



# 6 WAYS TO TURN YOUR WEBSITE INTO A HIRING MACHINE

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DESIGN







# HIRING IS HARD

Most construction companies have no shortage of things to build. They have a shortage of people to help them build.

**Job searchers use around 7.6 job sites to find their next position.**

Then they search for your company to learn more about who you are before applying. The first thing they typically see is your website.

**What story does your website tell about your company?**



# TRUTH



**Most construction websites are built to sell services, not woo potential hires.**

## Here's some good news.

People searching for a career in construction in your area are likely to use many of the same search terms to find your website as potential customers.

So if your site displays well in Google, you're covered — they'll get to the site. The person hunting for a service is looking for a bulleted list of credentials, service areas, possibly past projects like the one they're planning to build.

## Here's the bad news.

The information job seekers care about is different — they read between the lines. They are trying to imagine what it would be like to work for your company.

They're concerned with how you take care of your employees and community, judging your photos to see if you look like a cool place to work and reviewing your projects to see if they're exciting, different or a job they'd be proud of.





# WEBSITE HIRING MACHINE CHECKLIST

01

Put your people front and center in your imagery.

02

Provide visitors a clear route to your hiring section.

03

Dedicate a page for each type of person you hire.

04

Showcase flexibility.

05

Highlight community involvement.

06

Make it easy to apply online.

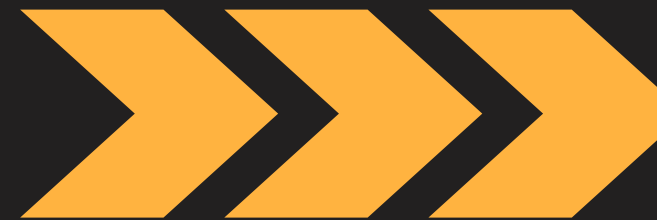






1

PUT PEOPLE  
FRONT AND  
CENTER IN  
YOUR IMAGERY.







# ONLY 53%

of construction sites use people focused imagery.

- Use photos of people AND projects.
- People working from afar, people taking a break and smiling, people being people.
- Not those stupid stock photos either, real photos with your people doing their jobs.

✓ **PRO TIP**

Make sure they're sporting the proper safety attire.







