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The construction website guide

A website that gets you on the shortlist

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Nobody commissions a building from a website. The work is too big, too bespoke and too long-cycle for that. What the website does is get you shortlisted, usually by a researcher assembling a list for someone more senior, and usually on the strength of your evidence rather than your adjectives. That single fact should shape every decision in the project.

THE CLICKINGMAD TEST

If it does not help a researcher put you on a shortlist and defend the choice upstairs, it is not working.

What the website has to do

Lead with the portfolio, because in this sector the projects are the argument and everything else is footnotes. Prove capability, with named teams, accreditations, and the technical depth a specifier needs to justify putting you forward. And qualify enquiries properly, because a brief form that asks the right questions saves both sides weeks of polite discovery.

What to put in the brief

The projects you are proud of, with photography you actually have the rights to use, gathered before the build starts because chasing images is the great delayer of construction websites. The sectors and project values you want more of, so the portfolio is curated rather than archived. Your accreditations and framework memberships. And what a qualified enquiry looks like to your team, in writing, so the form can screen for it.

What to measure

Qualified enquiries per quarter, and the quality of what the brief form catches. Capability document downloads, which are the earliest signal of a specifier at work. And which project pages hold attention, because that tells you what the market currently hires you for.

Ready when you are

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