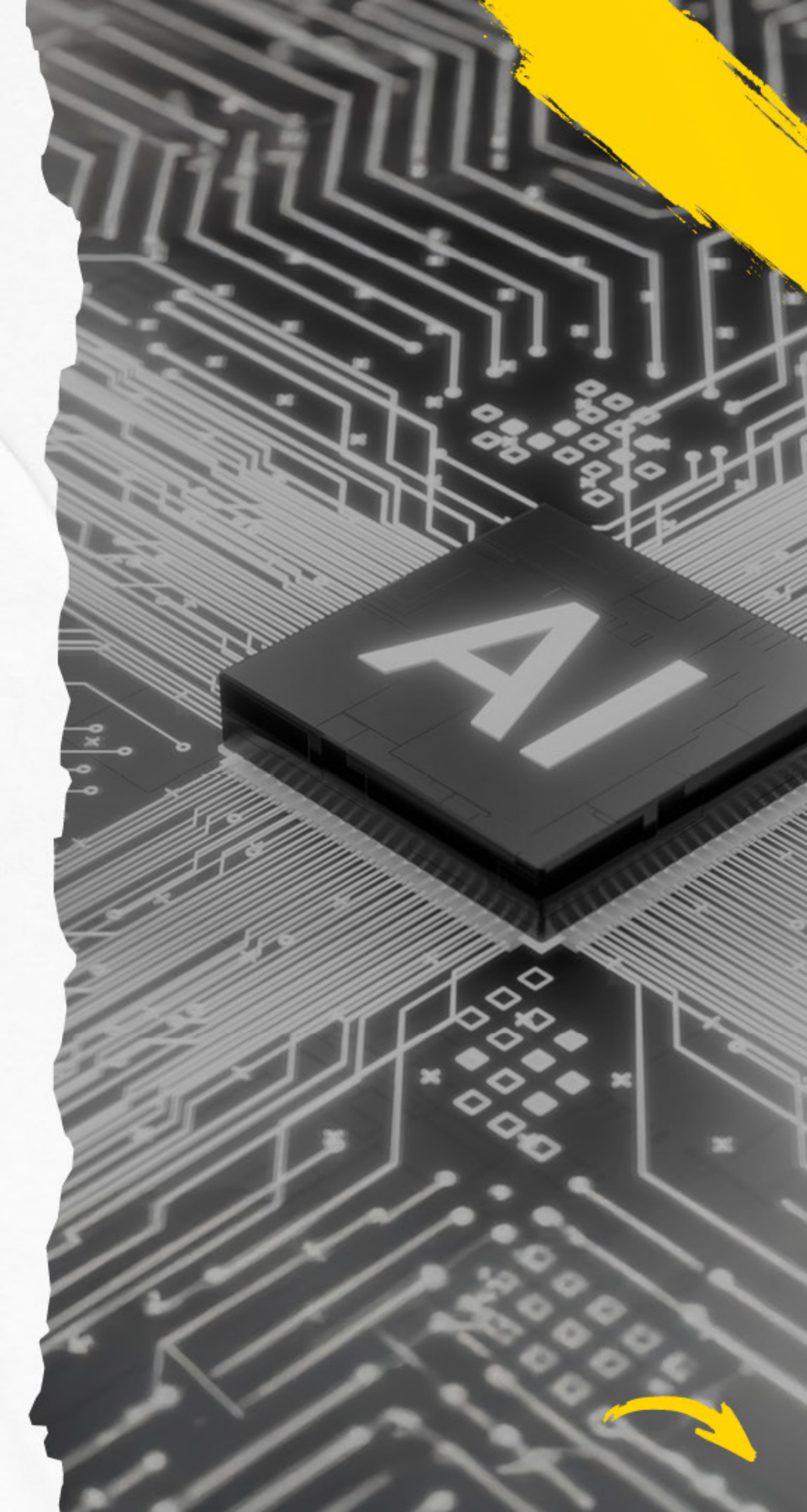
Spam Score	ENR 400 Contractors	ENR 600 Specialty Contractors
Average	7	7
Median	2	2
Maximum	75	82

THE AI GOLD RUSH

In 2024, artificial intelligence moved from being an emerging trend to becoming a major force in how people search for information. AI-driven search represented approximately 6% of all online searches last year, and this percentage is expected to rise quickly. Many analysts now project that AI search could reach 20% of total search volume in the near future.

For the Architecture, Engineering, and Construction industry, this shift is not simply technological. It is a change in how owners and potential employees gather information and make decisions. In past research, we focused on whether contractors were even recognized by ChatGPT. Today, the expectation is much higher. It is no longer enough to appear in results. AI tools must confidently recommend your company when prospective clients or job seekers are asking detailed, specialized questions.

Google continues to dominate traditional search, but AI platforms, including ChatGPT, Perplexity, Copilot, and Google's own Gemini, are rapidly expanding their influence. This moment bears a resemblance to a modern gold rush. Contractors who build AI visibility early will gain a long-term advantage, while slow adopters may find themselves repeating the same mistakes many made during the early eras of SEO and social media.





WHY AI SEARCH VISITORS MATTER MORE

Early data suggests that AI-driven visitors are significantly more valuable than traditional search users. SEMrush reports that AI search traffic is 4.4 times more valuable than organic traffic. The reason is intent. People using AI search tools ask detailed, long-form questions that reflect specific needs and higher urgency.

A typical Google search is only 3 to 4 words. AI queries are usually 20 to 30 words and often look like this:

- *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?*

These questions show a high level of clarity about what the user needs. When AI recommends a company in response, the interaction is closer to a referral than a traditional search result.

