

# Search Engine Keywords Research for the Construction Industry

Submitted by: Clickthrough Marketing Ltd

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Lichfield, Staffordshire, UK – 25 July 2007 - ClickThrough Marketing, a specialist Search Engine Marketing (<http://www.clickthrough-marketing.com>) consultancy, has today announced the availability of a 28 page keywords research report for Marketers in the Construction sector.

The research report contains search engine key phrase analysis on 23 key areas of construction including; machinery, plant hire, property development, building, architects and engineering. Also included is a fascinating insight into the most popular brands being searched for online – in April 07 the top 4 were Persimmon, Bryant, George Wimpey and Belway Homes.

Phil Robinson, Founder of ClickThrough, states, "This report has been written for companies in the construction sector and helps marketers understand the opportunities available. The construction industry is way behind other sectors and is not taking advantage of Search Marketing to generate new business."

The research in this industry report is based on search behaviour and data on search engines from the 31 days of April 2007 and contains exact Search Phrase and No. of Searches.

"There are vast numbers of people searching for all types of construction products and services, plus competition on Google, Yahoo & MSN is low because only a small number construction companies have an effective Search Marketing campaign in place." Robinson continues.

This report has been done in partnership with the launch of the Construction Marketing Centre of Excellence (CMCOE (<http://www.cmcoe.co.uk>)), an innovative concept that delivers a comprehensive range of construction marketing services from the most experienced team in the industry.

Roger Moggs, Founder of CMCOE "With more and more companies needing to focus on their marketing output and ROI this report provides the perfect guide on how construction companies can improve their search engine performance."

What does this research tell us?

Market share comparisons – the number of searches for each phrase gives an insight into the comparable number of searches of each search phrase type. For example, 'Building Material' (87,124 searches) is more than 2 times larger than 'Builder Merchant' (36,492 searches).

Brands market share comparisons - the number of searches for each phrase including a brand gives an insight into the comparable number of searches for major brands in the construction sector. For example, 'Persimmon Homes' (165,640 searches) is more than 3 times larger than 'Bryant Home' (45,086 searches).

Most Popular Phrases – up to 100 of the highest count search phrases for each category are included in this report. This gives a starting point for identifying which areas your Search Engine Marketing

efforts should begin and which phrases may give some 'quick win' opportunities from Pay Per Click Marketing.

To download the free industry report go to:

<http://www.clickthrough-marketing.com/resources/construction-report.php>

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Notes for Editors

About ClickThrough

ClickThrough Marketing is an internet marketing company (<http://www.clickthrough-marketing.com>) focused on helping businesses reach new customers via the online market place including the major search engines. We offer managed search engine marketing services that increases your online exposure, search engine rankings and web sites ROI.

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About Construction Marketing Centre of Excellence (CMCOE)

Working with some of the biggest names in the construction industry, the team at CMCOE has a wealth of marketing and creative resources. This new concept means that clients can access marketing specialists and award-winning creative people with over 20 years brand building experience. Visit [www.cmcoe.co.uk](http://www.cmcoe.co.uk)

For interviews, contact Phil Robinson on +44 (0)845 057 3349. A photo of Phil Robinson available in the Press Kit at - <http://www.clickthrough-marketing.com/corporate/press-kit.php>