

## Common Web Design Mistakes That Hurt Your Construction Business



Photo by [www.constructconnect.com](http://www.constructconnect.com)

By **Jeremy Knauff**,

Unfortunately, I see it more often in the construction industry because many still mistakenly believe that it doesn't matter. Sure, you can get by with an ineffective website, but the fact is that an effective one gives you a powerful advantage over competitors. It puts you in front of a larger audience of potential customers and helps you to convince them that you're the only logical choice for them to work with.

The key is to avoid some of the common web design mistakes that hurt your business. In doing that, you'll transform yours into a business-generating machine.

### Designing for yourself instead of your customers

Even though it's yours, your website really isn't for you, because in order to generate sales and/or leads, it needs to appeal to your customers, clearly convey your unique value, and inspire trust.

Most people simply treat their own website like a personal style choice. That's understandable because it is your website, and it does exist primarily to help promote your company. However, while understandable, it's still ineffective from a marketing perspective.

Many contractors prioritize information on their website that's useless to prospective customers such as industry awards, how long they've been in business, and the story of how they got started. These things matter, but they should not be front and center. Many contractors also design their websites based on their own style, rather than what will appeal to and help convert visitors into customers.

The primary focus should always be on enabling prospects to vividly imagine how their lives will be better as a result of working with you. Your website should answer questions and concerns that they may have. Feature professional photography and short, well-produced videos to help reinforce that vision.

### Failing to differentiate your company

Another area where I see contractors get it wrong is in failing to differentiate their company from competitors.

In today's noisy marketing world, simply telling people what you do isn't going to cut it. You need to show visitors exactly how your company is different from competitors. How it's uniquely qualified to solve problems that others can't.

Failure to do this results in being viewed as a commodity. Just another company that can perform certain tasks—no better than any other company. And with that comes a race to the bottom in terms of pricing.

You need to figure out what you're best at, and then clearly convey that message with trust and authority.

Some ways you might differentiate your company could include:

- Specialization in a well-defined niche
- A proprietary product or service
- Unique capabilities, certifications, or designations

For example, when Michael Angstadt launched Flagship Fire, rather than following the path of most companies in the fire suppression industry, he chose to focus solely on special hazard fire suppression. This unique specialization is rare, but it's also essential for certain environments, such as power plants, data centers, and telecommunications facilities. Because of this, his company is typically viewed as the most logical

■ **Continued on page 7**



# California Sub-Bid Request Ads



**O.C. Jones & Sons, Inc.**  
1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Jean Sicard

REQUEST FOR DBE  
SUBCONTRACTORS AND SUPPLIERS FOR:

Rehabilitate Pavement (HMA & PCC) on  
Various Connectors and Ramps  
Hwy 80 Sacramento  
Caltrans #03-0H4704

**BID DATE: January 9, 2019 @ 2:00 PM**

**We are soliciting quotes for (including but not limited to):** Trucking, Lead Compliance Plan, Temporary and Permanent Erosion Control Measures, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, WPCP, Treated Wood Waste, Clearing & Grubbing, Roadway Excavation, Subgrade Enhancement Geotextile Class B2, Imported Topsoil, Bonded Fiber Matrix, AC Dike, Tack Coat, Cold Plane AC, Individual Slab Replacement, Structural Concrete, Minor Concrete, Detectable Warning Surface, Misc. Iron & Steel, Delineator, Object Marker, Roadside Signs, Midwest Guardrail System, Vegetation Control (Minor Concrete), Transition Railing, Striping & Marking, Locating & Mapping Underground Facilities, Electrical, and Construction Materials

#### **An Equal Opportunity Employer**

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).



**O.C. Jones & Sons, Inc.**  
1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Greg Souder

REQUEST FOR DBE  
SUBCONTRACTORS AND SUPPLIERS FOR:

Widen ramps and install ramp metering systems  
Hwy 84/880 Fremont  
Caltrans #04-151484

**BID DATE: January 15, 2019 @ 2:00 PM**

**We are soliciting quotes for (including but not limited to):**

Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Sweeping, Treated Wood Waste, Temp. High Visibility Fence, Treated Wood Waste, Clearing & Grubbing, Irrigation, Hydroseed, Asphalt Treated Permeable Base, Prime Coat, AC Dike, Channelizers, Temporary and Permanent Erosion Control Measures, Irrigation Cross-Overs, Remove Concrete Barrier, Tack Coat, Cold Plane AC, Structural Concrete, Sound Wall Gap Closure, Underground, Detectable Warning Surface, Minor Concrete, Pre/Post Construction Surveys, Misc. Iron & Steel, Delineators, Pavement Marker, Roadside Signs, Midwest Guardrail System, Vegetation Control (Minor Concrete), Concrete Barrier, Alternative Crash Cushion, Striping & Marking, Electrical, and Construction Materials

#### **An Equal Opportunity Employer**

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).