2

PROVIDE  
VISITORS A  
**CLEAR ROUTE**  
TO YOUR  
HIRING SECTION





# TRUTH



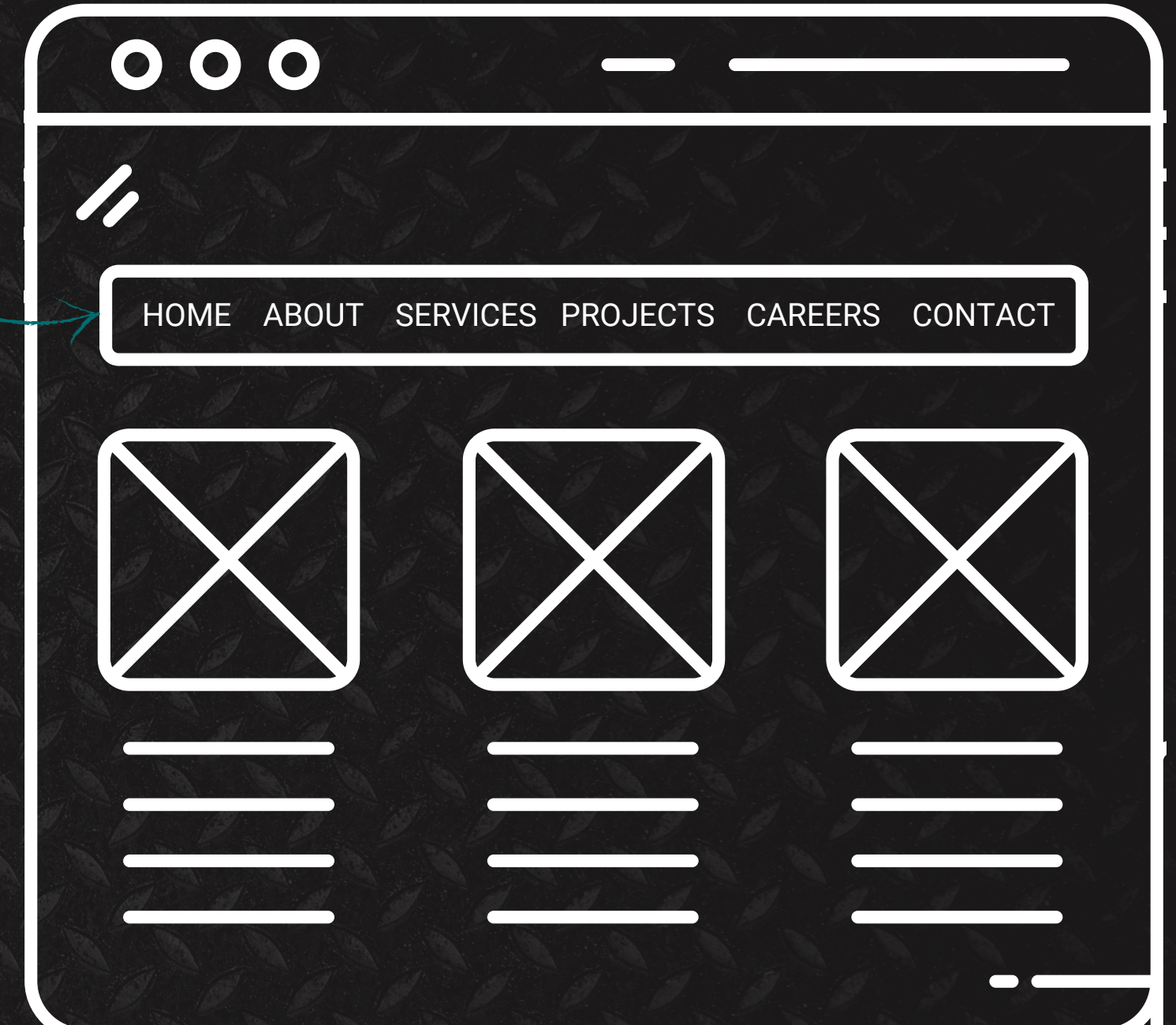
28%

of construction websites **don't have a careers link anywhere on their navigation.**

19%

of construction websites **nest the link to careers in a drop down or the site footer.**

Website navigation



## Don't stinking hide the link.

If your biggest challenge is getting people to work for you put your careers link on the main navigation loud and proud where people can find it.

## ✓ PRO TIP

Make your careers link pop by making it a different color than your other links or format it as a button.





3

DEDICATE A  
PAGE FOR  
EACH TYPE OF  
PERSON YOU  
HIRE.







