

SSDS_ARJ Construction Web Copy

Prepared by

Pages

Homepage

Services

General notes:

- Please note that I categorised each of the copy pieces with <h> and <p> tags to give you an idea of where to put the copy. It would be best for SEO if you put the relevant <h> or <p> tags on the pieces in the layout, you can make the final call though.
- Please note that all <h1> tags are allocated only to the page headings, most commonly in the hero sections.
- I've laid out the homepage in the following format:
 - Hero section
 - About us blurb
 - Services blurbs
 - Contact section
- Services page is laid out in the following:
 - Hero section (can be ignored if irrelevant to the design)
 - Services overview
 - Project management
 - Telecommunications
 - Empowerment

Homepage

Focus Keywords for this page:

- Construction (company | Services)
- (General | Building) Contractor
- Homebuilder
- Home renovations
- Painting
- Civil engineering

Notes:

Hero Section

<h1> A Reliable Construction Company in Durban

<h3> Welcome to ARJ Construction, an award-winning construction company in Durban. We are general contractors & homebuilders who specialise in commercial and residential construction, as well as home renovations, roofing, painting, and landscaping.

About us Section

<h2> We're a Customer-first Construction Company

<p> About Us

<p> Here at ARJ Construction, our homebuilders, renovators, and contractors prioritise quality over all else. We've been providing reliable construction services to people and business all over KwaZulu Natal for over a decade; from building new homes to completing full home renovations, we've done it all. When we take on a project, nurture healthy relationships with our clients to enhance the work experience and provide the best possible construction services.

<h5> **Our Vision**

<h5> Our vision is to strive and continue being one of the best construction companies in South Africa by nurturing healthy client relationships, providing construction training to young contractors, and providing world-class services in all that we offer.

<h5> **Our Mission**

<h5> Our mission is to provide world-class construction services to our clients by prioritising their needs in every project we take on, by using only the best construction equipment and products, as well as by ensuring that our contractors are always up-to-date through robust construction training programmes.

Services Section

<h2> **Construction Services That Never Let You Down**

<p> What We Do

<h3> **Full-service Construction Company**

<p> ARJ Construction is a one-stop construction company in Durban. We offer several construction services, including residential and commercial construction, home renovations, civil engineering, earthworks, painting, roofing, and many more. We strive to provide a customer-first experience in every one of our projects, and to ensure a level of service that you won't soon forget.

<h3> **Project & Construction Management**

<p> With a team of seasoned project managers, ARJ Construction manages construction projects from start to finish. We specialise in managing projects from the planning and design phase all the way through to the post-construction phases. This includes quality management, budgeting, scheduling, and many more, all to ensure that objectives are always met on time and within budget.

<h3> **Telecommunications Infrastructure**

<p> ARJ Construction offers full-house construction services, as well as related services, for the telecommunications industry. This includes full turnkey construction, full site and project inspections, tower installations, fabrication drawings, and many more. We've been

providing construction services to the telecommunications industry for over 10 years, and boast a track record that would flatter most construction companies in South Africa.

Contact section

Here at ARJ Construction, we prioritise our clients above all else. We have a robust customer care service that you can always rely on. Leave your message and details below and we'll be in touch as soon as humanly possible. Otherwise, you can reach out to us via phone or email – we look forward to building something beautiful with you!

-----End of homepage-----

Services page

Focus Keywords for this page:

- Construction (company | Services)
- Home renovations
- Civil engineering
- Project & Construction Management
- Painting
- Roofing
- Landscaping
- Tiling
- Plastering

Notes:

- Each service below is written with the assumption that they'll have their own sections on this page.

Hero Section

<h1> **We Are A One-Stop Construction Company in Durban**

<h3> ARJ Construction offers a complete suite of world-class construction services, home renovations, and construction management for commercial and residential customers. We also offer full turnkey construction for the telecommunications industry.

Construction Services

<h2> **Full-House Construction Services for Commercial & Residential Projects**

<p> ARJ Construction offers a plethora of construction services for both residential and commercial projects. We mostly specialise in building new homes around KwaZulu Natal and have a team of seasoned homebuilders in our corner. We are dedicated to providing flawless construction services to our clients, all the while doing our part to uplift the construction industry.

