

Web **FX**

Construction

State of the Industry

Digital marketing insights

2025



State of the Industry: 2025

1

\$2.6 trillion in revenue

For the construction industry in 2023

2

3.4% profit margin

For the construction industry in 2023

3

0.7% compound annual growth

Forecasted for construction industry 2023 – 2028



Top Challenges



Labor shortages

- **88% of construction firms** with job openings are having trouble filling them.
- **61% of construction firms** have had jobs delayed because of labor shortages.

Jump to: [Recruitment marketing solutions →](#)



Supply chain issues

- **65% of construction firms** report project delays because of supply chain issues.
- **50% of construction firms** report project cancellations, postponements, and more due to increased costs.

Jump to: [Strategies to grow revenue & ROI →](#)

Recommendations for Construction Firms

Construction Staffing

How to attract more construction workers



Strengthening your brand can help you attract **50%** more qualified applicants

- Create a strong visual presence through your logo, brand colors, and typography
- Communicate your company's values & work culture on your website & social media

63% of construction firms used online recruitment strategies

- Share job openings on LinkedIn and other social platforms

Overcoming Supply Chain Issues

Grow your revenue with ROI-focused strategies

Highly targeted campaigns

Expert insights from WebFX

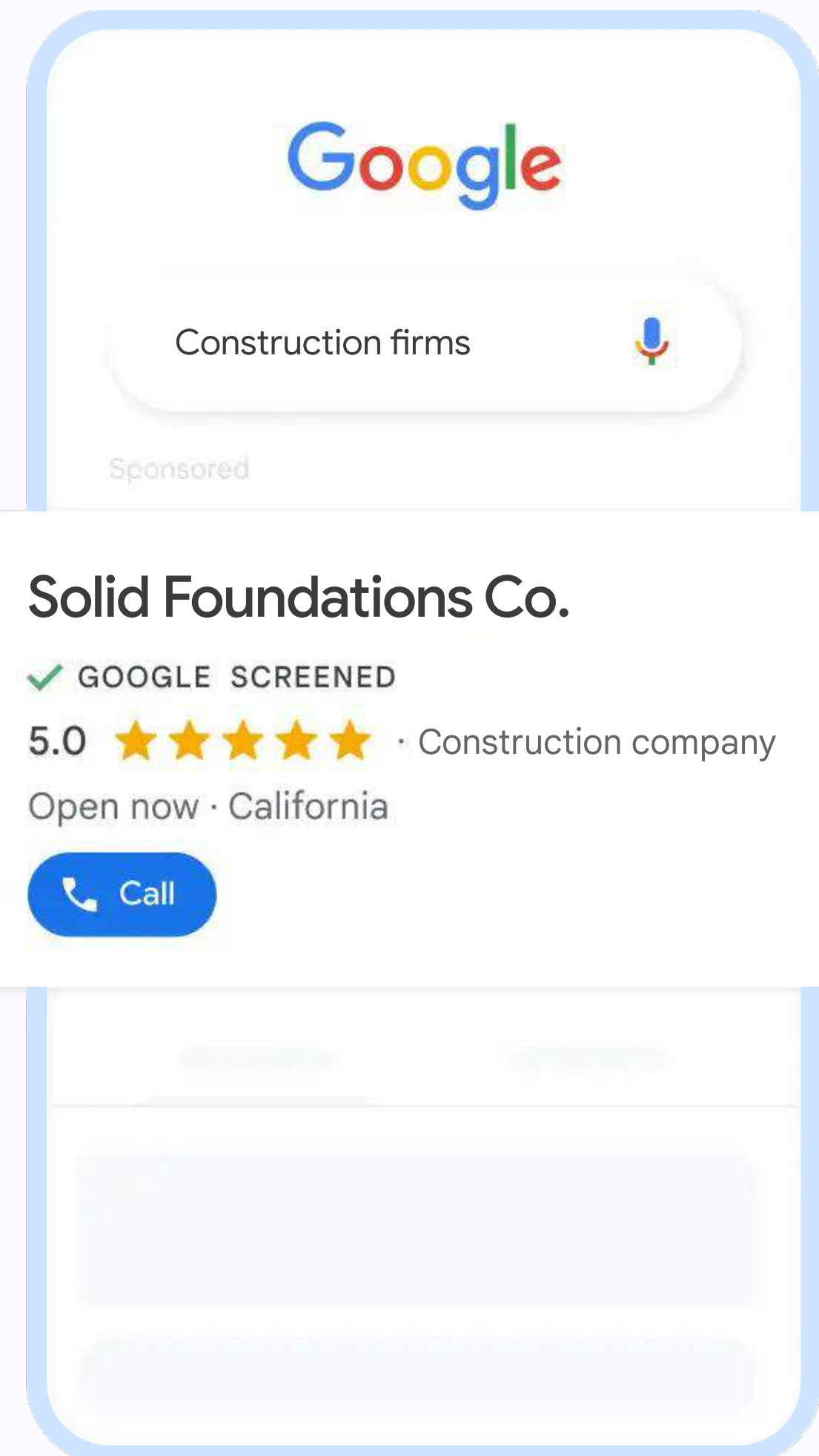
Rendell Weaver

Lead Ongoing Strategy Consultant



"In the construction industry, there is a tremendous opportunity to **drive more revenue from both past customers and new customers** with a targeted marketing strategy."

- **Run Google Local Services ads**, which appear in Google searches for construction companies
- **Use ad retargeting** to reach new leads and previous clients wherever they are online



Showing up for construction-related searches

There are **1.7 million online searches for independent contractors** each month.



Research keywords to discover what these online searches are via tools like [SEO.com](https://www.seo.com)



Create website content that answers the questions your target audience is searching for



Show up for local searchers by creating and optimizing your Google Business Profile



