



## Digital Marketing Checklist for Construction Companies

**Increase visibility. Generate trade leads. Support commercial growth.**

Whether you're a builder merchant, building product manufacturer, contractor, subcontractor or specialist supplier, your digital presence plays a critical role in how you win work.

Construction marketing is complex. It involves technical products, long sales cycles, multiple decision-makers and regional competition. Buyers don't make instant decisions, they research, compare, download and shortlist before making contact.

This checklist is designed to help construction businesses improve visibility, attract the right audiences and generate consistent, high-quality enquiries.

Use it to:

- ✓ Improve visibility across locations, products and services
- ✓ Attract contractors, specifiers and procurement teams
- ✓ Strengthen trust and technical authority

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### 1. Your Website

Built for how the trade searches and buys.

- Is your website fast, mobile-friendly and easy to navigate (especially on-site)?
- Do you clearly present your products, services or specialisms?
- Can users easily access technical documentation (datasheets, CAD files, brochures)?
- Are accreditations, certifications and case studies clearly displayed?
- Is there a clear path to enquiry (quote request, branch contact, product enquiry)?
- If applicable, do you have a branch locator or clear service area coverage?

A specialist construction marketing agency ensures your website supports both technical research and lead generation.

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## 2. SEO (Search Engine Optimisation)

Be visible when the trade searches for suppliers and services.

- Are you targeting relevant keywords (e.g., “builder merchants near me” or “bulk insulation supplier UK”)?
- Do you have dedicated pages for each product category, service and location?
- Are your titles, meta descriptions and headings aligned with trade search intent?
- Are you publishing specification-led and technical content?
- Is your website optimised for large product catalogues (if applicable)?
- Are you building authority through content that supports E-E-A-T principles?

Effective SEO ensures you are visible throughout the research and procurement process.

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## 3. Local SEO & Google Business Profile

Win visibility at the branch and regional level.

- Have you claimed and optimised your Google Business Profile for each location?
- Are branch details (address, opening hours, contact info) accurate and consistent?
- Are you collecting and responding to reviews from trade customers?
- Are you targeting location-based keywords for each branch or service area?
- Are your business details consistent across directories and listings?

For builder merchants and contractors, local search visibility drives high-intent enquiries.

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## 4. Paid Ads (Google Ads & Paid Social)

Generate immediate trade enquiries and support sales activity.

- Are you targeting high-intent keywords (e.g., “roofing supplies near me” or “groundworks contractor UK”)?
- Are campaigns structured around product categories, services or locations?
- Do ads direct users to relevant landing pages (not generic pages)?
- Are you using geo-targeting for branch-level or regional campaigns?
- Are you tracking calls, enquiries and conversions accurately?

A well-managed PPC strategy helps construction businesses capture demand quickly and efficiently.

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## 5. Social Media & Industry Authority

Build credibility and support long-term relationships.

- Are you active on relevant platforms (e.g., LinkedIn for B2B, Facebook for local visibility)?
- Are you sharing project updates, case studies or completed work?
- Do you highlight partnerships, accreditations and industry expertise?
- Are your profiles aligned with your website and services?
- Are enquiries and messages handled promptly and professionally?

In construction, trust and reputation are built over time — your online presence should reflect your expertise.

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### **Bonus: Strategy, Performance & Lead Quality**

Turn marketing into a scalable growth channel.

- Have you defined clear goals (e.g., “increase trade enquiries across branches”)?
- Are you tracking enquiries, calls and conversions by channel?
- Are performance reports reviewed regularly to optimise campaigns?
- Are you focusing on qualified leads (not just traffic)?
- Do you have a clear construction marketing strategy aligned with your business model?

A specialist construction marketing agency aligns digital activity with real commercial outcomes.

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### **Score Yourself**

0–15 ticks → Focus on foundations: visibility, clarity and trust

16–30 ticks → Strong base — refine targeting, improve conversions and scale activity

31–45 ticks → High-performing strategy. Continue optimising and expanding your reach

Want Expert Help Reviewing Your Score?

Book a free consultation with a specialist construction marketing agency.

We'll review your checklist, identify growth opportunities and show you how to generate more trade enquiries and win higher-value contracts.

 [Book a Free Consultation](#)

