Deconstructing Great Construction Websites:
Projects Edition

The anatomy of a Projects page that turns completed work into proof for the next opportunity.

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

1 Help buyers find relevant work

Organize projects by market, service, location, or delivery method.

2 Use standout project photography

Show scale, detail, craft, and the finished result.

3 Lead with the project story

Name the work and explain why it mattered.

4 Give the project context

Include location, size, delivery method, timeline, and client type.

5 Define your scope and role

Make your responsibilities and self-performed work clear.

6 Explain the challenge

Show the risks, constraints, and complexity the team faced.

7 Show how the team solved it

Connect decisions, coordination, and expertise to the result.

8 Show Your Work

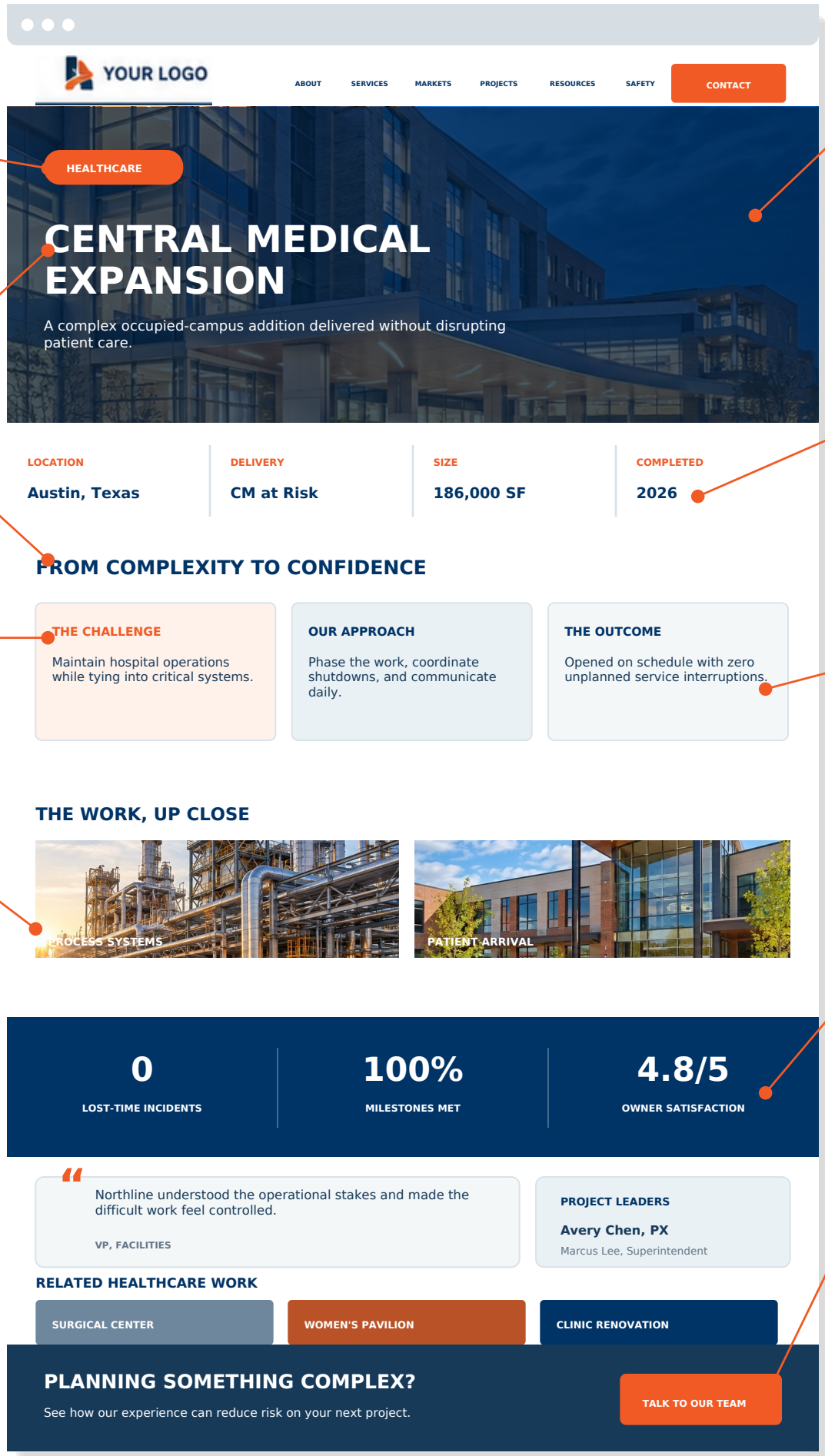
Share several project photos, especially progress photos with people working.

9 Prove schedule, safety, and quality

Specific performance signals carry more weight than claims.

10 Make the next step easy

Connect proven experience to a relevant conversation.



Common Mistakes

- A photo and project name, but no story
- No clear scope, role, or delivery method
- Generic project descriptions
- No challenge or outcome
- Disorganized projects with no filters
- Beautiful images with no useful context

Key Takeaway

A great Projects page turns completed work into proof for the next opportunity.

Better work. Better talent. Better margins.

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