Deconstructing Great Construction Websites:
Careers Edition

The anatomy of a Careers page built to attract the right people.

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



1 Lead with the employee value proposition

Why should someone build their career with you instead of with another contractor?

2 Show real people doing real work

Use authentic jobsite photography and video. Skip generic stock images.

3 Make the culture visible

Show what it feels like to work there, not just benefits.

4 Let employees tell the story

Use testimonials, ideally on video, to add credibility and personality.

5 Show the career path

Help field employees see where the job can lead. Apprentice → Journeyman → Foreman → Superintendent

6 Highlight training and development

Show how you help people improve their skills and advance.

7 Make safety part of the employee experience

Go beyond statistics. Show how safety is practiced in the field.

8 Explain total compensation

Include pay ranges, benefits, bonuses, retirement, ownership, and other perks.

9 Prove stability

Use retention, tenure, internal promotions, continuity, and ownership structure as trust signals.

10 Be transparent about the job

Travel, hours, locations, physical demands, and other realities should be clear.

11 Answer common candidate questions

Use FAQs to remove uncertainty before someone applies.

12 Make the next step easy

Keep open positions visible and make applying simple.

Common Mistakes

- Just a list of jobs
- No culture or personality
- No perspective from the field
- Stock photography
- Generic employer language
- Benefits listed without context
- Hiding travel or job realities

Key Takeaway

A great Careers page should attract the right people and repel the wrong ones.

Better work. Better talent. Better margins.

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