HOW AI SELECTS RESULTS

AI platforms use a process called retrieval-augmented generation (RAG). Instead of ranking webpages in a list, RAG systems read information from trusted sources and weave that content into their answers. While each AI engine has its own formula, they typically prioritize:

- **Authority signals** such as domain reputation, expertise, and credible authorship
- **Content structure** with clear headings and logical flow
- **Factual density** including specific data points and expert insights
- **Recency** and freshness of content

ChatGPT tends to favor authority and reputation. Perplexity weighs recency more heavily. Gemini blends AI signals with traditional SEO factors.



WHAT THIS MEANS FOR TRADE CONTRACTORS

Whether you call it AI Engine Optimization (AEO), Generative Engine Optimization (GEO), or simply the next evolution of SEO, the fundamentals remain consistent. A study by CyberAgent found that 99% of URLs cited in AI search results were already ranking in Google's top 20. In other words, firms that have invested in long-term SEO are already ahead in AI search.

The opportunity for contractors is clear:

- Show up early in AI tools to capture high-intent buyers
- Strengthen authority through thought leadership, backlinks, and expert content
- Structure content so AI platforms can easily parse and cite it
- Keep content fresh to stay competitive in engines that prioritize recency

This transition mirrors past digital shifts in the industry. Firms that adapt early will gain momentum. Those who wait risk losing visibility in the next major wave of online search.



GOOGLE VS. AI SEARCH SIGNALS

FACTOR	GOOGLE SEARCH	AI SEARCH (ChatGPT, Perplexity, etc.)
Authority	Domain authority, backlinks, trust signals	Expert authorship, domain credibility, professional reputation
Content Structure	Keywords, headings, metadata, schema	Clear formatting, logical sections, scannable content
Factual Density	Helpful but secondary to keywords	Critical as AI favors content rich in data and insights
Recency	Important for news and updates	Prioritized by engines like Perplexity, frequent updates matter
User Intent	Inferred from keywords and clicks	Direct from long, natural-language questions
Engagement Metrics	CTR, dwell time, bounce rate	Not directly measured; clarity and completeness matter more
Content Access	Crawled by Googlebot and sitemaps	Retrieved via RAG from high-trust sources
Citation Format	Ranked list of links	Sources embedded in AI-generated answers are often only 3 to 5 cited

BREAKDOWN BY DESIGN DISCIPLINE

Specialty contractors operate in markets with very different levels of competition. Within the ENR Top 600 list, roughly 40% of firms provide mechanical or electrical services. By contrast, trades such as sheet metal, asbestos abatement, fire protection, masonry, painting, and roofing each represent fewer than 3% of the total list.

This uneven distribution creates measurable differences in digital performance. Highly competitive trades tend to invest more heavily in their online presence, while niche trades often lag behind.

Roofing firms led all groups with an average Domain Authority of 28, outperforming the specialty contractor benchmark of 24. This aligns with what we see across the industry. Roofing companies compete aggressively for residential, commercial, and insurance-driven work, often resulting in more substantial marketing efforts and increased online visibility.

On the opposite end of the spectrum, asbestos abatement contractors averaged a domain authority of just 19 and posted the slowest desktop speed scores of any discipline. Limited digital competition may play a role, but the low scores also indicate missed opportunities in an industry where trust and compliance are essential.

Sheet metal contractors showed the highest median spam score at 7.5, suggesting that some firms may be using older domains, inherited domains, or receiving backlinks from less reputable sources.

On the next six pages is the full SEO breakdown by trade discipline, highlighting where each group stands relative to the *ENR* 600 benchmarks.



Benchmark	600
Domain Authority	24
Spam Score	2
Desktop Speed	76
Mobile Speed	59

Electrical	122
Domain Authority	26
Spam Score	2
Desktop Speed	77
Mobile Speed	58

Glazing/Curtain Wall	17
Domain Authority	25
Spam Score	5
Desktop Speed	79
Mobile Speed	63

Asbestos Abatement	17
Domain Authority	19
Spam Score	3
Desktop Speed	72
Mobile Speed	60

Excavation/Foundation	22
Domain Authority	26
Spam Score	3
Desktop Speed	76
Mobile Speed	56

Mechanical	119
Domain Authority	24
Spam Score	3
Desktop Speed	76
Mobile Speed	59

Concrete	47
Domain Authority	24
Spam Score	1
Desktop Speed	76
Mobile Speed	59

Fire Protection & Sprinklers	18
Domain Authority	26
Spam Score	1.5
Desktop Speed	78
Mobile Speed	60

Masonry	15
Domain Authority	20
Spam Score	2
Desktop Speed	78
Mobile Speed	60



Other		86
Domain Authority		24
Spam Score		2
Desktop Speed		79
Mobile Speed		57

Sheet Metal		8
Domain Authority		25
Spam Score		7.5
Desktop Speed		77
Mobile Speed		63

Wall/Ceiling		44
Domain Authority		22
Spam Score		2.5
Desktop Speed		76
Mobile Speed		59

