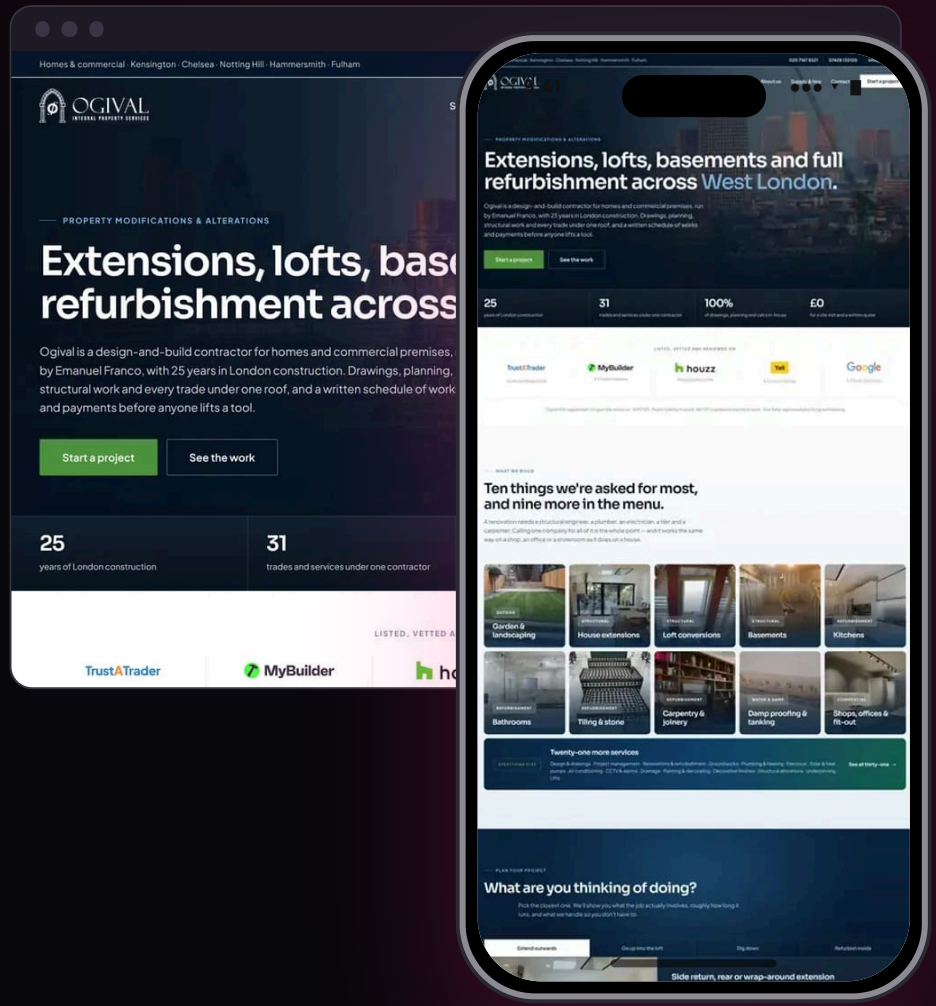
WEBSITES FOR CONSTRUCTION COMPANIES

# Get on the shortlist before the phone rings.

A short guide to how clients size up a construction company online, the pages your site needs and how we build them.

- Disciplines
- Sectors
- Case studies
- Accreditations
- Town pages



HOW CUSTOMERS FIND YOU NOW

# Nobody hands over a big package to a firm they can't size up.

Before the phone rings your site is being judged against two or three others. Buyers ask the same things first.

**1**

### Can you deliver this?

A page for every discipline you want to win, written around the jobs you do best.

**2**

### Have you done work like ours?

Proper case studies with the client and scope and photographs of your own jobs.

**3**

### Are you safe to put on site?

Accreditations and insurances shown where buyers look first. Only the ones you hold.

