Deconstructing Great Construction Websites:
Resources Edition

The anatomy of a Resources section that turns company expertise into audience value.

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

1 Lead with original thinking

Feature primary research and flagship insights first.

2 Organize around buyer questions

Start with problems, decisions, and opportunities.

3 Demonstrate first-hand experience

Use real projects, lessons, decisions, and perspectives.

4 Name the experts

Attribute the work to people with real experience and judgment.

5 Establish their credibility

Show relevant roles, credentials, and experience.

6 Show the evidence

Use sources, citations, original data, and clear methodology.

7 Build topic hubs

Bring related formats together around one useful subject.

8 Help strong ideas travel farther

Let one expert idea become multiple useful formats.

9 Make audio and video useful afterward

Add summaries, transcripts, slides, and related resources.

10 Keep expertise accessible

Leave most resources ungated and invite readers to subscribe.

11 Offer a relevant next step

Recommend another resource, subscription, or conversation.



Common Mistakes

- Organizing everything only by format
- Treating company news as audience education
- Prioritizing publishing volume over usefulness
- Generic content without identifiable experts
- Gating every substantial resource
- Disconnected blogs, podcasts, and webinars
- Audio or video without summaries or transcripts
- No related content or useful next step

Key Takeaway

A great Resources section makes expertise easier to find, trust, and use.

Better work. Better talent. Better margins.

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