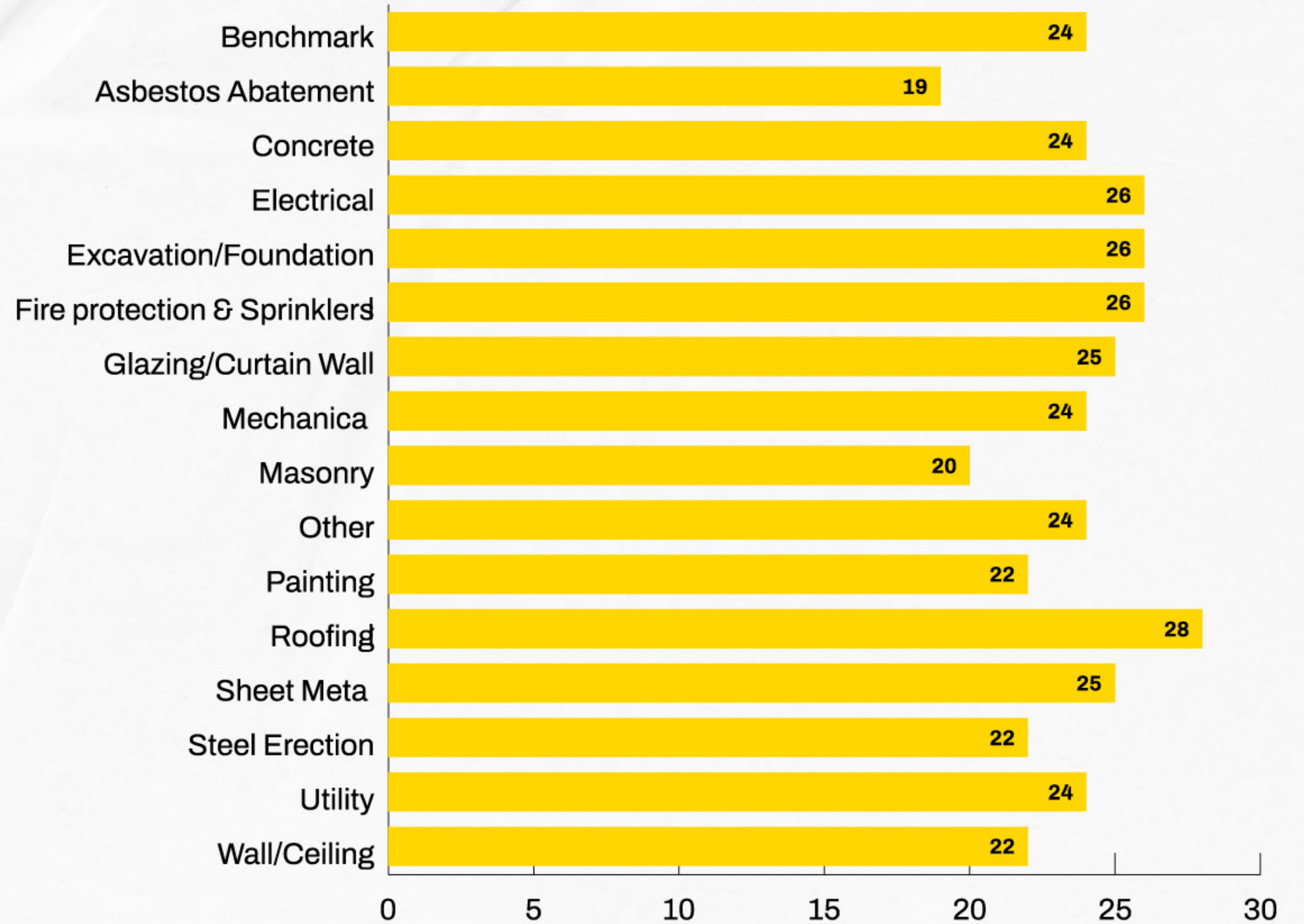
Painting		17
Domain Authority		22
Spam Score		2
Desktop Speed		78
Mobile Speed		61

Steel Erection		25
Domain Authority		22