Tracking your ROI

Expert insights from WebFX

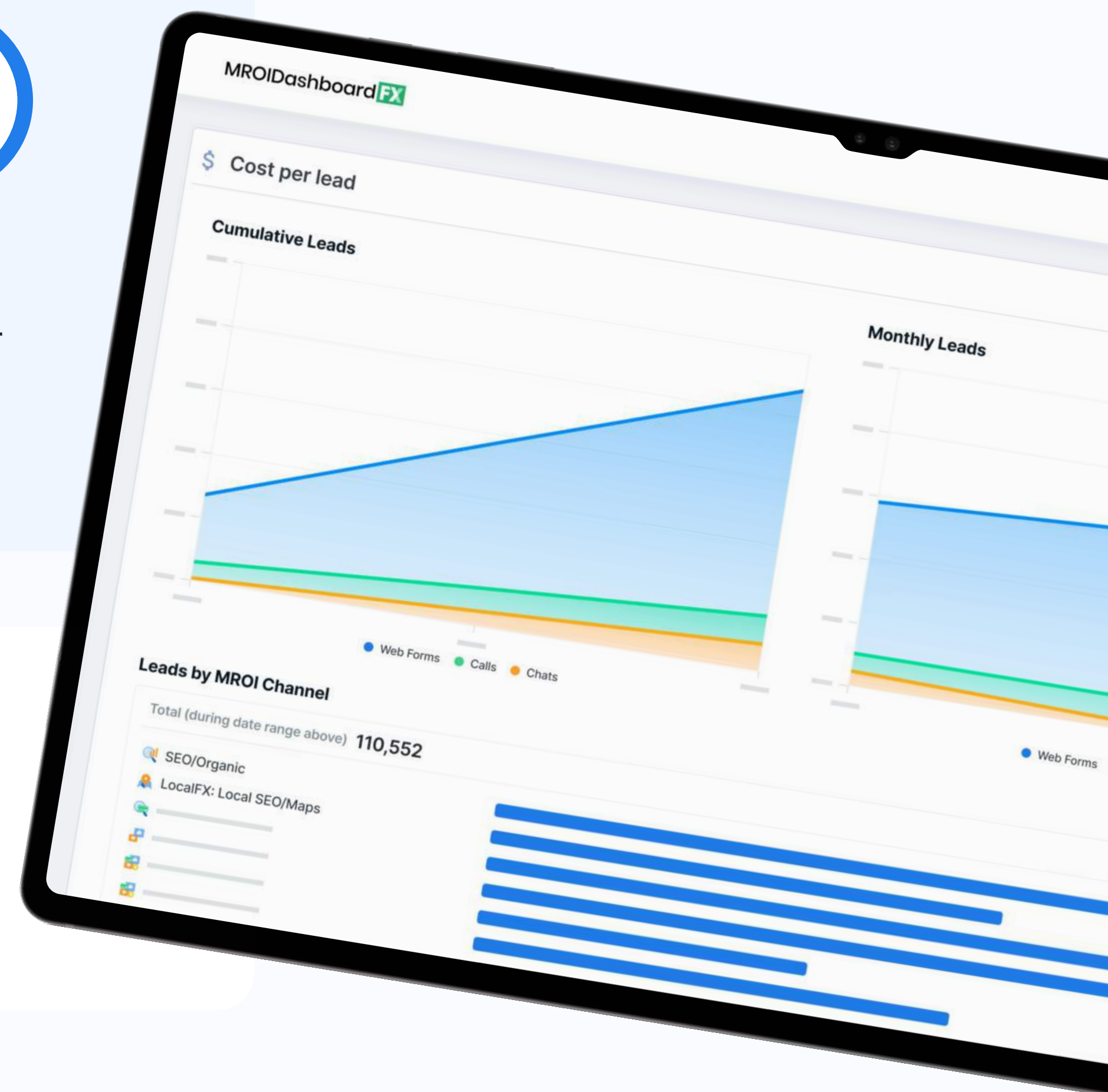
Dan Shaffer

Director of Marketing Operations



"In a perfect world, you are able to **connect every touchpoint** from every marketing system. . . That way, you can follow your customer from discovery to purchase, allowing you to. . . **invest more where you see a positive ROI.**"

- **Unify data across campaigns** to accurately measure which drive the largest ROI and which should be improved
- **Avoid vanity metrics**, like traffic and social media follows. Focus on conversion rate and revenue instead



Recommendations for Construction Firms

The importance of trust

Building trust



Four out of five projects at high-trust construction firms are for repeat clients, increasing revenue by **2%** to **7%**.



Build trust through your online presence by:

- **Managing reviews**
Respond to online reviews & share positive testimonials on your website and social media.
- **Showcasing projects**
Let potential customers see the quality of your work themselves by sharing photos online.
- **Sharing informative content**
Demonstrate your expertise and position yourself as a thought leader by sharing articles, videos, and other informative content online.

Revenue Marketing Agency

Who Is WebFX?



