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THE B2B COMPETITOR INDEX BENCHMARK REPORT

CIVIL ENGINEERING FIRMS IN GREATER MANCHESTER

RESEARCH COMPLETED: OCTOBER 26

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Category: Small-medium civil engineering firms in Gtr Mcr with under 50 staff

Firms audited: 19

Top 3 performers:

1. PKB Civils
2. LCS Civils
3. Byrne Civil Solutions

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PKB CIVILS

Reasons for selection as a top performer in the index:

- Clear value proposition
- Compelling calls-to-action
- Trust signals

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LCS CIVILS

Reasons for selection as a top performer in the index:

- Message clarity
- Client focus
- Trust signals

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BYRNE CIVIL SOLUTIONS

Reasons for selection as a top performer in the index:

- Clarity - for humans and robots
- Compelling calls to action
- Customer journey

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EXPERT COMMENT

"There were two key areas of weakness that I saw across almost all of the civil engineering firms' websites that I reviewed: not enough focus on the customer, and no clear customer journey."

Emma Radcliffe, Herkess Marketing

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GET YOUR BUSINESS'S PERSONALISED REPORT

To get your business's scorecard from the B2B Competitor Index Benchmark Report, email emma@herkessmarketing.com with 'Scorecard' in the subject and your company name.

Want your site reviewed? Comment 'AUDIT' below.