Spam Score		2
Desktop Speed		78
Mobile Speed		58

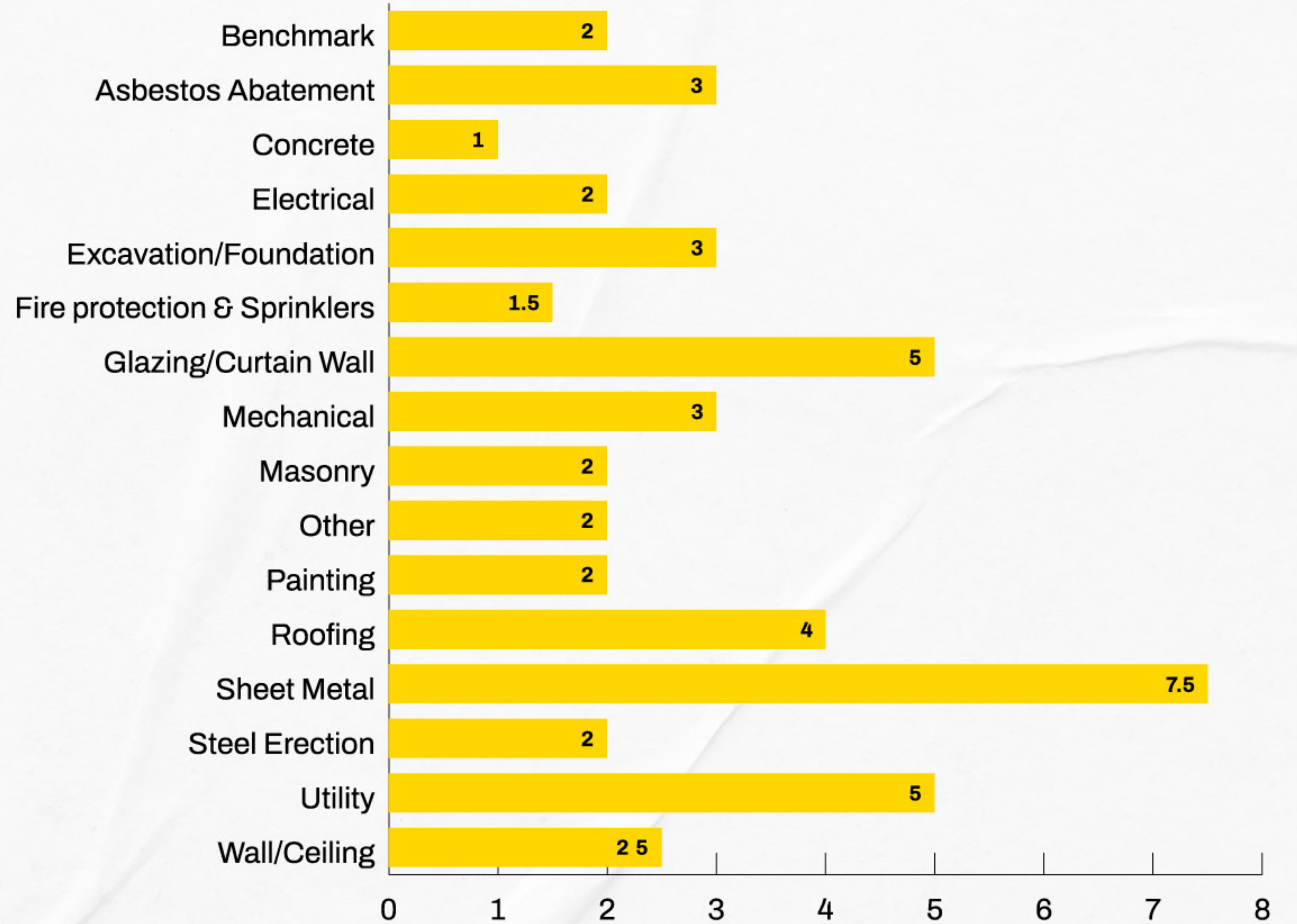
Roofing		17
Domain Authority		28
Spam Score		4
Desktop Speed		76
Mobile Speed		56

