

Enhancing Architectural Firm Websites

14 INSTANT UPGRADES FOR DESIGN & COMMUNICATION (WITH REAL EXAMPLES)

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AS A FORMER BBC JOURNALIST AND SENIOR COPYWRITER, I HELP ARCHITECTURAL AND DESIGN FIRMS, AND OTHER PROFESSIONAL SERVICES FIRMS, ENHANCE THEIR BRAND AND ONLINE PRESENCE AND SOLVE THEIR MARKETING CHALLENGES.



1 REFERRALS STILL MATTER BUT YOUR FIRM'S WEBSITE IS PIVOTAL FOR YOUR BUSINESS SUCCESS

If your architectural firm has a website, there's probably untapped potential at your fingertips for attracting new business. Even if you value tried-and-true word-of-mouth referrals, your online presence can be a gateway to exciting opportunities and collaborations you might not have yet discovered.

Even with a strong referral, prospective clients will head to Google to look up your website. This is their way of sizing up your firm, checking out your past work, and getting a feel for your expertise before they commit.

It's why your website should be the centrepiece of your marketing. It's the place where new clients discover you, learn to trust you and decide to work with you. It's also key, not just for impressing potential clients, but also for recruitment and attracting talent.

With more searches on mobile, it's vital your website functions smoothly on phones and desktops alike.

Google prioritises mobile-friendly design for search rankings, making responsive design that adapts to various screen sizes crucial.

To really make your firm's website shine, it's about getting under the skin of what makes you different. This means having heart-to-hearts with clients, employees, and partners.

Your firm's unique differentiators are what make you stand out and what design areas you specialise in.

Carving out a distinct space for you as a practice and moulding it into a powerful brand comes down to truly knowing your audience.

Despite this, many architectural firms' websites tend to be 'picture book brochures'.

Worse, they're dotted with the same hackneyed phrases like: "great client service", "clients come first", "we're all about excellence", "trusted advisors", "our passion is our work", and so on.

But let's be real: prospective clients aren't swayed by vague promises of passion, commitment and trust.

They're after the hard stuff: your track record, relevant experience, concrete results, and your specialised expertise.

YOUR WEBSITE HAS THREE BIG JOBS: 1) TO SHOWCASE YOUR PROJECTS, 2) DISPLAY YOUR EXPERTISE AND UNIQUENESS, AND 3) MAKE IT CRYSTAL CLEAR HOW YOU TACKLE THE CHALLENGES YOUR IDEAL CLIENT FACES.

2 ENSURE YOUR HOME PAGE HAS A UNIQUE VALUE PROPOSITION (UVP)



YOUR HOME PAGE IS YOUR ALL-IMPORTANT GATEWAY AND THIS PAGE SHOULD IMMEDIATELY TELL THE VISITOR WHAT YOUR PRACTICE DOES AND WHAT MAKES IT SPECIAL AND DIFFERENT.

This means having, first, a very clear idea of who your target client is (and not trying to appeal to everyone).

Your home page should communicate your UVP above the fold. This is the upper portion of a webpage that's visible without scrolling or clicking, ie. on your hero image or carousel.

It should create an emotional connection so that visitors can quickly discern if you are the 'right' kind of practice for them. If your website doesn't get people to feel they can get something they truly want, they'll leave.

When you use your value proposition in marketing, people see clearly what makes you special so it's difficult for the 'wrong clients' to come to you. This clarity attracts just the kind of clients you really want to work with. Without a clear value proposition, you're essentially guessing what you should focus on with your marketing and business.

An example? If your focus is on eco-friendly architecture, your unique selling proposition (USP) could be: **"Our expertise lies in crafting sustainable homes that blend aesthetics, functionality and environmental responsibility."**



A VALUE PROPOSITION IS A PROMISE OF VALUE TO BE DELIVERED, COMMUNICATED, AND ACKNOWLEDGED. IT IS ALSO A BELIEF FROM THE CUSTOMER ABOUT HOW VALUE (BENEFIT) WILL BE DELIVERED, EXPERIENCED, AND ACQUIRED.

