

Construction companies in an online environment essay

[Environment](#), [Ecology](#)



For a company to be feasible online it must pull the consumer every bit good as nowadays a feasible market for the merchandise being sold. When one thinks of a company that does concern good online they may convey to mind concerns such as Amazon or Google. However there are many companies that provide a great merchandise or service but fail to hold an on-line presence that some of their top online rivals possess. One field that has an expansive online presence is the building industry.

Many companies such as Thor Construction Inc. have gone the path of engaging a professional online market company to plan their web site. while other much smaller companies have to plan their on-line presence by what their budget will let. Darrell Julian Construction out of Albuquerque. NM is a company that has a web site that could profit from developing a different online scheme directed toward their mark audience in the commercial and residential building field.

It used to be that one would travel to the xanthous pages to happen a contractor or trust on word of oral cavity to happen a company for a building undertaking. Harmonizing to the web site for Darrell Julian Construction (Darrell Julian Construction. Inc. . 2007) . the company was established in 1975. long earlier on-line selling would hold been a idea for Mr. Julian and his company. As the company grew and the industry began to hold greater on-line prevision. Darrell Julian building needed to take its service to the cyberspace to increase their marketability and remain competitory with the other buildings companies in their mark market. By making this Darrell Julian's company identified with what Swiply's web site provinces that " the

cyberspace gives you a virtually limitless platform on which you can separate yourself as an industry expert. " (Swipely. 2011)

In 2007 the web site darrelljulianconstuction. com was created to give this long established company a opportunity to vie in an on-lineenvironment. The merchandise and service that the company has to offer would be feasible in an on-line market as the consumer would be able to see the edifices and the alone manner that Darrell Julian's company assembles the merchandise. Harmonizing to the web site the walls are designed at a panel works located at their installation and so shipped to the occupation site for assembly as opposed to constructing everything at the occupation site.

This ability allows the workers to piece preciseness wall panels and construct big scale undertakings in a timely mode. Having these keywords in their online selling allows the client to seek for a building company that can provide the demand of big building undertakings with a timely bringing. All of these facets allow this company to acquire the word out to the online shopper that they can make full specific demands. nevertheless merely holding a web site in today's market may non be plenty to acquire the consumer to shop your merchandise or service.

Darrell Julian's web site is available merely by typing in Darrell Julian and so the hunt engine supplies the web site as one of the first listed on the page. So it is non a difficult web site to happen. if one knows the name of the concern. However. if a individual was to seek for building companies in Albuquerque. NM. that individual would non see the name Darrell Julian

anyplace on the first page. The client seeking for what Mr. Julian's company has to offer would not hold the chance to see the web site because it is not available in a general hunt. For this site to be successful it must make the people that are seeking for it. The competition is out at that place and their end is to make the consumer foremost before they have the chance to shop around.

Some of the first sites that one sees when a hunt is done for building companies in Albuquerque would be companies such as Jaynes Corporation, Gerald Martin General Contractor, and Hart Construction Inc. There are many other companies that appear on the first page of the hunt but a first glimpse these appear to be the more popular companies that consumers search for when seeking to happen a building company. Jaynes Corporation is the first site that appears with a brief description after the companies' name.

Jaynes Corporation is chiefly a commercial building company that offers competition to Darrell Julian Construction on a big graduated table. Their site shows many images of the undertakings that they have done every bit good as elaborate descriptions as to what the undertaking required. Some of the other positives of the web site are that they provide a complete company profile, imperativeness releases and intelligence narratives representing their work every bit good as wages, and links to societal media sites such as Facebook and Twitter.

Some of the negative facets of the site are that they do not speak about that building procedure every bit much as one would believe would be necessary

to understand how the company adds to the value of their service with alone traits of their design. There is besides non a topographic point to happen client feedback on the site. be it good or bad so that a client can associate to the other organisation that have utilized Jaynes Corporation's services.