Utility		37
Domain Authority		24
Spam Score		5
Desktop Speed		76
Mobile Speed		56

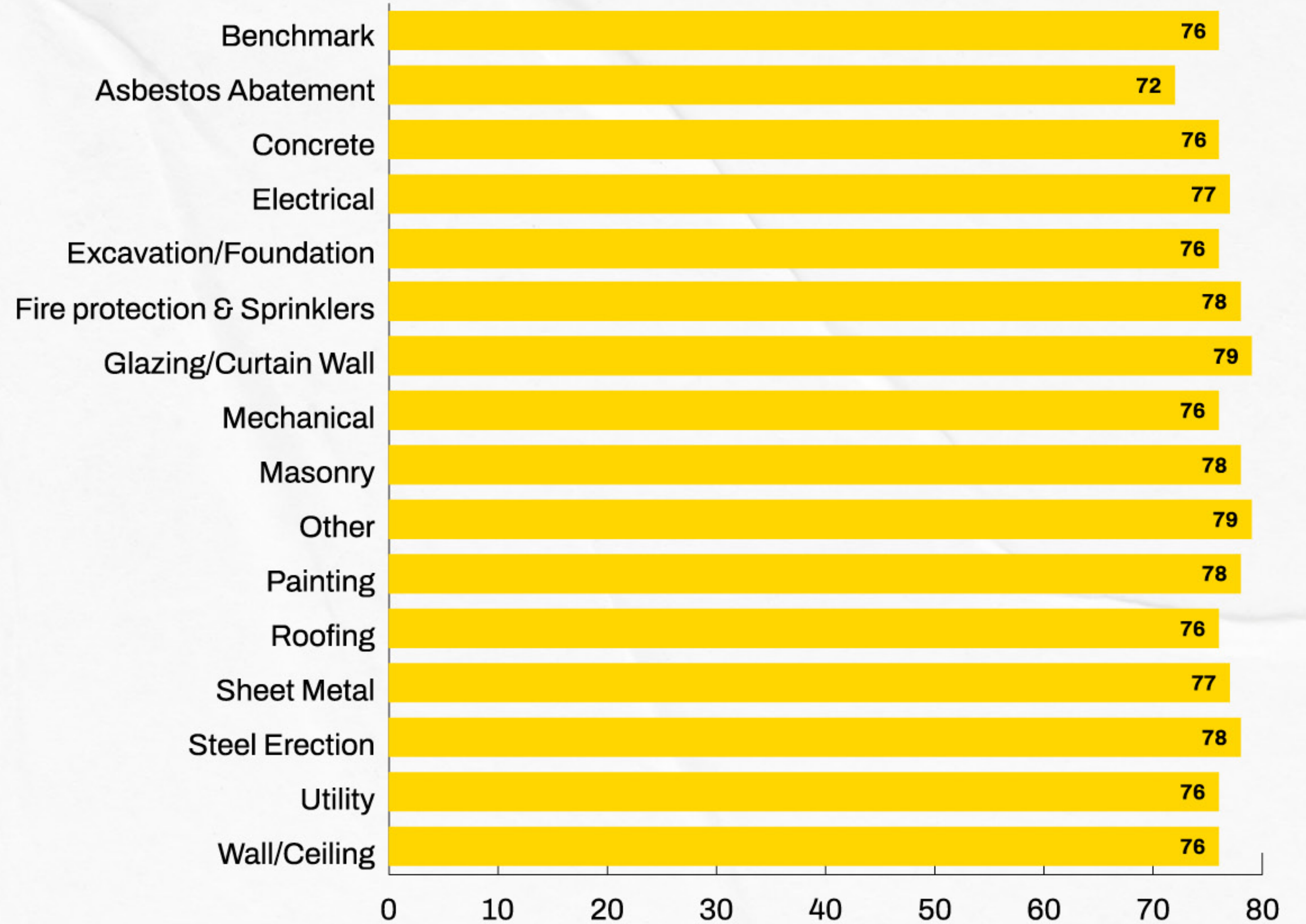
DOMAIN AUTHORITY



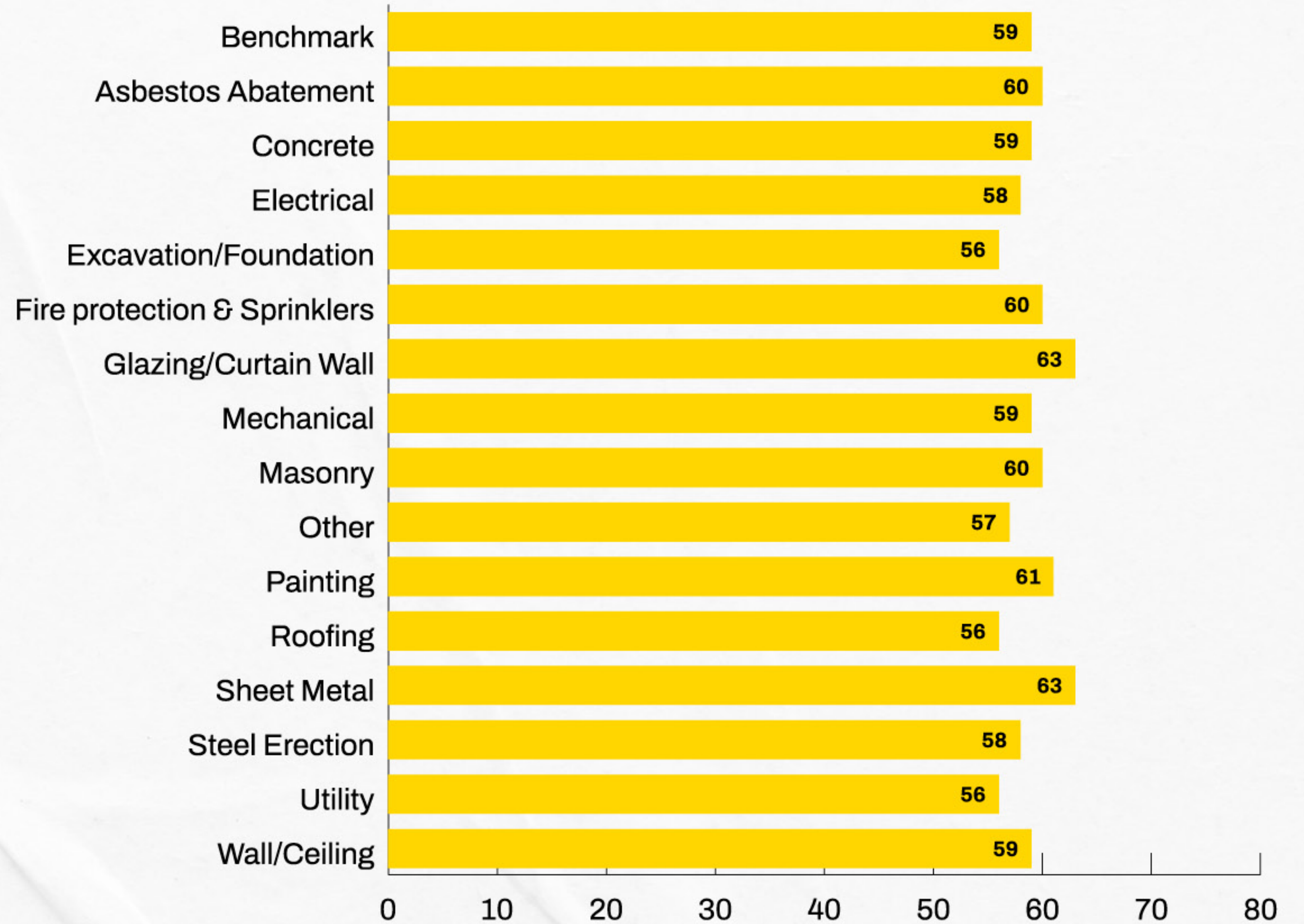
SPAM SCORE



DESKTOP SPEED



MOBILE SPEED



Why SEO Matters for Specialty Contractors

(Regardless of Their Size)

