

HEADLINE: IN CONSTRUCTION THE SKYLINE IS THE LIMIT

BODY COPY: Construction lets you play a part in creating the iconic projects and infrastructure of the future, you could leave a legacy that doesn't just change the skyline, it could change the world

Link Descriptions (text above image)	Characters	Limit	Diff
In construction the skyline is the limit. Construction is a career like no other	80	90	-10
Join one of the UK's most innovative and dynamic industries and create something special	88	90	-2
In construction the skyline is the limit	40	90	-50
Construction, play a part in creating the iconic projects & infrastructure of the future	88	90	-2
Work in one of the UK's most innovative and dynamic industries - CONSTRUCTION	77	90	-13
Contribute to iconic projects and infrastructure that are changing the future	77	90	-13
Help change people's lives with a career in construction	55	90	-35

Post Text (text under link headline)	Characters	Limit	Diff
Construction lets you play a part in creating the iconic projects and infrastructure of the future, you could leave a legacy that doesn't just change the skyline, it could change the world. Construction a career like no other	226	200	67
Construction lets you play a part in creating the iconic projects and infrastructure of the future, you could leave a legacy that doesn't just change the skyline, it could change the world. In construction the skyline is the limit	233	200	-76

Link Headline (large text under image)	Characters	Limit	Diff
Be part of a team	17	25	-8
Construction	12	25	-13
Leave a legacy	14	25	-11
Change the skyline	18	25	-7
Help shape the future	21	25	-4
A career in construction	24	25	-1