Deconstructing Great Construction Websites:
About Edition

The anatomy of an About page that shows who the company is and why that matters.

Based on our research of the 2026 *ENR* Top 400 Contractors and the experience of our CMOs.

1 Lead with what makes the company different

Give people a reason to remember and choose you.

2 Show your people and the work

Use authentic employees, jobsites, offices, and personality.

3 Tell the company's story

Explain where you came from and how you evolved.

4 Make history meaningful

Connect milestones and decisions to the company buyers know today.

5 Define the purpose or promise

Explain what the company exists to accomplish.

6 Make the culture magnetic

Show who thrives here and what may not fit.

7 Put core values into practice

Pair every value with behaviors, examples, or proof.

8 Provide a clear company profile

Summarize services, markets, offices, and geography.

9 Share trust signals

Use safety, quality, and repeat-client signals.

10 Introduce leaders across the business

Include executives plus market and operations leaders.

11 Answer common questions

Clarify ownership, geography, project fit, culture, and careers.

12 Create paths for different visitors

Connect clients, candidates, and partners to the right next step.



Common Mistakes

- Generic copy that could describe any contractor
- History that overwhelms the current story
- Stock photography instead of real people
- A laundry list of services and markets
- No clear geographic footprint
- Leaders shown only as names and titles

Key Takeaway

A great About page is specific enough to attract aligned clients and employees while helping poor fits opt out.

Better work. Better talent. Better margins.

Explore more A/E/C CMOs research and resources at **AECcmos.com**