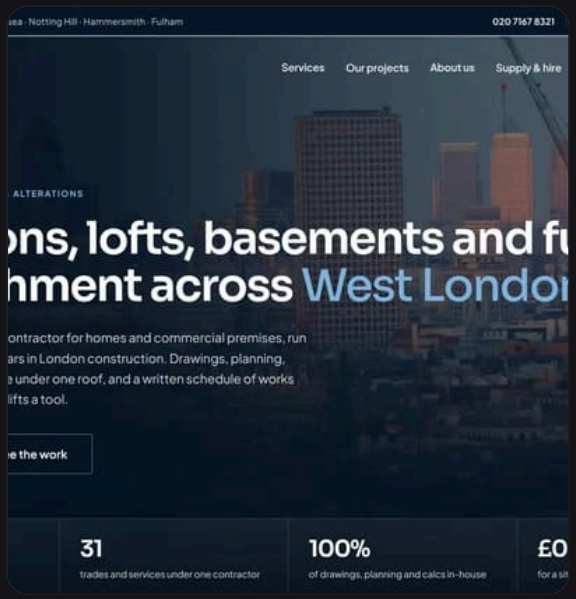
**4**

### Can AI tools name you?

ChatGPT and Google's AI answers read clear service and sector pages. Vague sites get skipped.

HOW WE KNOW YOUR TRADE

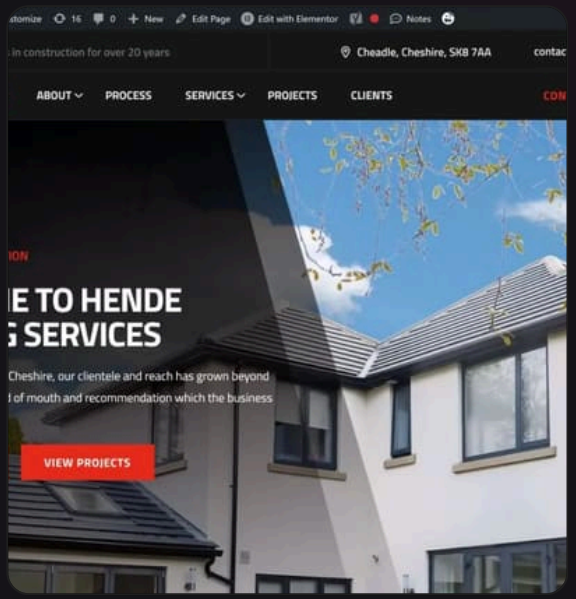
# We build for contractors already.




## Ogival

Building contractor, London

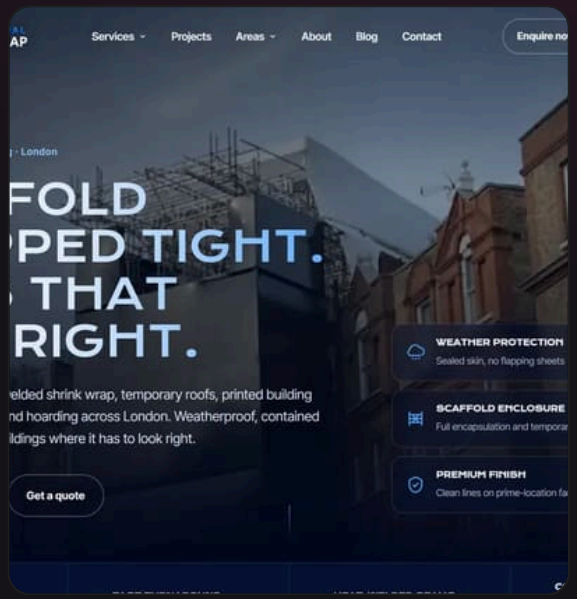
56 pages including 31 service pages and 10 case studies.




## Hende Building Services

Extensions and loft conversions, Cheshire

A separate page for each service and nineteen enquiries since going live in August 2026.