**NEMA CONSTRUCTION,**  
as General Contractor, is requesting bids on all trades from all qualified Subcontractors And Suppliers, including certified DVBE/LBE/DBE/SBE/MBE/WBE Subcontractors and Suppliers for the project known as:

Lafayette Elementary School

Interim Housing

4545 Anza Street S.F, CA 94121

SFUSD Project #11895

**BIDS DUE: December 12, 2018 @ 2:00 P.M.**

Nema Construction:

555 Pierce Street # 1005, Albany, CA 94706

Please Submit & Fax all proposals to

510-525-2304

For more information, please call 510-525-2398

Contact person: **Ali Farahani**

Email: [nema@post.com](mailto:nema@post.com)



## SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

### Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at [www.sbeinc.com](http://www.sbeinc.com)

### Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

### Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

### Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

### Contact Info:

795 Folsom Street, 1st Flr, Room 1124

San Francisco, CA 94107

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

Website: [www.sbeinc.com](http://www.sbeinc.com)

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

**Publisher of**  
Small Business Exchange  
weekly newspaper



**O.C. Jones & Sons, Inc.**  
1520 Fourth Street • Berkeley, CA 94710  
Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Jason Martin

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:  
Widen & Signalize Intersection, Realign Ramp, ADA Facilities • Hwy 50 Sacramento  
Caltrans #03-0H5804

**BID DATE: January 16, 2019 @ 2:00 PM**

**We are soliciting quotes for (including but not limited to):** Trucking, Temporary and Permanent Erosion Control Measures, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Type III Barricade, Plastic Traffic Drums, Portable Changeable Message Signs, WPCP, Sweeping, Treated Wood Waste, Temporary High-Visibility Fence, Clearing & Grubbing, Imported Borrow, Planting & Irrigation, AC Dike, Tack Coat, Cold Plane AC, Structural Concrete, Concrete Apron, Detectable Warning Surface, Minor Concrete, Misc. Iron & Steel, Underground Storm, Locate Underground Facilities, Delineator, Pavement Marker, Object Marker, Roadside Signs, Midwest Guardrail System, Transition Railing, Striping & Marking, Closed Circuit Television System, Electrical and Construction Materials

#### **An Equal Opportunity Employer**

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).



# California Sub-Bid Request Ads

**Guy F. Atkinson**

Requests

Sub-bids from All Qualified & Certified **DBE** Subcontractors/Suppliers  
for:

**Caltrans Contract 08-1C38U4**

## Construction on State Highway 10 in Riverside County

*from Rte 10/60 Separation in Beaumont to Rte 10/111 Separation  
near Cabazon (08-Riv-10-6.7/R25.1)*

**Bids Thursday, January 10, 2019**

**Description of Work, Services & Supply (but not limited to):** 6" / 8" Thermoplastic Traffic Stripe (Enhanced Wet Night Visibility), Alternative In-Line Terminal System, Asphalt, Automated Work Zone Information System, Base Bond Breaker, Class 2 Aggregate Sub-base, Class 2 Aggregate Base (CY), Cold Plane Asphalt Concrete Pavement, Construction Area Signs, Demo, Drainage, Earthwork, Electrical, Erosion Control, Flatwork, Grind Existing Concrete Pavement, Hot Mix Asphalt (Type A), Individual Slab Replacement (RSC), Isolation Joint Seal (Silicone), Joint Seal (Preformed Compression), Jointed Plain Concrete Pavement, Jointed Plain Concrete Pavement (RSC), Lean Concrete Base, Lean Concrete Base Rapid Setting, Maintenance of Traffic, MBGR, Midwest Guardrail System (Wood Post), Minor Concrete (Stamped Concrete), Modifying Existing Electrical LS System, Paint Traffic Stripe (2 Coat), Pavement, Pavement Markings, Paving Supply, PCCP, Plastic Traffic Drums, Rebar, Roadway, Roadway Excavation, Rock Blanket, Rubberized Hot Mix Asphalt (Gap Graded), Seal, Sign, Temporary Concrete Washout, Temporary Pavement Marker, Temporary Railing (Type K), Temporary Traffic Stripe (Paint), Traffic Control System, Trucking, Vegetation Control (Minor Concrete).