Gerald Martin has a beautiful place page that entices the visitant with dramatic images of some of their greatest achievements in the field of commercial building. Besides on the place page are some of the company's accreditations. with the in writing designs that those who understand the building industry would acknowledge by site. As with the web site for Jaynes. this site offers many images of the company's undertakings with a elaborate description of the construction that was built. Besides there is a nexus to read intelligence Jockey shortss to let one an penetration into some of the interior workings of Gerald Martin and their achievements.

One of the negatives that could stand out to a visitant of the site would be that there are no links to societal media sites. Again much like with Jaynes Corporation there are no testimonies on the site. There is non a topographic point to travel to see customer's sentiments of the company or the site.

Another facet that one might happen is that there is non a topographic point to compare how Gerald Martin stands apart from their competition giving the client a manner to extinguish other companies from their hunt.

One concluding site for comparing is Hart Construction located in the local Albuquerque country. The web site for this company has many of the same attributes as Darrel Julian's web site. Upon first glimpse the site is non as

professionally done as the other two companies that it is compared to above. The site does have quality images that show some of the occupations that the company has done but there are no descriptions as to what was done on the undertaking. so one does not know what aspects of building the company can supply to their clients. One property that the site does offer. that differs from the others. is a mention page. They are not testimonies but they do give the possible client the opportunity to reach other clients that have used the company for their undertakings. All of these sites differ immensely from Darrell Julian Construction with the exclusion of Hart Construction's site. that allow for competition to supply a much more attractive online experience for individuals seeking for a quality contractor.

One facet of online selling that Darrell Julian's web site could profit from would be content selling. Harmonizing to Laura Lake from About. com " everyone is seeking to sell. but those that can inform are more likely to acquire gross revenues. " (Lake. L. . n. d.) Though Darrell Julian's site does demo content that supports their service every bit good as descriptions of what the company can offer the client. it does not travel in depth adequate to demo the value added when taking Darrell Julian Construction over one of their on-line rivals. The site lacks the ability to pull clients with up to day of the month statistics and information about the company. It besides does not offer a manner for the possible client to experience that they are being enticed to take Darrell Julian over a similar company that may hold a more modern-day image of their overall value.

The content of Jaynes Corporation's web site offers a really appealing ocular entreaty every bit good as a battalion of chances to research why engaging this company to make a occupation would be good non merely in quality but monetarily every bit good. The content of the web site is presented in such a mode that allows the spectator to voyage to where he or she would wish to travel to happen relevant information. When one positions Darrell Julian's web site it is non as appealing nor is it as easy to voyage as some of their rivals. A company must remain relevant to remain in order to remain in competition with other rivals. If a site gives the spectator the sense that the content is non current. and that the company is non keeping their web site. a individual may be inclined to travel elsewhere to hunt.

Another online selling scheme Darrell Julian's company would profit from would be Web site optimisation. As mentioned antecedently. the web site can be found when typing in the owner's name. Darrell Julian. However. if one was to type in general building keywords they would non be directed to Darrell Julian's web site. Even though the rubric of the company does incorporate the word building it would be much more good to hold the first word in the rubric be associated with the building industry. A name like Construction Designs by Darrell Julian would let the company a better opportunity of demoing up on the first page of the hunt engines query. (Stokes. R. . n. d.)

Optimization brings to mind ways to execute in a more adept mode. For Darrell Julian's web site to be more adept for the client it would hold to be more readily accessible. One manner to do a site more available to the

individual carrying out the hunt would be to hold links on web site that provide related merchandises or services. If a relationship could be made with a site that provides land that is zoned for commercial building a client that was looking for land to construct on would besides come across Mr. Julian's web site to supply their building demands.