## GBR Hoarding

Shrink wrap and site hoarding, London

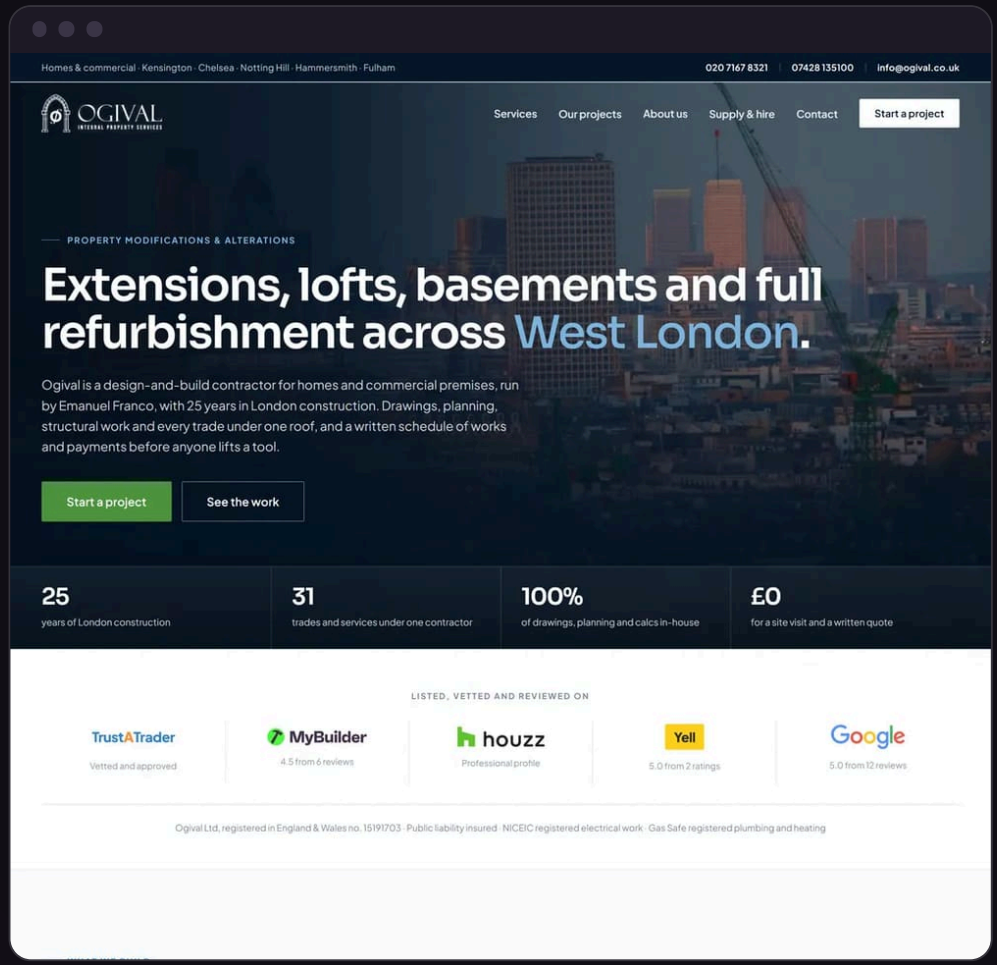
A 25 page site from brief to go-live ready in five working days.

WHAT WE BUILD

# The pages a construction site needs.

You write nothing. We write it, you read it and nothing goes live until you are happy.

- **A page for every discipline:** fit-out, refurbishment, groundworks and M&E.
- **A page for every sector** such as education, healthcare and commercial.
- **Case studies** written up properly instead of a photo dump.
- **Accreditations up front** such as CHAS and Constructionline where held.
- **Tender-ready information** with capability and key contacts easy to find.
- **Photos handled for you** send what is on your phone and we crop and compress.



NEED IT SOONER?

# Need it sooner? We can design and go live faster.

Buyers build their shortlists before a tender or a new programme starts, so a site that is live in days is already there when they look. Most sites go live in 5 to 10 working days. When you need it quicker, tell us and we will move faster.

## Same day

GBR Hoarding saw their first design on screen the same day as the brief.

## 5 days

GBR Hoarding was ready to go live in five working days.

## 7 days

Volt Fire & Security's website was built in 7 days.

## 24 hours

Spartan Resin had their first enquiry within 24 hours of launch.

### Day one

Brief by chat or WhatsApp. Design can start the same day.

### Within days

Your homepage design on screen, built around your own work.

### 5 to 10 working days

Live, set up for Google and fast on phones.

### After launch

Changes usually made the same day you ask.

**Got a date to hit? Tell us when you need to be live and we will plan the build around it.**

PROOF, NOT PROMISES

# Real work for real contractors.

**100+**

businesses looked after

**56**

pages on the Ogival site

**1,250+**

enquiries through WestCross Environmental's website

**Ogival went from first homepage concept to live in three weeks.**

Case study: whiteskidigital.com/projects/ogival/

**Hende Building Services has had nineteen enquiries since going live in August 2026, nearly three times as many as in previous periods.**

Case study: whiteskidigital.com/projects/hende/

TRUSTED BY

# Businesses across the UK trust us with their sites.

SJS Group · Spartan Resin Design · MD Environmental · Westcross Environmental Services · Volt Fire & Security · LD Plumbing & Heating Ltd