**REFER TO PROJECT SPECS FOR COMPLETE BID ITEM LIST.**

**ENGINEER'S ESTIMATE is \$200,000,000**

**11% DBE Project Goal**

**\*\*\*\*Lower Tier DBE participation is greatly encouraged\*\*\*\***

**Guy F. Atkinson**

License # 1004388

18201 Von Karman Ave, 8th Floor, Irvine, CA 92612

socal.esteeming@atkn.com | Phone: 949-382-7145 | Fax: 949-553-0252

**Guy F. Atkinson is a union contractor and an Equal Opportunity Employer.** Atkinson is signatory to the Carpenters, Cement Masons, Laborers and Operating Engineers Unions. 100% Performance & Payment Bonds from an approved surety company will be required for subcontractors with contract value greater than \$100,000. Atkinson will pay the cost of bonds up to 2.0%. We will assist in obtaining necessary equipment, supplies, materials or related services. We will split items of work (see project specs for full list of bid items) and provide assistance in obtaining bonding, lines of credit and insurance where needed. Prices must stay firm through subcontract and purchase order execution. Subcontractors will be expected to sign Atkinson's standard subcontract and to comply with our company's standard insurance requirements which include a waiver of subrogation. Please provide your contractor's license #, DBE cert # and DIR # with your quote. Atkinson requests that subs and vendors register and prequalify in our online system at <https://www.atknextranet.com> prior to bidding.

**TO DOWNLOAD PLANS, SPECS, THE INFO HANDOUT, ANY ADDENDA, ETC and VIEW Q&A:**

Please go to the Caltrans Contracts web site

<http://www.dot.ca.gov/des/oe/weekly-ads/oe-project.php?q=08-1C38U4>

**Or contact Atkinson TO VIEW AND DOWNLOAD ALL BID DOCUMENTS  
through our online service, BuildingConnected.**

**Please contact Atkinson with any questions or for help with your bid.**

**DESILVA GATES**  
CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909

(925) 829-9220 / FAX (925) 803-4263

Estimator: **Eric Allred**

Website: [www.desilvagates.com](http://www.desilvagates.com)

An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)  
is preparing a bid as a Prime Contractor  
for the project listed below:

**FFY 2016-17 STREET RESURFACING PROJECT**

**MARCH LANE, PERSHING AVENUE AND  
ARCH AIRPORT ROAD**

**Federal Aid Project No. STPL-5008(172)**

**City Project No. PW 1610**

**Disadvantaged Business Enterprise Goal  
Assigned is 17%**

OWNER

**CITY OF STOCKTON**

**425 N. El Dorado Street, Stockton, CA 95202**

**BID DATE: DECEMBER 20TH, 2018 @ 2:00 P.M.**

DGC is soliciting quotations from certified Disadvantaged Business Enterprises, for the following types of work and supplies/materials including but not limited to: **Adjust Iron, Clearing and Grubbing/Demolition, Cold Plane, Construction Area Sign, Crack Sealing, Electrical, Emulsion Supplier, Erosion Control, Fabric/Geosynthetic Pavement Interlayer, Fencing, Lead Compliance Plan, Minor Concrete, Object Markers, Paving Stone Supplier, Roadside Signs, Slurry Seal, Striping, SWPPP Prep/Water Pollution Control Plan Prepare, Traffic Control Systems, Traffic Control Material Supplier, Traffic Control/Engineer, Tree Removal/Trimming, Trucking, Water Trucks, Street Sweeping, Erosion Control Material, Hot Mix Asphalt (Type A) Material.**

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is <ftp://desilvagates.com> and password is [f7pa55wd](ftp://desilvagates.com)) or from the Owner's site at [www.stocktonca.gov/pwbid](http://www.stocktonca.gov/pwbid).

Fax your bid to (925) 803-4263 to the attention of Estimator Eric Allred. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: [www.dir.ca.gov/Public-Works/Public-Works.html](http://www.dir.ca.gov/Public-Works/Public-Works.html)

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center ([www.transportation.gov/osdbu/SBTRCs](http://www.transportation.gov/osdbu/SBTRCs)). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a **PREVAILING WAGE JOB**. DGC is an Equal Opportunity/Affirmative Action Employer.



# California Sub-Bid Request Ads



## Kiewit

**Kiewit Infrastructure West Co.**  
4650 Business Center Drive Fairfield, CA 94534  
Attn: Victor Molina • norcal.bids@kiewit.com  
Fax: 707-439-7301

Requests quotes from qualified California Department of General Services (DGS) certified Small Business Enterprises (SBE) and Disabled Veteran Business Enterprises (DVBE), Small Business Administration (SBA) Small Businesses, California Public Utilities Commission (CPUC) Women Business Enterprises (WBE) and Minority Business Enterprises (MBE), National Gay and Lesbian Chamber of Commerce (NGLCC) Lesbian, Gay, Bisexual and Transgender-Owned Businesses, Subcontractors, Consultants, and/or Suppliers seeking to participate in the construction of Lake Fordyce Dam Seepage Mitigation Project in Placer County.