We offer several other residential and commercial construction services, including but not limited to):

- Residential & commercial development;
- Construction project management;
- Earthworks;
- Civil Engineering;
- Brickworks, and;
- A few other specialities (such as roofing and landscaping) that form part of the construction process.

Our customer-first approach means tackling projects based on your specifications, as well as treating customers with respect by involving you at every step of any given project. Our team of experienced homebuilders have decades of cumulative experience amongst them, and abide by our customer-first ethos in every phase of a construction project. They're always available to answer questions or hear any ideas you might have; when you hire ARJ Construction for a project, you're hiring a construction company that you can always lean on.

To bolster our service offerings and cater to your every need, we have on standby a large network of general contractors and subcontractors who are always ready to put in a good shift. We strive to empower young professionals in the industry by providing thorough construction training and guidance to help shape them into competent contractors. We also strive to provide equal work opportunities to subcontractors, regardless of their gender, race, or ethnicity.

Home Renovations

<h2> Stunning Home Renovations That Encapsulate Your Vision

<p> ARJ Construction offers a reliable home renovations service that helps you achieve your ultimate vision for your house. Catering to both interior and exterior renovations, our friendly staff can help you cut, shape, and chop up your house to build the home of your dreams. We make sure to stick to your specs throughout the renovation, and strive to provide a working environment that is inclusive (since you'll always have new ideas for your renovation, right?) and promotes productivity.

We've been doing home renovations in Durban for over 10 years, and we're only just getting started. When you hire ARJ Construction for your home renovation, you'll get almost unlimited options to beautify your home. We specialise in several trades for home renovations, including:

- Interior and exterior plastering (from scratch, as well as re-plastering);
 - Roofing, including roof repairs and waterproofing;
 - Brickwork;
 - Tiling (walls and floors);
 - Painting, for both the interior and exterior of your home;
 - Retaining any walls that need a bit of TLC;
 - Landscaping to help your home stand out, and;
 - Many other trades that, put together, offer you a full home renovation that you'll swoon over for years to come.
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Project & Construction management

<h2> Professional Construction Project Management

<p> Here at ARJ Construction, we live by an ethos of quality above all else. When it comes to construction project management, this ethos is more relevant than ever. We provide a comprehensive project management service for a variety of different construction projects, both commercial and residential. We pay attention to the smallest details throughout the construction process, taking care not to miss a thing all the way from planning to post-construction.

Our aim is to always ensure that objectives are met on time and within budget. We go the extra mile to optimise at every phase of the construction process, all the while using the best construction equipment, products, and props to get the job done. Our project managers are veterans at what they do; they have decades of cumulative experience in the construction industry, and know a thing or two about exceeding expectations in their projects.

Telecommunications infrastructure

<h2> We're A Leading Construction Company in The Telecommunications Industry

<p> We've been providing robust construction services for the South African telecommunications industry for years. We offer both construction and maintenance services for several telecommunications companies, and boast an impressive track record. We've worked on over 200 telecommunications base station sites in KZN, providing several services including maintenance, inspections, and installations. Our contractors are friendly and competent builders; they're required to go through thorough safety courses and construction training programmes to help deliver the high level of service that ARJ Construction is synonymous with.

We offer a variety of construction and related services to the telecommunications industry, including:

- Full service turnkey construction;
- Construction/project management for a variety of unique construction projects;
- Shop/Fabrication Drawings;
- Tower/Materials Procurement/RF Installations;
- Inspections (Including tower, foundation, interior leg inspections, and construction inspection);
- Tower erections;
- Tower modifications;
- Maintenance repair work;
- Civil/site work, and;
- RF antenna installations.

Contact section

Here at ARJ Construction, we prioritise our clients above all else. We have a robust customer care service that you can always rely on. Leave your message and details below and we'll be in touch as soon as humanly possible. Otherwise, you can reach out to us via phone or email – we look forward to building something beautiful with you!

-----End of service page-----

Keyword research (admin use only)

ARJ Construction

Construction (Services | company in Durban | KZN)

(General | Building) Contractor

Project construction management

Homebuilder

Home renovations

Painting

Roofing

Landscaping

Tiling

Plastering

Civil engineering

Earthworks

Concrete works

.... Near Me

..... in Johannesburg (insert city)

Best in South Africa

..... in South Africa