As an industry, we can’t start to change perceptions of construction without a proper way to distribute our message. In addition to social media, optimizing your website and email campaigns can help set your organization up for success.

WEBSITES

Your organization’s website is the online face of the company and most of your external marketing efforts will ultimately lead people back there. Here are some keys to getting the most out of your website:

- **Optimizing the user experience**
- **Ranking on search results**
- **Tracking your website’s performance**

OPTIMIZING THE USER EXPERIENCE

Before using your website for outreach, it must be optimized for user experience (UX).

UX is how visitors to your site browse and interact with your site’s features. A good browsing experience is critical to keeping visitors on your website; poor UX will frustrate users and cause them to click away.

Key components of user experience include:

LOADING SPEED

Your pages need to load quickly, or your audience will lose patience and give up. One simple way to help your website load faster is to compress the images and text.1

RESPONSIVE DESIGN

People access the internet from many devices: desktops, laptops, phones, tablets, etc. With the different screen sizes and dimensions on these devices, a website needs to work well across all of them, with a focus on mobile-first. Responsively designed websites are built to automatically reformat the page depending on the screen being used to access it.
NAVIGATION

Your website’s visitors want to move around the site and find what they need easily. Divide your site into a few higher-level sections (About, Contact, Portfolio, Careers, News, etc.) and link to smaller subsections within them via a drop-down menu.

RANKING ON SEARCH RESULTS

Search engines have completely changed how people discover businesses and find information. In fact, 51% of all web traffic comes from organic search.²

To capture all this search engine traffic, your website needs to rank highly in a search’s results.

Of all search traffic, 91.5% goes to websites on the first results page of a given search.²

The key to doing this is search engine optimization (SEO).²

SEO is all about appealing to the algorithm used by Google and other search engines to pull results. These algorithms analyze your website and decide if it’s high enough quality to show the person searching.

There are numerous different factors that an algorithm weighs. Some include the UX components, such as loading speed, while another major factor is keywords.
### Keywords

Your website will be more likely to show up in results when you use the keywords that real people search for.

Your company name is an obvious keyword but think of some other words or phrases that people might type or say when looking online for what you offer.

If your keyword is too broad (ex. “construction”), then you will face stiff competition and aren’t likely to crack the front page of Google. Something like “carpentry apprenticeships in Austin, Texas” is more niche and won’t have as large of an audience, but less competition means a better chance at a good ranking. Plus, the leads you do get will be much stronger.

SEO is part art form and part science, but it’s crucial to driving organic and high-quality traffic to your website. It might be worth investing in an SEO audit of your website and having an expert help you with optimization.

To see a full list of keywords, check out the Searchable section of the Content module.

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### Tracking Your Website’s Performance

How do you know if your efforts on your website are working and effective?

Tracking your site’s metrics is an important aspect of maintaining it.

The standard way to acquire these metrics (and many others) is with Google Analytics. Other third-party services can also help, and your site host may likely offer insights as well.

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### These are some website analytics to log on a frequent basis:

- Traffic
- Bounce rate
- Audience demographics
- Source of traffic
- Behavioral flow
- Average time on page
- Site speed
- Newsletter/Email list sign-ups
Email design is highly subjective but here are some points to keep in mind:

- Provide your company’s name, address, email and social media channels (and links).
- Include an unsubscribe option.
- Use at least a 16-point font for text and larger for headlines.
- Preview how the email looks in both desktop and mobile views.
- Hyperlink photos and text pertaining to the link; buttons can be used as well.
- Text should be engaging, personable and informative.
- Proofread. Multiple times.

Think emails are fading into the past? Think again.

In 2015, 89.6% of the U.S. population used email at least once a month — that number is projected to be 90.9% through 2019.¹

One way to build an effective contact list is to have an email subscription button or link on your website. Ideally, it would be in the header or footer of your website, as well as on the contact us, blog or news pages — anywhere you have content that people may want to receive regularly.

Track and Evaluate Performance

Review your metrics to ensure your emails are effective and resonating with your audience.

**OPEN RATE**

Percentage of people who received the email and opened it.

**CLICK THROUGH RATE**

Percentage of links that have been clicked in the email.

**BOUNCE RATE**

The amount of contacts in your list that did not receive the email. *Note: Reasons can vary from out-of-office blocks to the email provider limiting emails from outside sources. Track this to ensure your leads are valid.*

**UNSUBSCRIBE RATE**

The number of contacts that decided that they do not want to receive your emails at this time. *Note: If the content is not relevant to them, it’s better to part ways and reach the people to whom your message will have merit.*
Getting to know your avenues of communication is essential to shifting perceptions surrounding the construction industry.

**INDUSTRY AVERAGES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Click Through Rate</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and Advertising</td>
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<td>20%</td>
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<td>Construction</td>
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<td>30%</td>
</tr>
<tr>
<td>NCCER and BYF</td>
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<td>5%</td>
</tr>
</tbody>
</table>

What numbers should you be looking for or striving to reach? Different industries have different metrics and it’s important to establish a baseline for your specific industry.

**SOURCES**