<http://www.pd.dgs.ca.gov>  
<https://certify.sba.gov/>

<http://www.epuc.ca.gov/certifications/>  
<https://www.nglcc.org/get-certified>

Subcontractors and Suppliers for the following project:

### Lake Fordyce Dam

**Request for Proposal: PGE 83700**

**Owner: Pacific Gas & Electric Company**  
**Quotes Due: December 17, 2018 @ 5:00 P.M.**

**Small Business Enterprises/Micro (SBEs),  
Disabled Veteran Business Enterprises (DVBEs),  
Women Business Enterprises (WBEs),  
Minority Business Enterprises (MBEs) and  
Lesbian, Gay, Bisexual, and**

**Transgender-Owned Business Enterprises (LGBTBEs)**  
wanted for the following scopes, including, but not limited to: Aggregates, Arborist, Clear & Grub, Concrete Reinforcement, Diving, Drill & Blast, Environmental, Fire Suppression, Geotechnical Drilling, Grouting, QA/QC, Rock Dowels, Shotcrete, Site Security, Survey, SWPPP, Street Sweeper, Traffic Control, Traffic Signs, Trucking & Hauling, Water Truck.

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

### Subcontractor and Supplier Scopes are due

**December 14, 2018 and Quotes**

**NO LATER THAN December 17, 2018 at 5 PM.**

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company and to be able to receive bidding information, view plans and specifications.

Performance Bond and Payment Bonds may be required for subcontractors and a suppliers bond for suppliers.

Subcontract work shall be signatory to the applicable local union or willing to sign a one-time agreement.

Prevailing Wages Apply

An Equal Opportunity Employer

CA Lic. 433176  
DIR # 1000001147

**Guy F. Atkinson**

Requests

Sub-bids from All Qualified & Certified DBE Subcontractors/Suppliers  
for:

**Caltrans Contract 08-0Q75U4**

**Construction on State Hwy 60**

**in San Bernardino and Riverside Counties**

*from Euclid Avenue Undercrossing in Ontario  
to Route 60/91/215 Separation in Riverside*

**Bids Thursday, January 17, 2019**

**Description of Work, Services & Supply (but not limited to):** Asphalt, Aggregate Base, Aggregate Subbase, Alternative Inline Terminal System, Base Bond Breaker, Clear and Grub, Concrete Barrier (various types), Construction Area Signs, Demo, Drainage, Earthwork, Electrical, Erosion Control, Excavation, Fence, Flatwork, Furnish and Install Sign Structure (Truss), Grind Existing Concrete Pavement, Individual Slab Replacement (RSC), Joint Seals, Jointed Plain Concrete Pavement (including RSC), Landscape, Lean Concrete Base, Lean Concrete Base Rapid Setting, Maintenance of Traffic, MBGR, Minor Concrete (Curb / PCC Dike, various types / Stamped Concrete / Curb, Sidewalk and Curb Ramp / Vegetation Control), Midwest Guardrail System (Wood Post), Miscellaneous Iron and Steel, Maintenance of Traffic, Noise Monitoring, OHSS, Pavement, Pavement Marking / Traffic Stripe, Pavement Supply, PCCP Paving, Pipe Supply (18" Slotted Corrugated Steel Pipe - .064" thick), QA/QC, Rapid Strength Concrete Base, Road Barrier, Roadway, Roadway Excavation, Rock Blanket, Seal, Sign, Survey, Temporary Crash Cushion Module, Temporary Railing (Type K), Temporary Traffic Screen, Traffic Control System, Transition Railing (Type WB-31), Trucking.

**REFER TO PROJECT SPECS FOR COMPLETE BID ITEM LIST.**

**ENGINEER'S ESTIMATE is \$140,000,000**

**14% DBE Project Goal**

**\*\*\*\*\*Lower Tier DBE participation is greatly encouraged\*\*\*\*\***

**Guy F. Atkinson**

**License # 1004388**

**18201 Von Karman Ave, 8th Floor, Irvine, CA 92612**

**socal.esteeming@atkn.com | Phone: 949-382-7145 | Fax: 949-553-0252**

**Guy F. Atkinson is a union contractor and an Equal Opportunity Employer.** Atkinson is signatory to the Carpenters, Cement Masons, Laborers and Operating Engineers Unions. 100% Performance & Payment Bonds from an approved surety company will be required for subcontractors with contract value greater than \$100,000. Atkinson will pay the cost of bonds up to 2.0%. We will assist in obtaining necessary equipment, supplies, materials or related services. We will split items of work (see project specs for full list of bid items) and provide assistance in obtaining bonding, lines of credit and insurance where needed. Prices must stay firm through subcontract and purchase order execution. Subcontractors will be expected to sign Atkinson's standard subcontract and to comply with our company's standard insurance requirements which include a waiver of subrogation. Please provide your contractor's license #, DBE cert # and DIR # with your quote. Atkinson requests that subs and vendors register and prequalify in our online system at <https://www.atknextranet.com> prior to bidding.