# SPEAK SO APPLICANTS WILL LISTEN

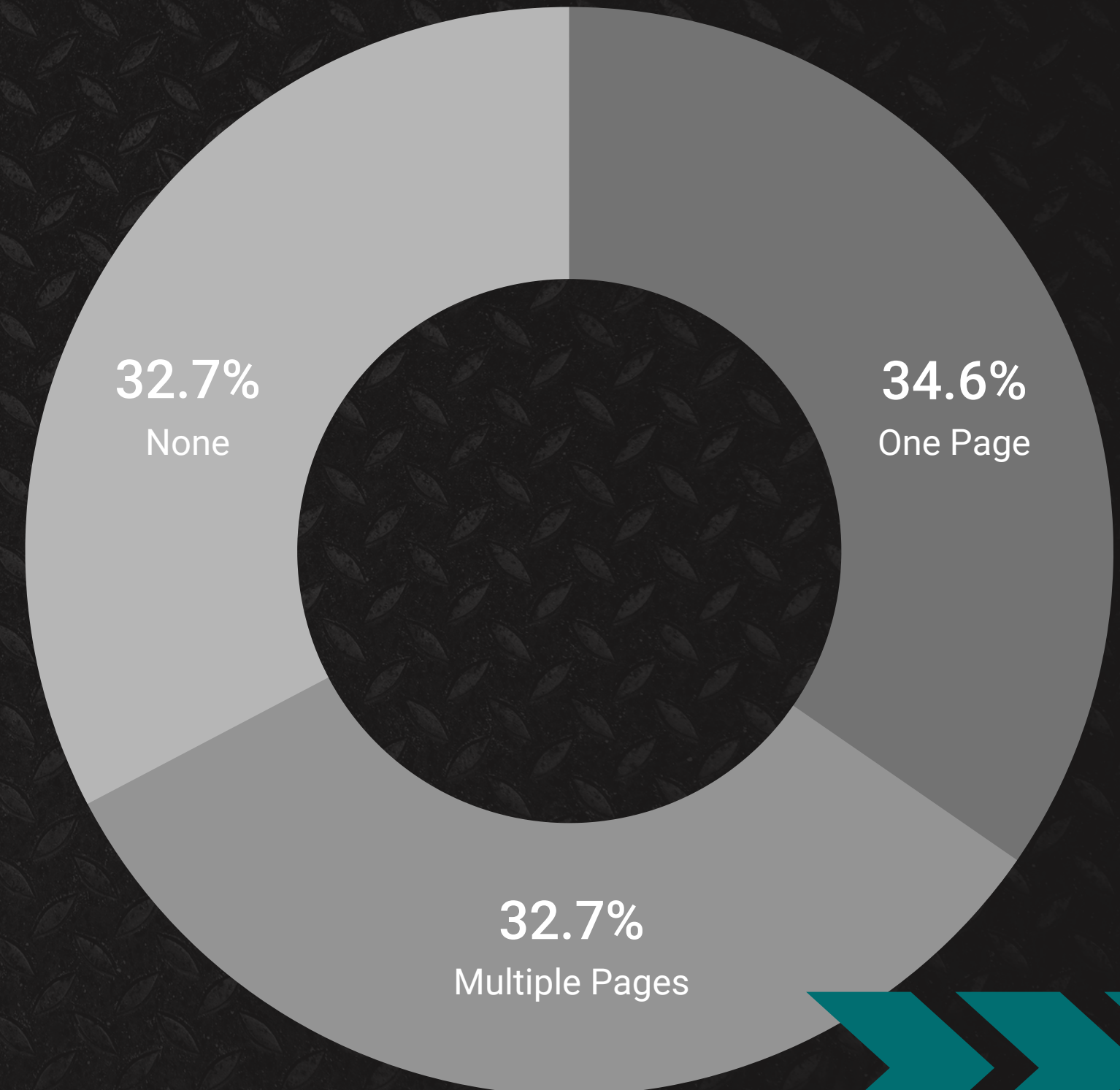
Do operators and management have the same qualifications?

Do they have the same concerns? **Nope.**

Each will evaluate your company through their own lens.

Dedicate a page to each type of person you hire. Address each of their concerns individually and directly to attract more qualified applicants who may already have a job but are dissatisfied with their employer.

