

NEWS RELEASE
For Immediate Release
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How Does Your Construction Brand Rate? Announcing the Construction Brand Internet Index (CBII)

Naperville, IL—June 7, 2010—The Construction Marketing Association (CMA) announces the Construction Brand Internet Index (CBII). A comprehensive rating of the Internet presence of top construction brands based on over 50 variables.

The rating identifies how effective a specific website domain is relative to other websites. The ratings are based on search engine data, website structure, traffic, social media integration, inbound links, indexed pages, site performance and more.

"Overall, the top construction brands rate high due to high volume website traffic and large quantities of links, however a number of missed opportunities were identified. Certainly the low scoring websites like [Caterpillar](#) and [Kohler](#) lacked social media integration, or for some, even basic meta data," states Construction Marketing Association chairman Neil Brown. *"As we evaluate the top construction brands, it is apparent that we (construction) lag other sectors on Internet best practices. Fortunately, the association addresses these opportunities with programs and training."*

In addition to rating top construction brands, the Construction Marketing Association is offering a **Free CBII Rating Service** to qualified construction brand websites. Simply submit your website domain using the contact form on the association website at www.ConstructionMarketingAssociation.org, and type *Request CBII* in the questions field. Your rating along with a "punchlist" of problems and recommendations will be emailed within 24 hours.

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Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#) and [YouTube](#) pages. Questions? Contact Neil Brown at 630-579-8383.

EDITOR'S NOTE: Jpeg images of CBII Charts attached

Company	Website	Rating
Engineering/Architects		
Bechtel	www.bechtel.com	97
Fluor	www.fluor.com	96
The Turner Corp.	www.turnerconstruction.com	96
KBR	www.kbr.com	94
Perkins+Will	www.perkinswill.com	93
Skidmore, Owings & Merrill	www.som.com	80
Equipment		
Komatsu	www.komatsu.com	95
Bobcat	www.bobcat.com	93
John Deere	www.deere.com	90
Caterpillar	www.cat.com	75
Power Tools		
Ridgid	www.ridgid.com	99
Milwaukee	www.milwaukeeetool.com	97
Hilti	www.hilti.com	94
Robert Bosch	www.boschtools.com	78
Materials		
Andersen	www.andersenwindows.com	99
Lennox	www.lennox.com	95
Owens Corning	www.owenscorning.com	95
USG	www.usg.com	94
Kraftmaid	www.kraftmaid.com	93
Behr	www.behr.com	87
Kohler	www.us.kohler.com	70
Home Builders		
Pulte	www.pulte.com	99
D.R. Horton	www.drhorton.com	96
Centex	www.centex.com	95
Remodelers		
Belfor	www.us.belfor.com	75