**TO DOWNLOAD PLANS, SPECS, THE INFO HANDOUT, ANY ADDENDA, ETC and VIEW Q&A:**

Please go to the Caltrans Contracts web site

<http://www.dot.ca.gov/des/oe/weekly-ads/oe-project.php?q=08-0Q75U4>

**Or contact Atkinson TO VIEW AND DOWNLOAD ALL BID DOCUMENTS  
through our online service, BuildingConnected.**

**Please contact Atkinson with any questions or for help with your bid.**



# California Sub-Bid Request Ads



## Kiewit

**Kiewit Infrastructure West Co.**  
4650 Business Center Drive Fairfield, CA 94534  
Attn: Victor Molina • [norcal.bids@kiewit.com](mailto:norcal.bids@kiewit.com)  
Fax: 707-439-7301

Requests sub-bids from qualified California Unified Certification Program (CUCP) certified Disadvantaged Business Enterprise (DBE), Subcontractors, Consultants, and/or Suppliers seeking to participate in the Construction of Downtown/Riverfront Streetcar Civil, Track, Structures, Stations and Systems Project in Sacramento.

<http://www.dot.ca.gov/obeo/index.html>

Subcontractors and Suppliers for the following project:

**Sacramento Streetcar Project**  
Bid Document No: S030.08.01  
Control No: 2018094

Owner: Sacramento Regional Transit District  
Bid Date: December 20, 2018 at 2:00 P.M.

Disadvantaged Business Enterprises (DBEs)

wanted for the following scopes, including, but not limited to:

Aggregates, AC Paving, AC Milling/Cold Plane, Bus Shelter/Canopy, Cathodic Protection, CIDH, Clearing and Grubbing, Concrete Pumping, Concrete Reinforcement, Concrete Supply, Cast in Place Concrete Structures/Pavement, Demolition, Detectable Warning Surface, Earthwork, Electrical & Communications, Erosion Control, Equipment Rental, Fencing & Gates, Flashbutt Welding, Grind Existing Bridge Deck, Grind Existing Concrete Pavement, Groundwater Treatment, Guardrail, Hydraulic Mulch and Dry Seed, Joint Seal, Landscaping, Lighting, Message Signs, Minor Concrete, Misc. Metals, OCS/TPSS, OCS Foundations, Pavers Brick & Granite, Painting & Coating, Pavement Markings, Piping & Valve Supply, Precast Concrete, Quality Control, Movable Bridge Balancing, Traffic Control, Traffic Signals, Track Rail & OTM, Special Track, Steel Ties & Encapsulation, Sawcutting/Coring, Security, Signage/CMS, Site Furnishings, Sheet Metal, Shoring, Slurry Seal, Structural Steel, SWPPP, Survey, Trucking & Hauling, Temp Facilities, Sweeping, Utilities, Utility Bypassing, Utility Locating, Vehicle Maintenance & Storage Facility, Wayside Signaling & Highway Rail Road Crossing Warning Systems, Wood Ties, Water Trucks.

Bonding, insurance and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested certified, DBE suppliers and subcontractors.

Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

**Subcontractor and Supplier Scopes are due**

**December 14, 2018 and Quotes**

**NO LATER THAN December 19, 2018 at 5 PM.**

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company and to be able to receive bidding information, view plans and specifications.

You can view the plans in our office during regular business hours by appointment.

Performance Bond and Payment Bonds will be required for subcontractors

Davis-Bacon Act Applies

Buy America Requirements Apply

**An Equal Opportunity Employer**

CA Lic. 433176

DIR # 100001147



Requests quotes from qualified

San Francisco Small & Micro-LBEs and SFPUC-LBEs  
(Firms certified by SF Contract Monitoring Division)

Subcontractors and Suppliers for the following (but not limited to) work:

**Reinforcing Steel CN004, Carpentry CN010, Pipeline CN015, Fencing CN016, Backhoe CN018, Sanitation Systems CN019, Landscaping CN028, General Engineering CN032, Earthwork & Paving CN033, Traffic Control CN045, Concrete CN046, Const. Clean-Up CN050, Trucking & Hauling CN005, Concrete Supplier & Mfr. EQ031, Traffic Safety & Control Devices EQ077, Pipes, Valves & Fitting Supplies EQ129, Const. Equip. Sales & Rental EQ130, Surveying AE015, Solid Waste Mgmt. Services PS055**

**CITY & COUNTY OF SAN FRANCISCO  
PUBLIC UTILITIES COMMISSION  
INFRASTRUCTURE DIVISION**

**TURNER DAM SPILLWAY AND POND F3 EAST EROSION REPAIR**

**Sunol, Alameda County, California**

**Contract No. WD-2855**

**BID DATE DECEMBER 13, 2018 @ 2:00 p.m.**

**Sub & Vendor Bids Due Prior**

**Sukut Construction, LLC**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Dave Grattan

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: [estimating@sukut.com](mailto:estimating@sukut.com)

**Contract Documents are subject to a non-disclosure agreement.**

Plans/specs are available for viewing at our office by appointment, via Sukut's FTP site, or may be obtained from Owner. Subcontractors must be prepared to furnish 100% performance and payment bonds and possess current insurance and workers' comp coverage. Sukut Construction will assist Qualified Subcontractors in obtaining bonds, insurance, and/or lines of credit. Please contact Sukut for assistance in responding to this solicitation. Subcontractors/Vendors will be required to sign Sukut's Standard Subcontract/Purchase Order. Copies are available for examination.

