

HEADLINE: CONSTRUCTION. A CAREER THAT CAN SPAN A LIFETIME

BODY COPY: Construction is more than just building. It's a chance to change people's lives and communities.

| Link Descriptions (text above image) | Characters | Limit | Diff |
|---|------------|-------|------|
| Construction is a career like no other | 38 | 90 | -52 |
| Construction. A career that can span a lifetime. Construction really is a career for life | 89 | 90 | -1 |
| Construction. A career that can span a lifetime. Make a difference to people's lives | 83 | 90 | -7 |
| Construction is more than just building. It's a chance to change people's lives | 80 | 90 | -10 |
| Construction really is a career for life with exciting opportunities & career development | 89 | 90 | -1 |

| Post Text (text under link headline) | Characters | Limit | Diff |
|--|------------|-------|------|
| Construction is more than just building. It's a chance to change people's lives and communities. Construction is a career like no other | 135 | 200 | -65 |
| Construction is more than just building. It's a chance to change people's lives and communities. Construction. A career that can span a lifetime | 146 | 200 | -54 |

| Link Headline (large text under image) | Characters | Limit | Diff |
|--|------------|-------|------|
| Create something special | 24 | 25 | -1 |
| Change people's lives | 21 | 25 | -4 |
| A career for life | 17 | 25 | -8 |
| Leave a legacy | 14 | 25 | -11 |
| Reach your potential | 20 | 25 | -5 |