Construction Websites  
Career Section Types

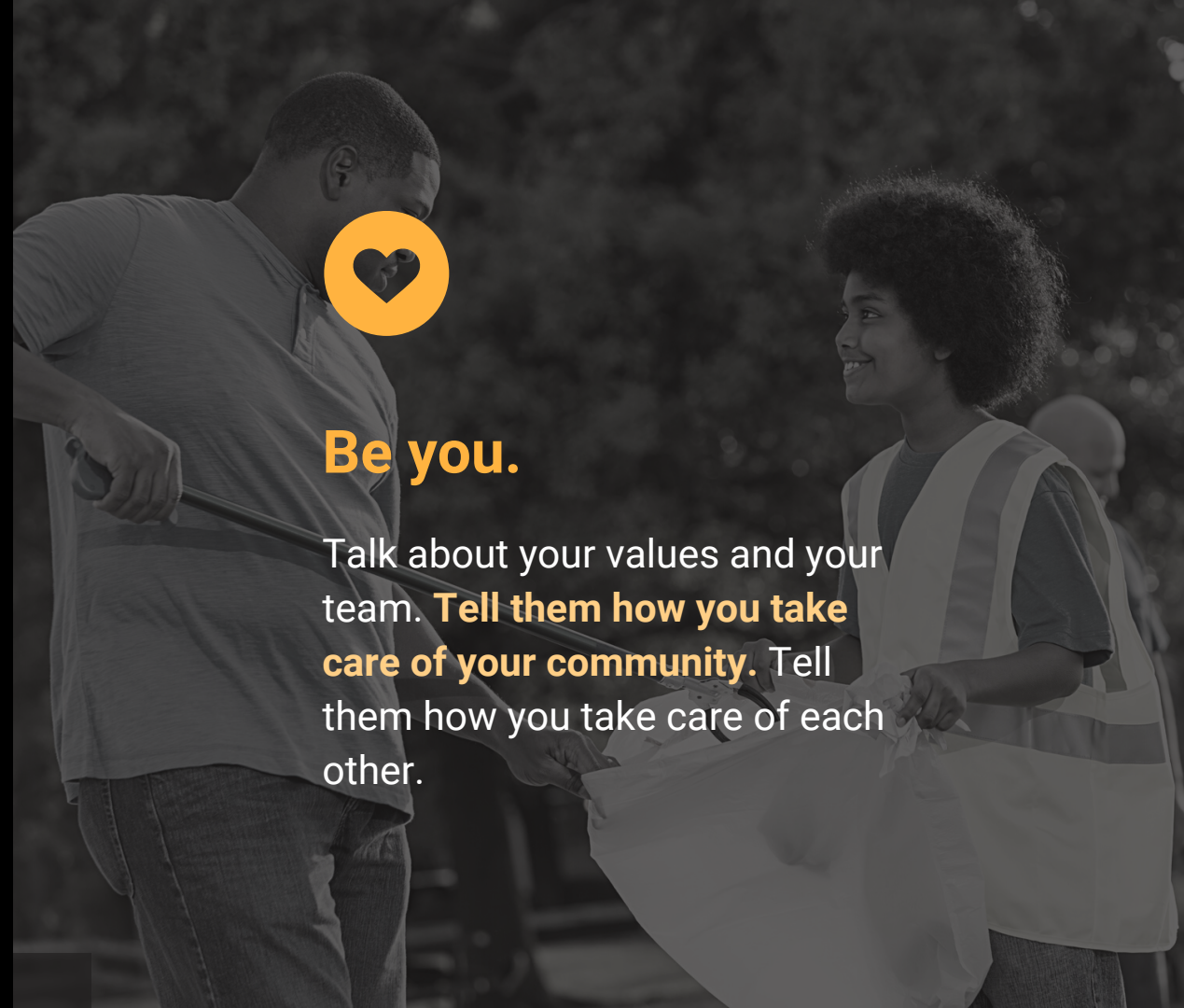






## Be real.

Use the same language on our website the same way you would in person. **Speak in words everyone understands.** Not some overly flowery weirdness some marketing person wrote.



## Be you.

Talk about your values and your team. **Tell them how you take care of your community.** Tell them how you take care of each other.