Sukut Construction's listing of a Subcontractor in its bid to the agency is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with Subcontractor's price quotes. Quotations must be valid for the same duration as specified by Owner for contract award.

**Sukut Construction, LLC  
An Equal Opportunity Employer**

**CAHILL CONTRACTORS LLC**

**requests bids from Certified SBE**

**Subcontractors and Suppliers for the  
following select DESIGN BUILD TRADES ONLY:**

Fire Sprinklers / Solar / Exterior Building Maintenance /

Fire Alarm (Design Only) / ERRCS (Design Only)

**MACEO MAY - DESIGN BUILD BID - SELECT TRADES**

**Ave C & 5th St, Treasure Island, CA**

This is an SFCMD project with construction workforce and prevailing wage requirements.

**BID DATE: 12/18/18 @ 2 PM**

**BID DOCUMENTS:**

Please contact Colby for access to documents on BuildingConnected.

**CONTACT:**

Colby Smith at [estimating@cahill-sf.com](mailto:estimating@cahill-sf.com),

(415) 677-0611.



# California Sub-Bid Request Ads

## DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263

Estimator: **Eric Allred**

Website: [www.desilvagates.com](http://www.desilvagates.com)

An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)  
is preparing a bid as a Prime Contractor  
for the project listed below:

**CALTRANS CONTRACT NO. 04-3K6004 -  
FOR CONSTRUCTION ON STATE HIGHWAY IN  
SANTA CLARA COUNTY IN SAN JOSE FROM  
0.2 MILE SOUTH OF CAPITOL EXPRESSWAY  
UNDERCROSSING TO 0.2 MILE NORTH OF  
CURTNER AVENUE UNDERCROSSING**  
**DVBE GOAL: 5%**

OWNER

**STATE OF CALIFORNIA -  
DEPARTMENT OF TRANSPORTATION**  
1727 30th Street, Bidder's Exchange, MS 26,  
Sacramento, CA 95816

**BID DATE: December 20th, 2018 @ 2:00 P.M.**

DGC is soliciting quotations from certified Disabled Veterans Business Enterprises and Small Business Enterprises, for the following types of work and supplies/materials including but not limited to: Cold Plane, Construction Area Sign, Construction Site Management, Crack Sealing, Electrical, Emulsion Supplier, Erosion Control, Fabric/Geosynthetic Pavement Interlayer, Roadside Signs, Striping, SWPPP Prep/Water Pollution Control Plan Prepare, Temporary Erosion Control, Traffic Control Systems, Traffic Control Material Supplier, Traffic Control /Engineer, Trucking, Water Trucks, Street Sweeping, Hot Mix Asphalt (Type A) Material.

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](ftp://ftp%25desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com)) or from the Owner's site at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/all\\_adv\\_projects.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php)

Fax your bid to (925) 803-4263 to the attention of Estimator Eric Allred. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: [www.dir.ca.gov/Public-Works/Public-Works.html](http://www.dir.ca.gov/Public-Works/Public-Works.html)

If you need DVBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center ([www.transportation.gov/osdbu/SBTRCs](http://www.transportation.gov/osdbu/SBTRCs)). DGC is willing to breakout portions of work to increase the expectation of meeting the DVBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an Equal Opportunity/Affirmative Action Employer.

## DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263

Estimator: **JIM YACKLEY**

Website: [www.desilvagates.com](http://www.desilvagates.com)

An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)  
is preparing a bid as a Prime Contractor  
for the project listed below:

**CALTRANS ROUTE 80 – CONSTRUCTION ON  
STATE HIGHWAY IN PLACER COUNTY NEAR  
SIERRA COLLEGE BOULEVARD TO PENRYN  
ROCK SPRINGS UNDERCROSSING**  
**Contract No. 03-1G2704, Disabled Veteran  
Business Enterprise Goal Assigned is 3%**

OWNER

**STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION**  
1727 30th Street, Bidder's Exchange, MS 26,  
Sacramento, CA 95816

**BID DATE: December 11, 2018 @ 2:00 P.M.**

DGC is soliciting quotations from certified Disabled Veteran Business Enterprises, for the following types of work and supplies/materials including but not limited to: AC DIKE, COLD PLANE, CONSTRUCTION AREA SIGNS, CRACK SEALING, EMULSION SUPPLIER, LEAD COMPLIANCE PLAN, METAL BEAM GUARDRAIL, RUMBLE STRIP, STRIPING, SWPPP/WATER POLLUTION CONTROL PLAN PREPARATION, TEMPORARY EROSION CONTROL, VEGETATION CONTROL, TRUCKING, WATER TRUCKS, STREET SWEEPING, HOT MIX ASPHALT (TYPE A) MATERIAL, RUBBERIZED HMA (OPEN GRADE) MATERIAL, ASPHALT OIL/BINDER.