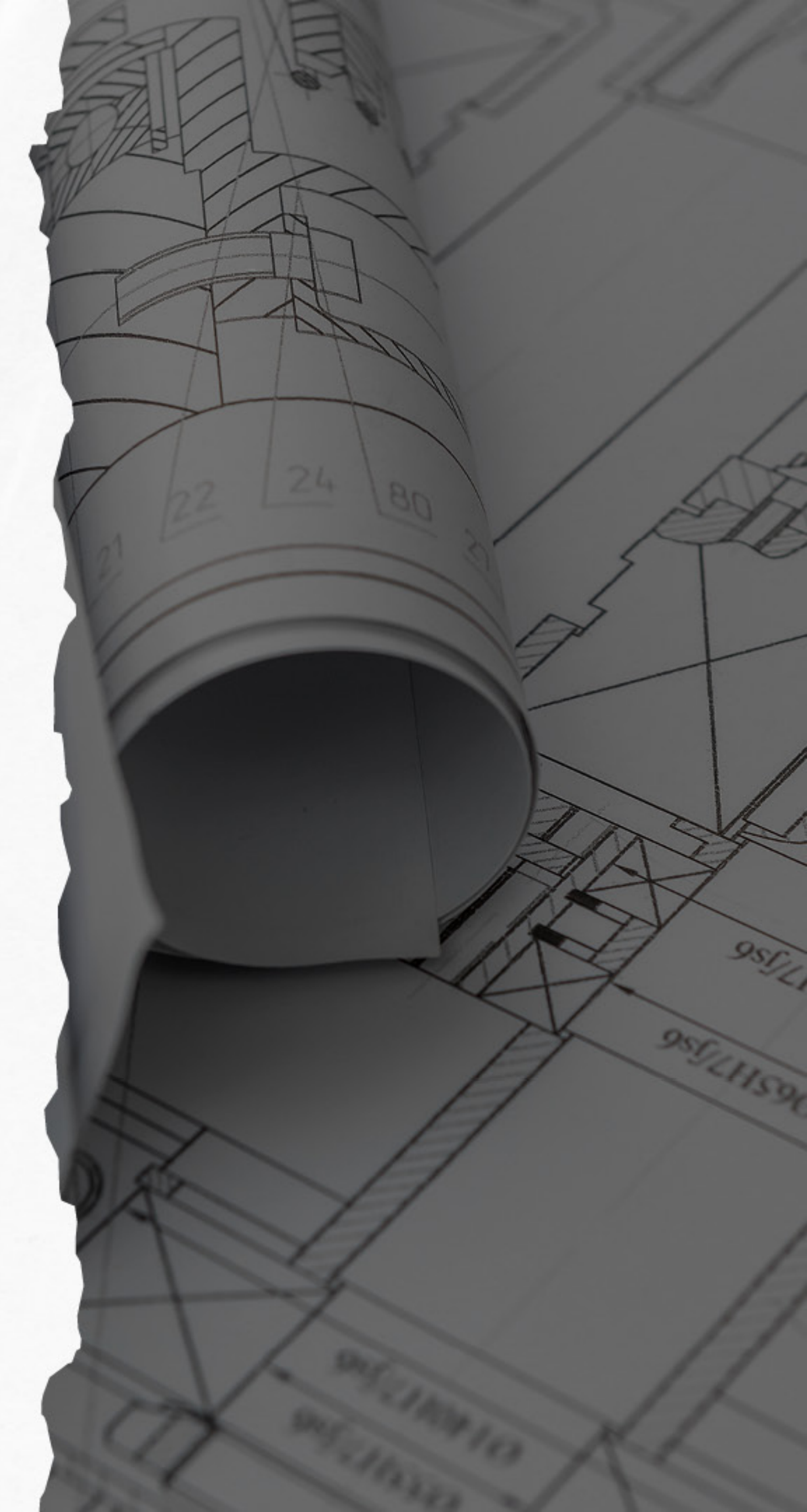
For specialty contractors, search visibility is no longer just a marketing activity; it's a strategic necessity. It has become a core business function that affects project pursuits, credibility with owners, and the ability to recruit qualified talent. SEO (Search Engine Optimization) enhances your visibility in both traditional search engines and AI-driven tools, enabling the right clients and candidates to find you when they are actively searching.

Traditional networking and referrals still matter, but they do not scale and cannot be easily tracked or managed. SEO expands your reach beyond your immediate network. Developers, construction managers, and general contractors often research trade partners online, particularly when entering new markets or evaluating unfamiliar companies. Gartner estimates that B2B buyers now complete close to 90% of their decision-making online before contacting a company. In construction, this often means an owner or GC has reviewed your website, your project history, and your culture long before you know they are considering you.

The same pattern applies to recruiting. Younger craftworkers, field leaders, and office professionals rely heavily on search engines and AI tools when evaluating employers. If your company has little to no online visibility, many of these job seekers will never find you. For digital-native candidates, a company that is invisible online may not feel credible or established.

AI is accelerating this trend. Skilled workers are increasingly using AI platforms to compare contractors, identify companies with strong safety cultures, or find employers known for stability and good benefits. In minutes, they can form a clear impression of where they want to work. This reinforces the need for a strong, authentic online presence that shows who you are and why people choose to work with you.

A well-built SEO program ensures your company is discoverable, trustworthy, and competitive, whether your goal is to attract new project opportunities or expand your workforce. In a reputation-driven industry, online visibility has become an essential extension of your real-world reputation.



THE ROI OF SEO IN CONSTRUCTION

Many contractors underestimate the long-term financial value of SEO. Unlike paid advertising, which only works while the budget is active, SEO creates lasting digital equity. Improvements to your website, authority, and content continue generating results for months or even years, often at a lower cost than traditional business development efforts.

WHY SEO DELIVERS STRONG ROI

- **Lower Cost per Lead:** Research across B2B industries shows that organic search leads cost 60 to 70 percent less than paid advertising leads. For specialty contractors, this means inbound opportunities at a fraction of the cost of trade shows, cold outreach, or paid ads.
- **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:** Labor shortages continue to pose a significant challenge to the construction industry. SEO helps your career pages, culture content, and job listings appear in searches made by qualified candidates. Compared to recruiter fees or job board spending, SEO provides a more cost-effective and sustainable approach to filling your pipeline.
- **Durability:** Paid ads stop working immediately when spending stops. SEO improvements, such as backlinks, optimized content, and site speed enhancements, continue to deliver value long after the work is completed.





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 ranking well in AI-powered search already see traffic value more than four times higher than traditional organic visitors. High-intent AI visitors require fewer leads to produce meaningful ROI.

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 leads to more bid opportunities and awarded projects.
- **Stronger workforce:** More qualified candidates discover and evaluate your company.
- **Lower acquisition costs:** Sustainable inbound traffic reduces reliance on paid ads or cold outreach.
- **Better cultural alignment:** Strong online visibility helps attract clients and team members who value your culture, share your expectations, and align with your core values.

The greater risk is doing nothing. Competitors who invest in SEO and AI visibility will continue capturing opportunities that might otherwise have been available to you.

