

HEADLINE: CONSTRUCTION IS GOING ONE WAY... ..UP

BODY COPY: Construction will create 224,000 new jobs over the next five years with major projects planned across the UK. So if you want to recommend a career where they can reach new heights, choose construction.

Link Descriptions (text above image)	Characters	Limit	Diff
Construction is going one way...up. Construction is a career like no other	72	90	-18
Construction is going one way...up. With 224,000 new jobs over the next five years	82	90	-8
Want a career where you can reach new heights, choose construction	66	90	-24
With major projects planned across the UK, construction is going one way...up	75	90	-15
Construction is one of the UK's most innovative & dynamic industries. Reach your potential	90	90	-0

Post Text (text under link headline)	Characters	Limit	Diff
Construction will create 224,000 new jobs over the next five years with major projects planned across the UK. So if you want a career where you can reach new heights, choose construction. Construction is a career like no other.	227	200	27
224,000 new jobs over the next five years and with major projects planned across the UK, construction is going one way...up.	124	200	-76

Link Headline (large text under image)	Characters	Limit	Diff
Create something special	24	25	-1
Make a difference	17	25	-8
A career for life	17	25	-8
Reach new heights	17	25	-8
Help shape the future	21	25	-4