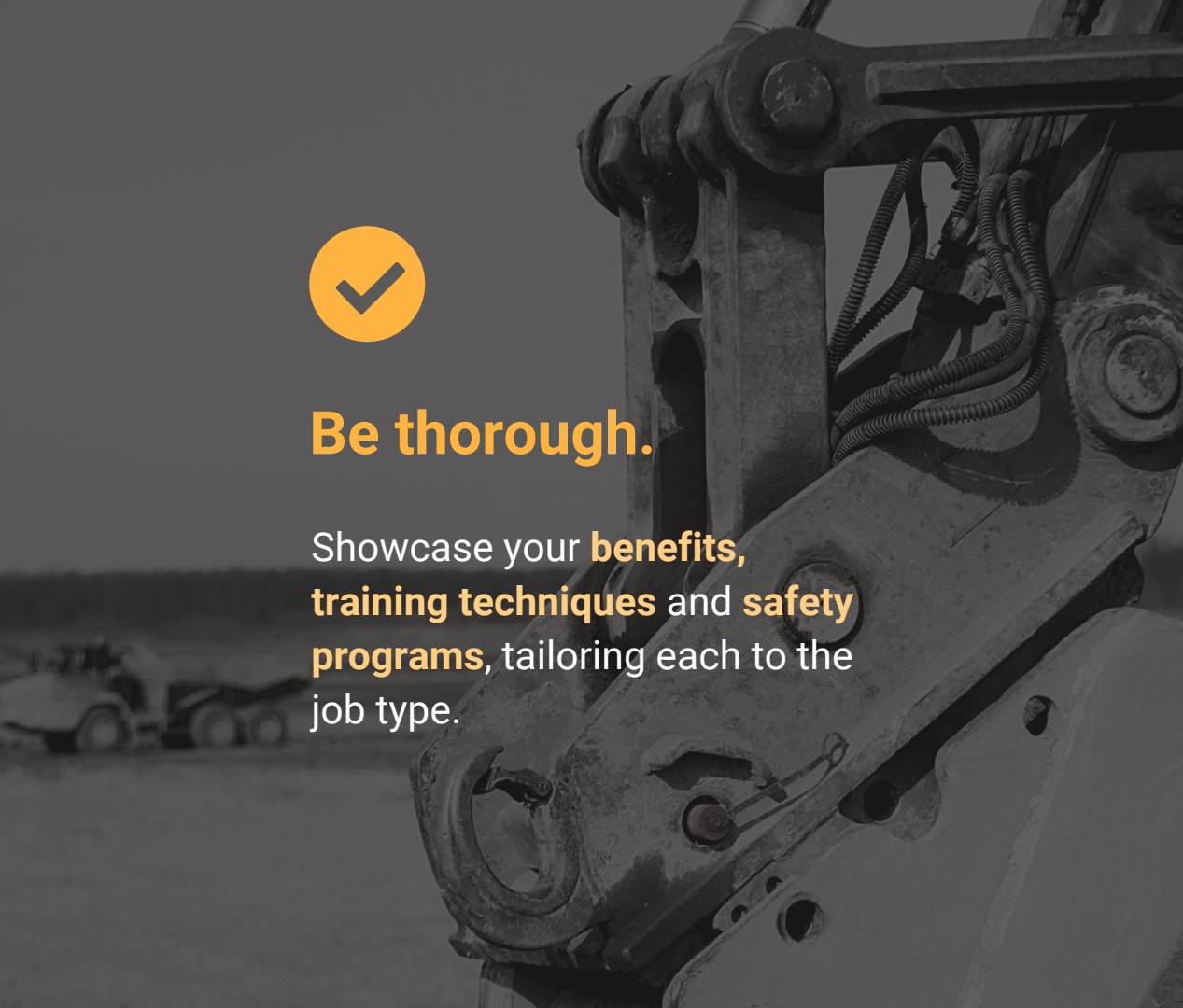
## Be transparent.

Chart a clear career path for applicants and let them know about the ample opportunities to progress through the ranks of your company and **how long it takes to advance.**



## Be thorough.

Showcase your **benefits, training techniques** and **safety programs**, tailoring each to the job type.