HOW TO IMPROVE YOUR SEO

HOW TRADE CONTRACTORS CAN STRENGTHEN SEO

Search engines such as Google, along with AI platforms like ChatGPT and Perplexity, use hundreds of signals to determine which companies appear in search results. Nevertheless, the fundamentals of SEO have remained largely unchanged. For trade contractors, a strong search strategy is built on three pillars: high-quality content, credible backlinks, and robust technical performance. These align closely with Google's EEAT framework, which evaluates a website's Experience, Expertise, Authoritativeness, and Trustworthiness.

- 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 uses EEAT to determine whether your content is credible enough to show to users.

- **Experience:** Share firsthand knowledge, primarily through project spotlights, case studies, or field insights.
- **Expertise:** Highlight certifications, safety credentials, trade specializations, and years of experience.
- **Authoritativeness:** Earn recognition through awards, media mentions, and backlinks from respected sources.
- **Trustworthiness:** Keep information accurate and up to date. Include contact information, team bios, and testimonials.

Google uses EEAT to determine whether your content is credible enough to show to users.

2. CREATE CONTENT THAT WORKS HARDER

Search engines and AI platforms reward content that clearly answers real questions. For trade contractors, this means going beyond a basic services list.

Examples of effective content include:

- Case studies that explain project challenges and outcomes
- Articles addressing common owner or GC concerns
- Safety culture content and training initiatives
- Explanations of specialty capabilities and equipment
- Career pages that show your culture, benefits, and growth opportunities

Use your subject matter experts (SMEs) to support this work. Their insight creates stronger, more authoritative content that both humans and AI trust.



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.

3. FOCUS ON THE RIGHT KEYWORDS

Highly generic terms, such as “electrical contractor” or “mechanical services,” are too broad and competitive. Long-tail keywords help you reach prospects who are searching for very specific needs.

Examples:

- “industrial piping contractor in Houston”
- “commercial roofing for multifamily properties in Phoenix”
- “fire protection contractor for healthcare facilities”

You also do not need to repeat keywords excessively. Modern search engines understand context, known as topical authority. Write naturally and with clarity.

4. STRENGTHEN TECHNICAL SEO

Technical SEO ensures that search engines can properly read, load, and index your site.

Key areas include:

- **Navigation and structure:** Pages should be organized logically.
- **Mobile optimization:** Most users browse on mobile, especially job seekers.
- **Page speed:** Compress images and minimize unnecessary scripts.
- **Security:** HTTPS is an essential trust factor.
- **Schema and indexing:** Structured data helps Google understand your content more easily.

Small improvements in these areas often lead to measurable visibility gains.

5. EARN HIGH-VALUE BACKLINKS

One reputable link is often more valuable than dozens of cheap, irrelevant links. Industry publications, trade associations, project partners, and local media are all strong sources of backlinks.

Public relations, award submissions, safety announcements, and thought leadership often produce backlink opportunities. AI tools also weigh these authority signals heavily when deciding which companies to recommend.



6. CREATE CONTENT THAT WORKS HARDER

Search engines favor websites that keep visitors engaged. A modern site with straightforward navigation, strong project visuals, and well-organized content helps both owners and job seekers find what they need quickly.

Elements that improve engagement include:

- Updated project galleries
- Project videos or drone footage
- Clear service pages
- Simple, intuitive navigation

User experience has become one of the most important ranking factors, especially in AI-driven search.

7. KEEP CONTENT FRESH

Search engines prefer websites that remain active. Regular updates signal that your company is operating, growing, and committed to staying relevant.

Ways to keep your site fresh:

- Add new projects
- Update service pages
- Publish blog posts or industry insights
- Share company news, promotions, or safety milestones
- Refresh photos and videos

Consistent publishing creates new ranking opportunities and increases your visibility over time. Unfortunately, most contractors don't update their websites frequently. The average newest post on the ENR 400 websites was 169.6 days old.

By focusing on EEAT and these core SEO fundamentals, specialty contractors can significantly enhance their search performance, strengthen their credibility with owners and general contractors, and attract qualified talent more effectively.

AltCMO offers SEO and thought leadership programs specifically designed for general contractors and trade contractors looking to enhance their visibility in both traditional and AI-driven search.



MEASURE, COMPARE, & IMPROVE

The purpose of this SEO report is to provide specialty contractors with clear industry benchmarks and practical steps to enhance their online presence. By consistently tracking a few key metrics, you can understand where you stand today, how you compare to peers, and where to invest effort to improve both SEO and AI search visibility.

THE TWO ESSENTIAL FREE TOOLS

■ MOZ DOMAIN AUTHORITY CHECKER:

- Evaluates your website's overall authority, credibility, and competitiveness compared to other contractors.

■ GOOGLE PAGESPEED INSIGHTS:

- Analyzes how fast your website loads on desktop and mobile, which directly affects user experience and search rankings.



COMPARING YOUR RESULTS

HOW TO USE THIS DATA

- **Measure:** Run these checks monthly using Moz and Google PageSpeed Insights. Record the results so you can spot trends.
- **Compare:** Use a spreadsheet or dashboard to track your metrics over time and compare them against the ENR 600 benchmarks. This shows where you are outperforming peers and where you may be falling behind. ([Here's a free spreadsheet to track your SEO metrics.](#))
- **Improve:** Identify the areas that need attention:
 - **Low Domain Authority** suggests you need more authoritative backlinks and thought leadership.
 - **High Spam Score** indicates you may have toxic backlinks to remove or disavow.
 - **Slow page speed** means you should optimize images, update hosting, or streamline code.
 - **Weak mobile performance** often indicates oversized images or outdated design frameworks.

Consistent monitoring and minor improvements compound over time. Firms that track these metrics regularly stay ahead of competitors, attract more qualified project opportunities, and build a stronger digital footprint that supports both business development and recruiting.