It is of import to hold positive facets about 1s company be the focal point when a client is seeking for a merchandise or service provided by a company. When Darrell Julian Construction is typed into a hunt the focal point of the hunt conveying the oculus straight to the web site. which is the first point on the page. However if the individual seeking for this peculiar web site scrolls down to mid page there is a nexus to a legal web page that brings up a jurisprudence suit against the company from 1998. Though this is non a detrimental claim it does convey inquiries to the consumer carrying out the hunt as to whether or non they should go on to see Darrell Julian Construction as a campaigner for their concern.

It would be much better for the company if intelligence like this had to be searched for alternatively of on the same page as the nexus to the site itself. One scheme that would be utile here would be persevering in making adequate web traffic via societal media or other positive web sites that allows this information to fall back to other pages so that it is non the first thing that a client sees. One could utilize sites like Squidoo. or a blog site such a sGoogle+ to make positive web traffic on a page.

Even though Darrell Julian's web site does provide what the concern can make for the client. it does not to the full cover how the client will profit by taking Darrell Julian Construction as its contractor. One scheme that keeps such things in head is a displacement in believing. altering the focal point from an upstream attack. looking at the merchandise. to a downstream attack. concentrating on the client.

In Naraj Dawar's Harvard Business Review article he states that " the strategic inquiry that drives concern today is not ' What else can we do? ' but ' What else can we make for our clients? " . (Dawar. N. . 2013) Darrell Julian's web site does a good job of speaking about their expertise in panel works building and how that allows the company to construct walls at their site and so transport them out to the build site. It does not travel into great detail as to how this will profit the client financially every bit good as shorten the lead time it will take to complete the merchandise. All of these facets of the concern would be positives to a possible client and should be brought out in more detail on the site in topographic point that would be readily viewed by the consumer. such as the place page. With all of these schemes in head one of the most good schemes that Mr. Julian could integrate into his web site would be the presence of social media.

It seems about everyone is on social media sites these years from grandmas posting images of their grandkids to concerns marketing their merchandise with instant client feedback and response. From Facebook to Twitter concerns are acquiring the message out that their merchandise is superior over what their competition has to offer and ask for clients that

have used their company to distribute the word that they approve of the merchandise or service that they received. Jaynes Corporation is a perfect illustration of how the building industry can make those clients that may not search for their site by marketing on sites such as Facebook and Google Plus.

One of the advantages to sites such as Facebook is that clients can make your web site through your Facebook page. or they can associate to you Facebook through your direct web page. For illustration. if person had used Darrell Julian Construction for one of their undertakings they may wish your page on Facebook. Possibly a possible client may be friends with this person and come across Darrell Julian's web page via this signifier of selling.

On the other hand a possible client may be on Mr. Julian's web site and desiring to read some testimony of others experiences with his company so they click the nexus on the site and are directed to the companies Facebook page. There they will hold the advantage of acquiring to cognize what type of a concern they are looking into and how others felt about the service they received from Darrell Julian building. By supplying these chances for his clients Darrell Julian has the possible to spread out his concern web presence exponentially.

Another societal media site that could be really utile to Darrell Julian's company would be YouTube. This site allows the user to watch video's of peculiar topics that the spectator may be interested in through a hunt straight on the site. or by associating to the site via 1s personal web page.

One manner that Darrell Julian may profit from a site such as this would be to set links to some pictures of his undertakings as they are being constructed in existent clip. Customers could snap on the nexus and ticker as a undertaking unfolds. and to see the professionalism and workmanship that Mr. Julian speaks of in his web site.

Traveling back to a old remark sing selling scheme. one of Darrell Julian's hallmark design facets of the concern is his panel works design. If the links are set up right on the site a client could hold the chance to watch the panel works procedure as it happens. This individual would hold the alone ability to visualise for themselves what the company is speaking about in the site without of all time holding to go forth the comfort of their office. There is besides the testimonial piece of the selling scheme. YouTube could let for picture to be posted of clients speaking about the first-class service and outstanding experience they had when covering with Darrell Julian Construction. These sites are some of the more good cognize societal media sites that most are familiar with. nevertheless blogs offer the company an chance to make a topographic point for non merely direct selling by speaking about the merchandise. but indirectly by composing about experiences and interactions with clients.