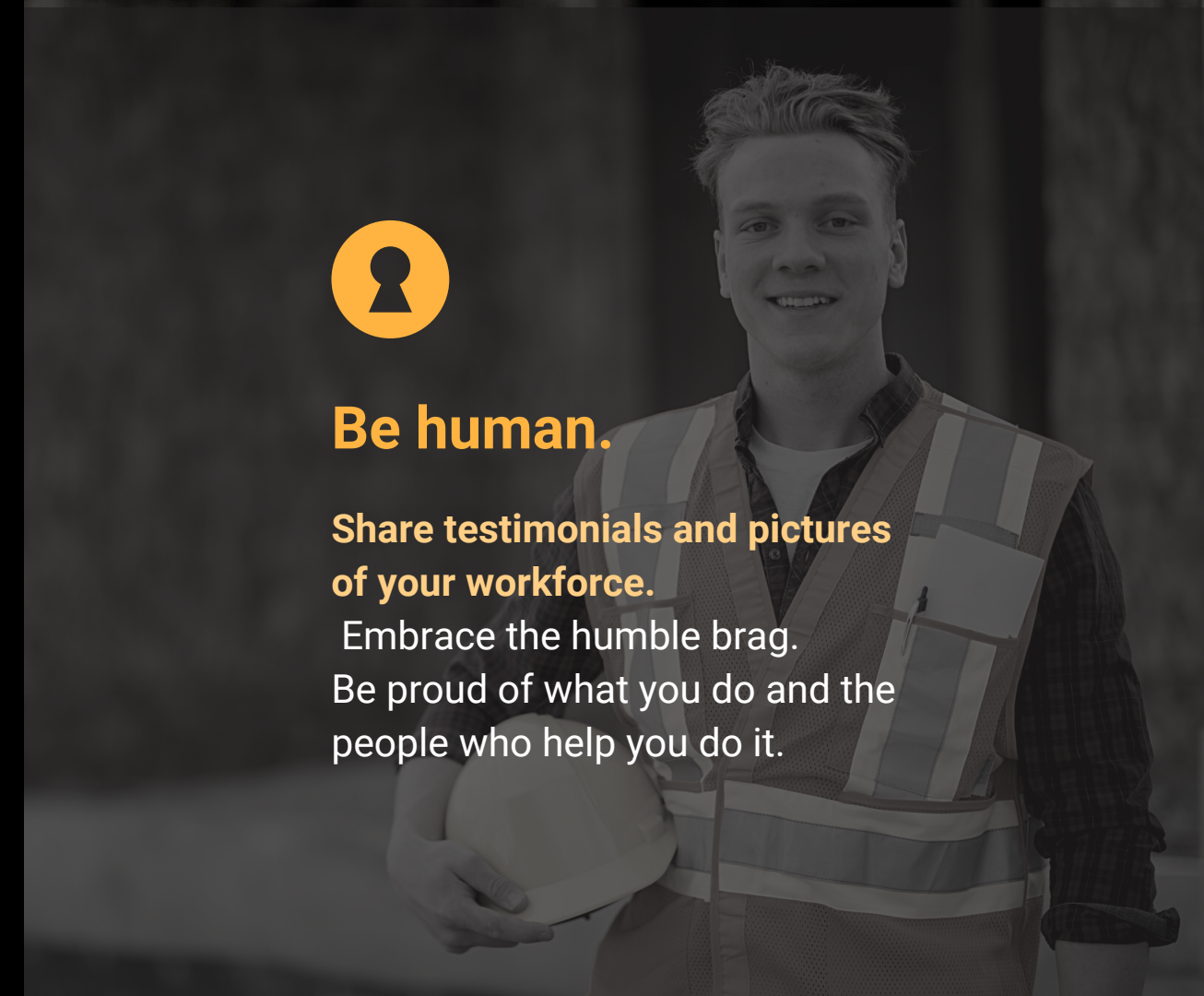
## Be brave.

**Face objections head on.** This lets people know you anticipate their concerns and are dedicated to create the best working environment for your employees.



## Be human.

**Share testimonials and pictures of your workforce.** Embrace the humble brag. Be proud of what you do and the people who help you do it.



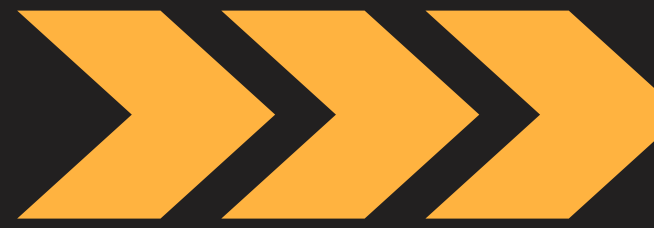




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# SHOWCASE FLEXIBILITY

# 4







**45%**

**of millennials will chose  
workplace flexibility over pay**

**But let's face it. Not every business  
is suited for that level of flexibility.**

That doesn't mean it should be ignored.

Approach the objection with your eyes open  
and understand it may be an issue.