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](ftp://ftp%25desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com)) or from the Owner's site at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/all\\_adv\\_projects.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php)

Fax your bid to (925) 803-4263 to the attention of Estimator Jim Yackley. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: [www.dir.ca.gov/Public-Works/Public-Works.html](http://www.dir.ca.gov/Public-Works/Public-Works.html)

If you need DVBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center ([www.transportation.gov/osdbu/SBTRCs](http://www.transportation.gov/osdbu/SBTRCs)). DGC is willing to breakout portions of work to increase the expectation of meeting the DVBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an Equal Opportunity/Affirmative Action Employer.

## DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263

Estimator: **VICTOR LE**

Website: [www.desilvagates.com](http://www.desilvagates.com)

An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)  
is preparing a bid as a Prime Contractor  
for the project listed below:

**CALTRANS ROUTE 880 – CONSTRUCTION ON  
STATE HIGHWAY IN ALAMEDA COUNTY IN  
OAKLAND FROM 0.2 MILE SOUTH OF THE 29TH  
AVENUE OVERCROSSING TO 0.2 MILE NORTH OF  
THE 23RD AVENUE OVERCROSSING, Contract No.  
04-1A6834,**

**Federal Aid Project No. ACSB11M-880-1(084)E**

**Disadvantaged Business Enterprise Goal  
Assigned is 15%**

OWNER

**STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION**  
1727 30th Street, Bidder's Exchange, MS 26, Sacra-  
mento, CA 95816

**BID DATE: December 18, 2018 @ 2:00 P.M.**

DGC is soliciting quotations from certified Disadvantaged Business Enterprises, for the following types of work and supplies/materials including but not limited to:

**AC DIKE, CLEARING AND GRUBBING/DEMOLITION, COLD PLANE, CONCRETE BARRIER, CONSTRUCTION AREA SIGNS, CHANNELIZER & MARKERS, CRACK SEALING, ELECTRICAL, FABRIC/GEOSYNTHETIC PAVEMENT INTERLAYER, FENCING, HAZARDOUS MATERIAL, LEAD COMPLIANCE PLAN, METAL BEAM GUARDRAIL, MINOR CONCRETE, MINOR CONCRETE STRUCTURE, PCC GRINDING, PCC PAVING, RUMBLE STRIP, STRIPING, SWPPP/WATER POLLUTION CONTROL PLAN PREPARATION, TEMPORARY EROSION CONTROL, TRAFFIC CONTROL SYSTEMS, UNDERGROUND, VEGETATION CONTROL, TRUCKING, WATER TRUCKS, STREET SWEEPING, CLASS 2 AGGREGATE BASE MATERIAL, CLASS 2 AGGREGATE SUBBASE MATERIAL, HOT MIX ASPHALT (TYPE A) MATERIAL, RUBBERIZED HMA (OPEN GRADE) MATERIAL, RUBBERIZED HMA (GAP GRADE) MATERIAL.**

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](ftp://ftp%25desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com)) or from the Owner's site at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/all\\_adv\\_projects.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php)

Fax your bid to (925) 803-4263 to the attention of Estimator Victor Le. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: [www.dir.ca.gov/Public-Works/Public-Works.html](http://www.dir.ca.gov/Public-Works/Public-Works.html)

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center ([www.transportation.gov/osdbu/SBTRCs](http://www.transportation.gov/osdbu/SBTRCs)). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an Equal Opportunity/Affirmative Action Employer.

# Common Web Design Mistakes That Hurt Your Construction Business

## ■ Continued from page 1

choice, both by the end customer as well as by other fire suppression companies who subcontract this type of work.

For another great example, look no further than this very website, which offers a suite of software products tailored and marketed specifically to help contractors find, bid on, and manage projects.

Sure, they could have added a bunch of extra features, integrated additional APIs to interact with more external systems, and included access to more data in other industries in an attempt to appeal to a broader audience, but then their products would be average to a lot of people instead of being amazing to the right people. Here's the thing—trying to appeal to everyone, or even to a very large audience is typically more difficult, time-consuming, and expensive because it makes it more difficult to differentiate your company from others and clearly convey your value.

That's why it's essential to exactly who you want to serve. Remember, the more tightly you define your niche, the better you will typically perform. From there, you need to figure out why your company is best suited to serve those people, and convey that message with authority.