Urban Resin Design · Daniel James Group · AD Apex Doma · Swales the flooring experts · Sanctum · Dr. Sof

AiMM & Co Creating Exciting Environments · CloudFusion · Curator Natural Skincare · URBAN FUN play · win · meet · eat + drink · The Lockdown Pub And Kitchen

**100+**
**businesses looked after**

Rated 5 stars on Google · Every project gets its own case study at whiteskidigital.com/projects/

WHAT CLIENTS SAY

# In their own words, on Google.

## Fast and easy to deal with

★★★★★

"...gets things changed and updated so quickly. Very easy to deal with, just send a what's app and it all happens in the background."

Hannah

★★★★★

"An idea inside my head became an amazing business website in next to no time."

Darran Smith, Around Ashford

★★★★★

"Absolutely brilliant to work with. Nothing is ever too much..."

Rebecca Cloke, NT Cloke Pumps & Water

## Results you can see

★★★★★

"...our website now ranks on the first page of Google..."

Sofia Polushkina, Roots & Shoots

★★★★★

"I was spending like £200pm on google ads, now I spend hardly anything and yet I get the calls and enquiries."

Charles Winton

★★★★★

"The SEO work has already started making a real difference"

Luke, ReNewIt

## A partner for the long run

★★★★★

"Whiteski see themselves as a long-term partner, not a company that simply hands over a website and disappears."

Mark Johnson, Marshalls International

★★★★★

"Top class service from Whiteski Digital, they have completely transformed our construction companies website."

Dan Henderson

★★★★★

"My website has improved drastically."

Feature Finishes

Read all our reviews on Google: search Whiteski Digital on Google Maps.

WHY WHITESKI

# Why businesses pick Whiteski.

**One team for everything**
Website, SEO, Google profile, hosting and social from one place.

**Live in 5 to 10 days**
Homepage design within days. Faster when you need it.

**Same-day changes**
Send a WhatsApp. Most changes are done the same day.

**You write nothing**
We write it, you read it. Nothing goes live until you are happy.

**Found from day one**
SEO and AI search set up as we build, not bolted on later.

**Our own UK hosting**
Fast servers, daily backups and security watched for you.

**Your own case study**
Every project gets its own page on our site.

**A long-term partner**
We stay after launch. We don't hand over a site and disappear.

1. **Tell us**
Your work, your area and the jobs you want more of.

2. **See it**
Your homepage design within days.

3. **Shape it**
Changes made fast, usually the same day.

4. **Go live**
In 5 to 10 working days.

5. **Get found**
Help with Google from day one.

## How much will a construction company website cost?

It depends on what you need and want. We can work to most budgets. See every figure at whiteskidigital.com/pricing/

### Basics

A clear site with your services, gallery, reviews and enquiry form.

Ask for a price →

### Full

Service and town pages so you show up across your whole area.

Ask for a price →

### Custom

Bigger sites, booking, quote tools or anything your business needs.

Ask for a price →

WE DO IT ALL

# The site is the start. We do the rest.

**Websites**
Fast, custom sites built around your own work.
/web-design/

**Online shops**
Sell online with a shop that is easy to run.
/online-shops/

**Rebuilds**
Tired site or stuck on WordPress? We move you over.
/website-rebuilds/

**SEO**
Page packs and monthly SEO that answer real searches.
/seo/

**Google Business Profile**
Set up, filled in and looked after.
/seo/google-business-profile/

**AI search**
So ChatGPT and Google's AI answers can name you.
/seo/ai-search/

**Our own UK hosting**
Servers, backups and security in one place.
/web-hosting/

**Care and updates**
Small changes and checks each month.
/web-updates-care/

**Social media**
Posts that show your work, planned and booked.
/social-media/

**Email marketing**
Newsletters that bring past customers back.
/email-marketing/

**CRM systems**
Leads, jobs and follow-ups on one screen.
/crm/

**Growth plans**
One monthly plan that covers the lot.
/digital-retainers/

NEXT STEP

## Want to be on more shortlists?

Tell us the work you want to win and the sectors you serve. We will show you what your site could look like.

**Ask for a price**

**WhatsApp 07725 541812**

Email info@whiteskidigital.com
See our construction company work at whiteskidigital.com/construction-web-design/