185,000+ hours
of experience working with
construction clients

Meet WebFX

\$893,875

Revenue driven for construction clients

60+

Subject-matter experts in construction industry

839,820

Leads generated for construction clients

25+

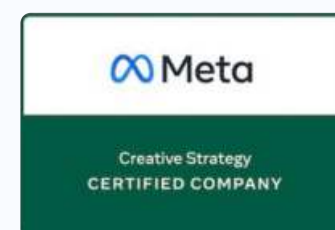
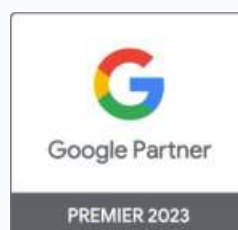
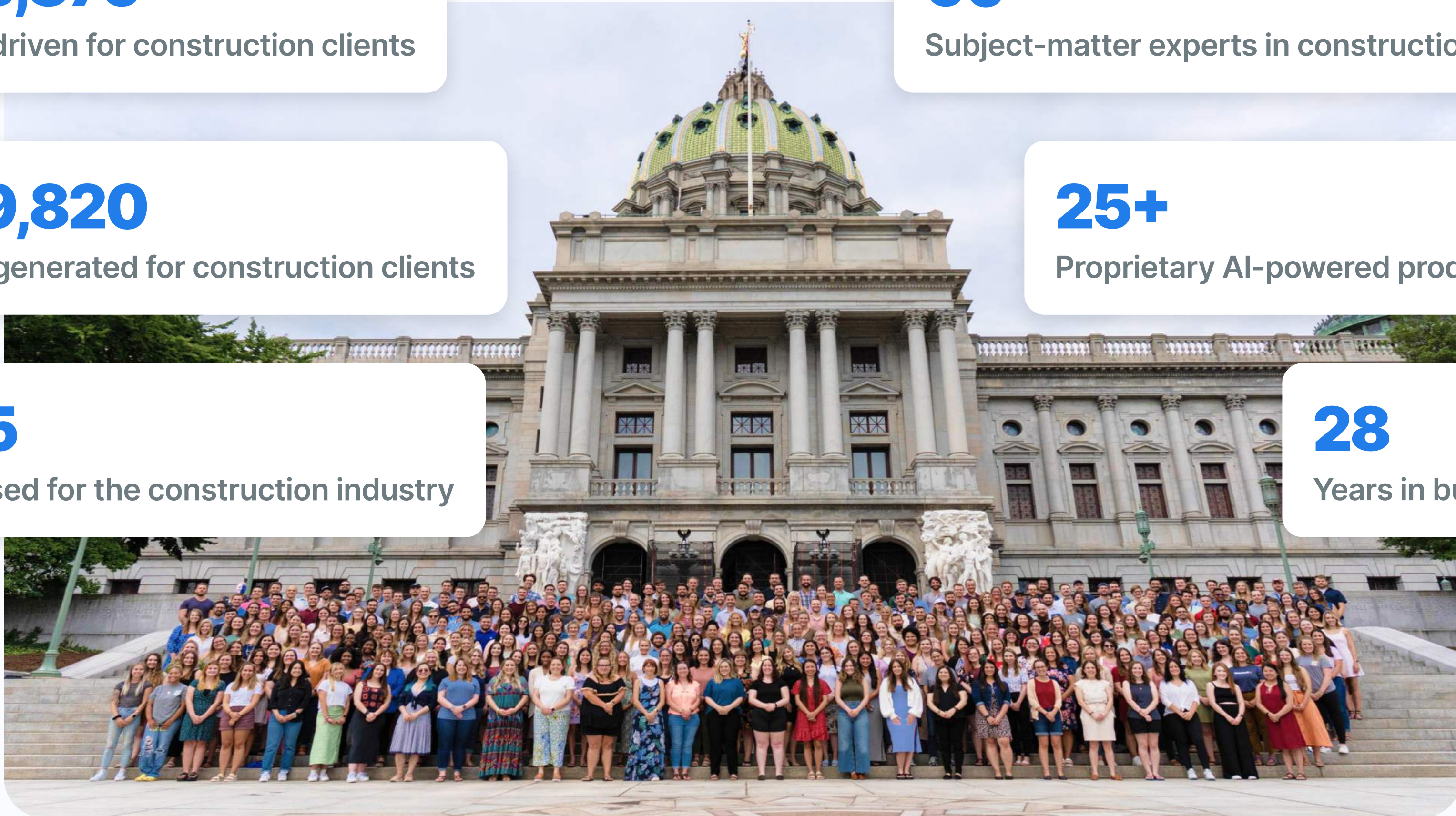
Proprietary AI-powered products

1,345

Deals closed for the construction industry

28

Years in business



Construction case studies

Maryland Sunrooms



670%

Increase in paid ad conversions

Calhoun Super Structure



30%

Increase in ROI from SEM

Reynolds Restoration Services



71%

Increase in YoY organic contact form submissions



Need to **maximize your revenue?**

Get in touch with our team at webfx.com to see how we can help!

"I have 16 years of industry experience, and WebFX is the best agency I've ever worked with."



"The most impressive thing about WebFX is their marketing platform that is custom to their business."



"The breadth and knowledge of WebFX's team are impressive."



Sources:

- <https://my.ibisworld.com/us/en/industry/23>
- <https://www.webfx.com/industries/home-repair/construction/statistics/>
- <https://recruitee.com/articles/recruitment-stats-you-need-to-know>
- <https://www.webfx.com/industries/home-repair/construction/statistics/>

Further Reading:

- <https://www.webfx.com/blog/marketing/benefits-of-local-services-ads/>
- <https://www.webfx.com/blog/marketing/what-is-remarketing/>
- <https://www.webfx.com/industries/home-repair/construction/seo/>
- <https://www.webfx.com/local-seo/glossary/what-is-google-my-business/>
- <https://www.webfx.com/blog/marketing/revenue-attribution/>
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- <https://www.webfx.com/blog/marketing/what-is-brand-perception/>