**Tell applicants how you deliver flexibility.**



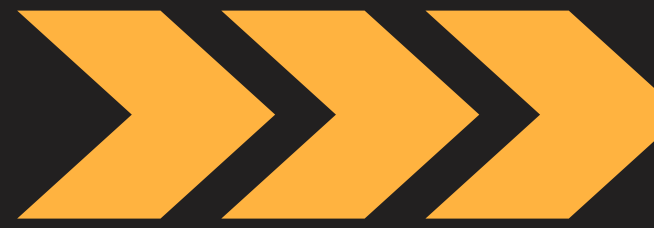




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# HIGHLIGHT COMMUNITY INVOLVEMENT

# 5





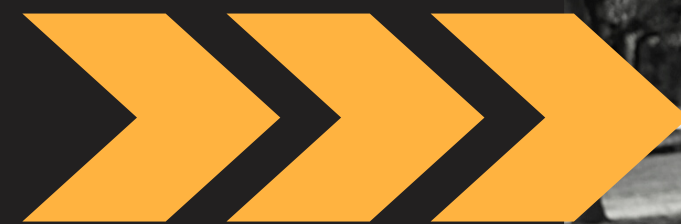


**42%**

of construction websites  
**showcase company culture  
in careers sections**

The volunteering, fundraising,  
workforce initiatives, safety  
trainings, sustainability  
practices — **you do them, don't  
sweep them under the rug.**

Those are your opportunities for the all-  
important humble brag. Inform the public  
about your corporate social responsibility.







Employment Application

Personal Information	
Given Name	
City	
City	
Duration (years)	
Employer	

6

MAKE IT EASY  
TO APPLY  
ONLINE







# EASY TO APPLY GOES BOTH WAYS

**Easy for applicants.**

**Easy for HR.**

You need something more sophisticated than a downloadable or fillable PDF.

Intaking handwritten applications and forcing HR to type them into their HR software is not an online system. It's a hot mess.

Make your application into an email form or your website or an HR software allowing applicants to fill in the blanks. Then, when they submit the form, the submission can go straight to the correct person in HR for processing.





MAKE IT

# MOBILE FRIENDLY

28%

of adults age 18-49

live in a home without a laptop or desktop computer

51%

of adults age 10-29

live in a home with three or more smartphones

## Pinch-and-zoom is out.

Mobile traffic increases every year. You bend over backwards to accommodate clients, at least meet job applicants where they are.







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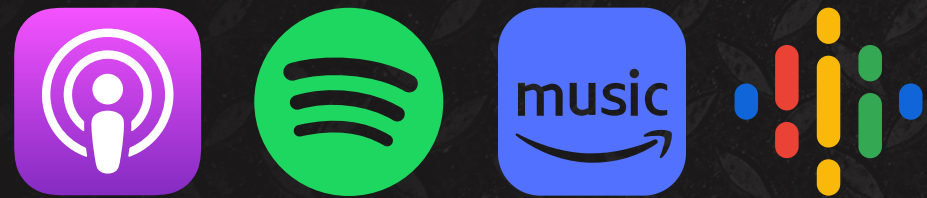




Need more marketing banter?

# CHECK OUT OUR PODCAST

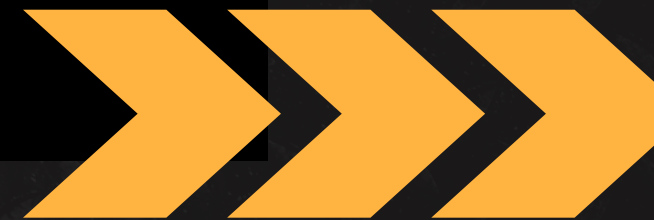
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make sure your marketing doesn't suck.



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DESIGN





ABOUT THE AUTHOR

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Monica is a techy, crafty, mom, business owner, runner and aerial dancer who solves communication challenges through technology.

She founded MayeCreate in 2005 and enjoys swear words, hoodies and building awesome freakin' websites. [Let her know if you need one.](#)

**Connect Online**



MayeCreate  
DESIGN





If you think your **website stinks...SO DOES EVERYONE ELSE**

WEBSITE DESIGN DONE RIGHT



SKIP THE CRAP, LET'S TALK

Stop apologizing for a crappy website.

We partner with organizations tired of mediocre design and second-rate, semi-responsive service. They want purposeful, effective design that stands up and screams, "I'm the real deal!"

Get your pride on.

LET'S GET THIS THING DONE RIGHT.



**CONTACT US**

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