



EXCAVATION MARKETING 2026: THE DIGITAL DIG SITE

SUBFACE LAYER | DEVICE & TRAFFIC DISTRIBUTION


01 **MOBILE DOMINANCE**
58.4% Mobile Dominance
 Residential homeowners and on site contractors thrive the majority of traffic through smartphones, though they bounce 61% of the time if sites are not optimized.


02 **ORGANIC SEARCH LEAD**
42% Organic Search Lead
 Organic search remains the highest-value channel globally, inspiring high intent users looking for immediate land clearing or foundation work.



03 **DESKTOP VS. MOBILE INTENT**
Desktop vs. Mobile Intent
 Desktop accounts for 37.1% of traffic and has a lower bounce rate (44%), as it is primarily used by commercial developers reviewing portfolios and tender documents.

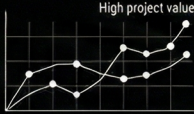


Commercial Residential

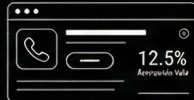


EXCAVATION DEPTH | PPC & PAID PERFORMANCE

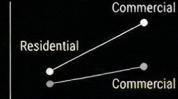
01 **AVERAGE GOOGLE ADS CPC**
\$6.45 Average Google Ads CPC
 While expensive, the 5.8% conversion rate and high project values (often five figures) justify the investment.



02 **CALL-ONLY ADS EFFICIENCY**
Call-Only Ads Efficiency
 Call-only ads are the top performers for lead generation, converting at 12.5% compared to the 3.8% website average.




03 **BLENDED CPA**
\$115.00 Blended CPA
 Customer acquisition costs range from approximately \$78 for residential projects to over \$260 for high value commercial contracts.



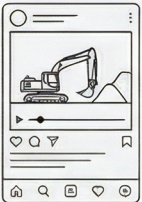
Residential Commercial

SUB-SURFACE | RETENTION & SOCIAL ENGAGEMENT

01 **COMMERCIAL RETENTION**
65% Commercial Retention
 B2B relationships with developers and general contractors are highly stable compared to the 18% retention rate for one-off residential projects.



02 **INSTAGRAM VIDEO ENGAGEMENT**
3.2% Instagram Video Engagement
 Short-form video content showing heavy machinery to action significantly outperforms static images on social platforms.



03 **NET PROMOTER SCORE**
+48 Net Promoter Score
 The excavation industry maintains a healthy level of customer satisfaction, with any score above +30 considered strong for the sector.



BEDROCK | COMMUNICATION & CONVERSIONS

TRANSACTIONAL EMAIL OPEN RATE
68% Transactional Email Open Rate
 Quotes and invoices receive massive engagement, providing a strategic window for referral requests or service opsells.

FORM COMPLETION RATE
2.9% Form Completion Rate
 Lead forms with fewer fields perform better, as most peers prefer immediate contact via phone over lengthy written inquiries.