## Failing to optimize for page speed

Page speed has a huge impact on user experience—especially for users on mobile devices. Statistics show that the slower a web page loads, the sooner visitors will leave. In fact, Google states that over half of the visits made to mobile sites are abandoned if it takes more than 3 seconds for the screen to load.

That's true whether you want them to contact you, buy something, or even simply read specific information. Page speed also has an impact on where your website ranks in search engines, so if it doesn't load quickly enough, you won't even have the opportunity to present your company.

I know, you're probably thinking "Nah, I'm good here. My website loads super fast."

I'm willing to bet it doesn't load anywhere near as fast as you think. There are two reasons for this.

The first is that because it's your website, you're going to be biased. It's kind of like a baby—everyone thinks theirs is beautiful, but the truth is that some babies are simply ugly and the parents are the only ones who can't see it. The second is because you haven't actually measured it, and you probably don't know what an ideal load speed is anyway.

I aim for a web page to load in under 2 seconds. I generally allow a slightly longer load time for a website's home page for two reasons.

1. In some cases, additional media may need to be loaded on the home page. A video, multiple images, or an interactive map, for example.
2. The homepage is a more general page, so internal pages that contain deeper content will often tend to rank better anyway. In other words, your home page is typically not your strongest SEO asset.

Explaining the process of improving page speed is both extremely technical and extensive, and goes a bit beyond the scope of this article. So instead of going into detail here, I'll direct you to an in-depth article I wrote about improving page speed over at Search Engine Land.

## Ignoring mobile responsive design

Responsive design is an essential part of marketing today because of the explosive growth in tablets and smartphones over the last several years. In fact, today, mobile traffic accounts for more than half of all web traffic!

I've heard more than a few people in the construction industry tell me that "mobile doesn't matter because contractors don't sit around staring at their phones all day."

I will concede that most contractors don't spend anywhere near as much time browsing the internet on a mobile device as the average person might. However, when they do, it's often to perform a critical and time-sensitive task. This might include looking up manufacturer specifications, ordering additional materials or equipment, or even finding a particular type of subcontractor to handle a problem they encountered on the job site.

But it goes much deeper than making it easy for your potential customers to browse your website.

Google has placed an emphasis on mobile responsive design over the last few years, and more recently, rolled out their mobile-first index. Without going too deep into the technical details, this means that if your website isn't responsive by Google's standards, it won't rank well compared to other websites that are.

As with page speed, this is a fairly complex topic, but most aspects of responsive design fall into one of two categories:

### Page speed

Mobile devices typically access the internet on a cellular connection, which is significantly slower than the internet in your home or office. As a result, it's critical to ensure your website loads as quickly as possible—especially on mobile devices.

### User interface

A website that's simple to use on a desktop or laptop can easily become unusable on the smaller screens of mobile devices. Especially when it

comes to interactive elements like maps, sortable tabular data, web-based tools.

Today, an effective website needs to load quickly and adapt instantly to make it easy for visitors to use it, regardless of the device it's being viewed on.

## Overlooking SEO considerations

Being visible in search engines is important to most businesses. Whether designing the first website for a brand new business or redesigning an existing website for an established business, there are a few critical factors that if handled wrong, can tank a website's ranking in the search engines.

## Changing image names

If a particular web page already ranks well, changing the names of images on that page could make it drop. Especially if the web designer doesn't understand SEO. (And unfortunately, most don't.)

I've seen a lot of clients hire a web designer who doesn't understand SEO to redesign a website that was already ranking well. During the redesign, they replaced old images with new, arbitrary image names that provided zero SEO value, like image1.jpg.

This seemingly insignificant detail removes a vital piece of context that search engines use to determine where a particular web page should rank.

## Deleting pages or changing page URLs without redirecting them

It's not uncommon to delete or move some pages during a redesign. Inexperienced web designers will often simply delete them. Web designers who don't understand SEO will often simply delete pages or move them, which changes their URLs, and then consider the task complete.

This can be a huge mistake because some of those pages may already rank well, and may even have inbound links from other websites pointing to them, or may have been bookmarked by visitors.

When you delete pages that already have inbound links, you'll lose all of the SEO value from those links. This will typically cause an immediate and dramatic loss of ranking and organic traffic.

The problem goes beyond that, though. Visitors who click those links or bookmarks will reach a dead end. That creates a negative user experience, which is important because Google has confirmed that user experience is a ranking factor.

The correct way to delete pages is to first redirect each one to the most relevant page that currently exists, then delete each one. As for moving pages, which includes anything that changes the URL of that page in any way, you must redirect the old URL to the new one.

## SOURCE:

<https://www.constructconnect.com/blog/operating-insights/common-web-design-mistakes-hurt-construction-business/>