

**HEADLINE: A CONSTRUCTION APPRENTICESHIP PUTS YOU ONE STEP CLOSER TO YOUR OWN SET OF WHEELS**

**BODY COPY:** A construction apprenticeship lets you earn while you learn, putting you on the road to a rewarding career in one of the UK's most innovative, dynamic and exciting industries.

Link Descriptions (text above image)	Characters	Limit	Diff
Construction is a career like no other	38	90	-52
Construction is a career like no other. Earn while you learn and be part of a team	82	90	-8
A construction apprenticeship puts you one step closer to your own set of wheels	80	90	-10
Earn while you learn with a construction apprenticeship	55	90	-35
Start a career in one of the UK's most innovative, dynamic and exciting industries	83	90	-7
Start as an apprentice and end up as a director. Construction is a career like no other	87	90	-3

Post Text (text under link headline)	Characters	Limit	Diff
A construction apprenticeship lets you earn while you learn, putting you on the road to a rewarding career in one of the UK's most innovative, dynamic and exciting industries. Earn while you learn. Construction is a career like no other.	237	200	37
A construction apprenticeship lets you earn while you learn, putting you on the road to a rewarding career in one of the UK's most innovative, dynamic and exciting industries. Earn while you learn. A construction apprenticeship puts you one step closer to your own set of wheels.	279	200	-79

Link Headline (large text under image)	Characters	Limit	Diff
Be part of a team	17	25	-8
Create something special	24	25	-1
Earn while you learn	20	25	-5
Start your career today	23	25	-2
Construction	12	25	-13