

HEADLINE: ONCE YOU START A CAREER IN CONSTRUCTION YOU'LL NEVER LOOK BACK

BODY COPY: Construction is a career where you never stop moving, never stop learning and never stop playing your part. With 224,000 new jobs over the next 5 years your career is going in the right direction.

Link Descriptions (text above image)	Characters	Limit	Diff
Construction is a career like no other	38	90	-52
Once you start a career in construction you'll never look back	62	90	-28
Construction is a career where you never stop moving and never stop learning	76	90	-14
A career in construction is a life with exciting opportunities	62	90	-28
A career in construction offers training and development & a life of exciting opportunities	89	90	-1

Post Text (text under link headline)	Characters	Limit	Diff
Construction is a career where you never stop moving, never stop learning and never stop playing your part. With 224,000 new jobs over the next 5 years your career is going in the right direction. Construction a career like no other	232	200	32
Construction is a career where you never stop moving, never stop learning and never stop playing your part. With 224,000 new jobs over the next 5 years your career is going in the right direction. Once you start a career in construction you'll never look back.	261	200	61

Link Headline (large text under image)	Characters	Limit	Diff
Be part of a team	17	25	-8
Create something special	24	25	-1
Reach new heights	17	25	-8
Never look back	15	25	-10
Start your career	17	25	-8
Reach your potential	20	25	-5