Blogs come in many forms and sizes. from societal web logs to wikis. or podcasts. A web log can be set up easy by an single and does non necessitate the aid of a professional to be appealing to individual reading or composing in the web log. Another great property of the web log for the company that chooses to use that media is that it can be controlled. Unlike

Facebook or Twitter one can put bounds on who can entree the web log to compose remarks. or give feedback. This is a safe manner for a company to acquire the word out about their merchandise without holding to make excessively much harm control.

Darrell Julian Construction could spread out their web presence by holding a web log that clients could associate to through the site. This would once more let the client to read elaborate descriptions of others experiences with the company every bit good as get to cognize Mr. Julian straight through his entries to the site. Another positive facet of the web log is that it can take a place on the first page of a hunt that person may be carry oning for Darrell Julian Construction leting for a positive hunt and forcing negative facets such as the case to a ulterior page.

As a whole the online selling program that Darrell Julian Construction. Inc. set out to set up was a good start for the company. A web site that would market to their consumer base on the cyberspace and let them to remain competitory with other companies that provided similar services. When Darrell Julian set up his web site in 2007 there were many properties to the site that would let his company to stay competitory via the cyberspace. On the site potency clients could happen out what Darrell Julian Construction's mission and vision is. every bit good as how the concern operates. One can besides happen images and brief descriptions of some of the company's top designs.

With that being said the site itself is non what some of Darrell Julian rivals has to offer their clients. One of Mr. Julian's biggest rivals. Jaynes Corporation. offers their client a visually appealing web site that has a battalion of high definition images every bit good as elaborate description of their undertakings. In add-on to the entreaty of the web site. a client can besides associate to the companies Facebook site. their Twitter site. every bit good as other societal media sites that will let the client to derive better cognition of whom they are making concern with.

If Darrell Julian wants his company to remain competitory in an online environment his web site will necessitate to be updated with more content as to why the company is feasible to the possible online client. More elaborate descriptions of Darrell Julian Constructions alone panel works and how the works will profit the client would be a utile add-on to the site. More synergistic images and elaborate descriptions of occupations will let a client better entree to information from the comfort of their personal computing machine.

Mr. Julian's competition will most likely continue to update their sites every bit good as add content as it becomes evident that it will assist in their selling scheme. For Mr. Julian to remain competitory his company will necessitate to implement a program to hold person within the company or a 3rd party that will maintain the content up-to-date and let a competitory border over the competition. Some of the facets discussed supra will assist in leting Mr. Julian's company to be one of the first web sites a client sees when they Google the word building in Albuquerque. NM. One major alteration may

merely merely be altering the name of the site to include the existent word building at the beginning of the name letting the hunt to give his web site by subject. These schemes that would to be implemented will let a much better experience for the client every bit good as the company as a whole.

Social media is everywhere and most people are traveling to societal media to seek for merchandises or services before they will really see the company's web site. Many will falter across a company's web site as a consequence making other things on a societal media site. Mr. Julian does hold a Facebook site for his company nevertheless. there is no manner to entree the company's web site from Facebook. nor is at that place any manner to entree the Facebook site from the existent web site itself. A nexus between these two sites would let the client to non merely see the web site but to use societal media to seek for a company that will suit their demand.

In decision. Darrell Julian has an on-line presence that allows a client to happen them if they are willing to make the research. Most do non pass that much clip to happen a company when there are other sites that are readily available to the client through a hunt on a hunt engine or through a societal media site. Companies continue to acquire a bulk of their concern through their advertisement and selling on the cyberspace. for some companies it is their individual and best beginning of selling. Darrell Julian Construction could keep a strong presence on the web by doing some critical alterations to their site and societal media interaction with the client. Keeping this on-line presence and tagging their company in a professional mode could be the difference between a client taking Mr. Julian's company over the competition.

Mentions

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