METRIC	SOURCE	BENCH-MARK	GOAL	YOUR SCORE
Domain Authority	Moz	24	↑	
Spam Score	Moz	2	↓	
Backlinks	Moz	439	↑	
Desktop Speed	PageSpeed	76	↑	
Mobile Speed	PageSpeed	59	↑	

WHO IS ALTCMO?

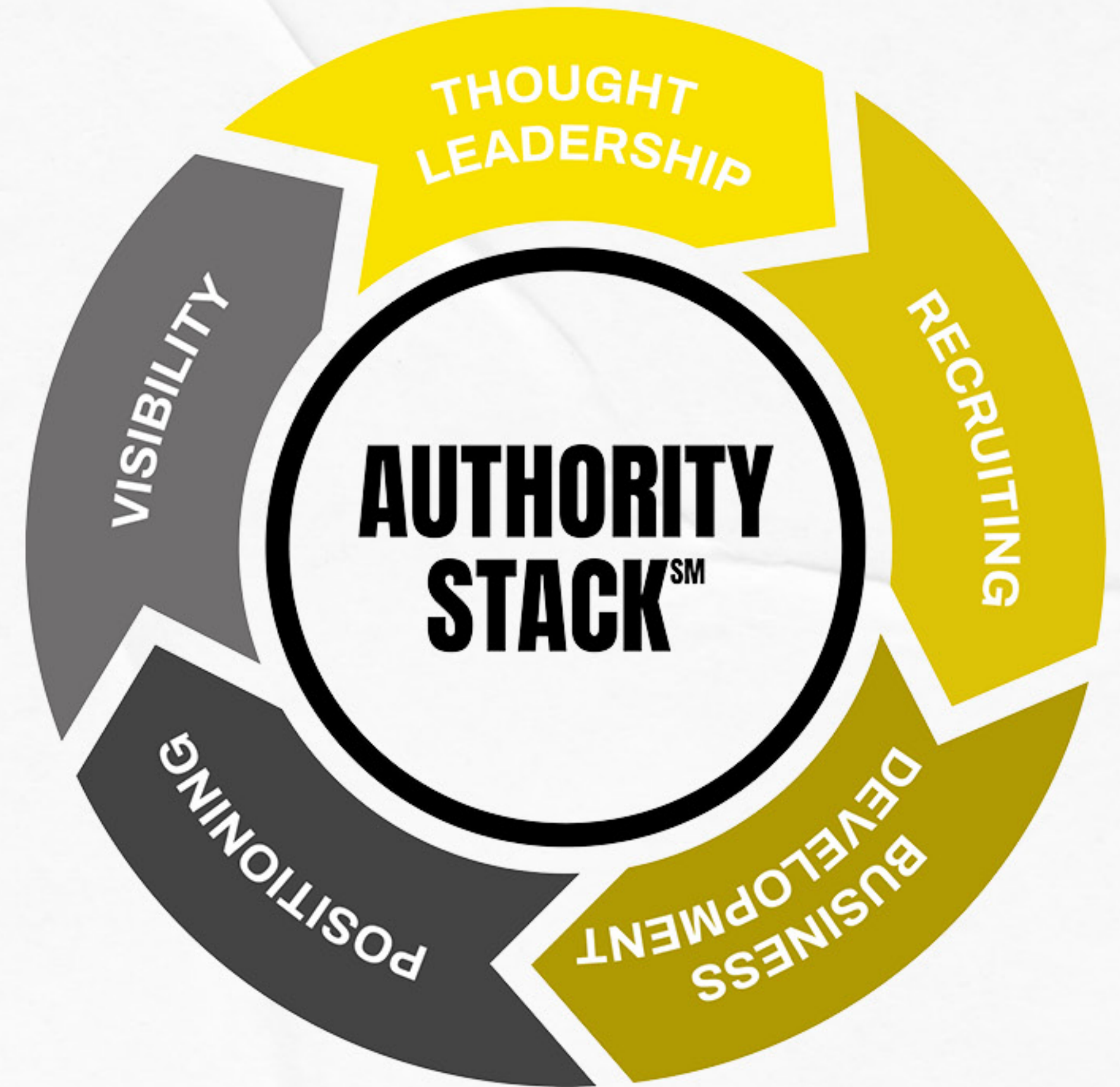
AltCMO is the only marketing firm built exclusively for the construction industry and led by fractional Chief Marketing Officers. Each CMO brings decades of hands-on experience working with general contractors, trade contractors, and industry partners. We combine executive-level strategy with practical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

AltCMO also invests heavily in exclusive construction marketing research, such as this report, to give our clients data-backed insights they cannot get anywhere else.

BEYOND SEO: BUILDING AUTHORITY THAT LASTS

We developed our AI-powered SEO program after observing many contractors overpaying for generic marketing services that yielded minimal impact. Because we understand the construction industry at a deep level, we eliminate the learning curve, streamline execution, and automate time-intensive tasks. The result is measurable improvement in visibility, authority, and lead quality at a fraction of the traditional cost.

SEO, however, is only part of the equation. Modern visibility requires consistency, expertise, and thought leadership. That is why we developed the **Authority Stack™**, AltCMO's proprietary system for elevating subject matter experts, showcasing company culture, and keeping contractors visible across search, social platforms, and industry media. Articles, project insights, videos, social campaigns, and whitepapers all work together to ensure your company isn't just found online but trusted and remembered.



LET'S BUILD

CURIOUS HOW YOUR WEBSITE MEASURES UP?

If you want to understand how your website compares to industry benchmarks or where you may be missing opportunities, we offer a complimentary review of your SEO and thought leadership strategy.

Our team will demonstrate how construction-focused expertise, AI-driven insights, and the Authority Stack can enhance your online presence and foster long-term growth.