HOME PAGE UNIQUE VALUE PROPOSITION EXAMPLES

This is one UK practice's UVP:

www.swarch.co.uk specialises in architecture that fosters social well-being. It has this as its clear UVP:

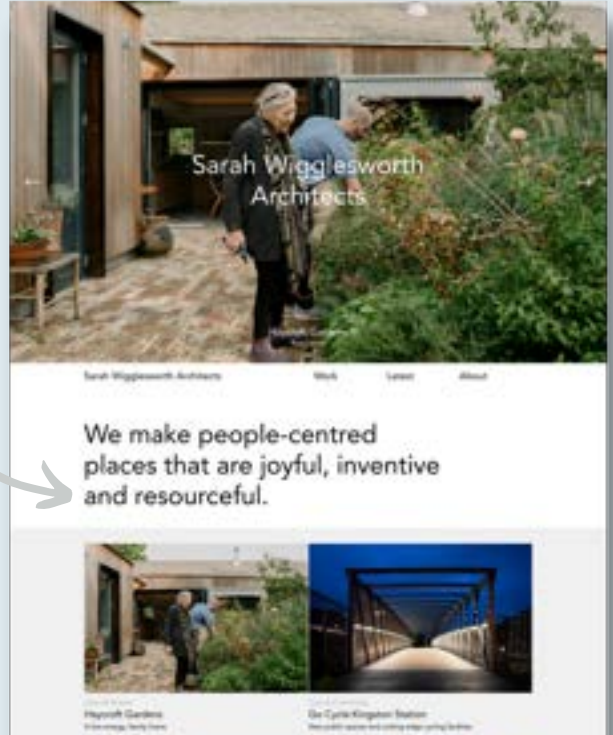
“We make people-centred places that are joyful, inventive and resourceful.”

Note, this is a powerful website. It takes a bold stance - worth taking inspiration from?

Here's one from <https://officesandm.com/>

This one is less emotive but you quickly understand what the practice does:

“We are an architecture practice that works with a 50/50 split of public clients and private clients on individual homes, new-build housing, workspace retrofit and public realm spaces.”



Below is another bold and clear UVP from <https://drmmstudio.com/>



Here's an example of a crystal-clear UVP:

“We help young families renovate, build from scratch or convert an existing space so their home can grow with their family.”

Anyone reading this when they come to this practice's website will know if they're in the right place or not. Your goal is to do the same for your practice.

3 INJECT PERSONALITY INTO YOUR ARCHITECTURAL WEBSITE

Is your firm's website all about PROFESSIONALISM but missing another 'P': PERSONALITY?

Does it feel more like a standard brochure than a vibrant showcase of your firm?

Your website might be focusing too much on the business itself, over-looking its real audience – your prospective clients. Are you, perhaps, 'hiding' behind professionalism at the cost of showing who you really are?

This matters because clients will be looking to connect with the real people behind your practice, not just the brand. Essentially, they want to know what you're like to work with.

Clients often choose you for your human touch, not just your architectural prowess. So, if your website doesn't reflect the unique identity, purpose and strengths of your team, it's a missed opportunity.

Visitors to your site also come with a host of questions. This is the case whether they're referrals seeking confirmation of their choice, or completely fresh leads.

It's important to note that many architects design their websites to impress peers rather than appeal to their ideal clients. But here's the twist: other architects are not your target audience.

To attract better projects and work with clients who value your expertise, you need to 'speak' directly to your ideal clients – not to your industry colleagues.

Your website should answer their burning questions:

"Is this firm right for my needs? Do they listen and understand? What's their best work? How do they add value? What's it like working with them? What are their core values? Can I trust them?"

If your site fails to provide answers convincingly, visitors will form their own conclusions and move on...

SEE YOUR WEBSITE AS THE FIRST STEP IN BUILDING A RELATIONSHIP WITH YOUR POTENTIAL CLIENTS. MAKE SURE IT SPEAKS THEIR LANGUAGE AND RESONATES WITH THEIR ASPIRATIONS.

4

DO YOU NEED AN SEO STRATEGY? THE ANSWER IS YES ...



When people search online for architectural services, they use certain words and phrases. So if your website content includes these SEO keywords, it's more likely to appear in search engine results, leading more potential clients to your firm. Think of SEO as creating clear signposts that lead potential clients to your services.

To choose the right keywords, think what terms your clients would type in when searching for your services?

If your firm specialises in sustainable design in Wiltshire, then integrating terms like 'eco-friendly architecture' or 'green building design' will be effective. You will likely want to include your geographical location and may want to optimise different website pages for your different architectural specialisms.

The initial phase of crafting an SEO strategy centres around keyword research. This process entails pinpointing the specific keywords and phrases your target audience uses when searching for services related to yours.

Relevant keywords might encompass terms such as "architects in [city]," "residential architects," or "sustainable architecture design".

Tools like Google Analytics can help track which keywords currently draw traffic to your site, providing valuable insights into client search behaviour.

Strategically using these keywords in your on-page content in your page titles, meta descriptions, header tags and body copy will improve your website's search engine ranking, increasing the likelihood that potential clients will discover your firm. A skilled copywriter can do this for you.

Competition for the best industry keywords among architecture firms can be tough. But having an SEO strategy is a solid way to increase your visibility and set you apart from your competitors.

Note, your SEO (and visibility on Google for your target keywords) will be further boosted if you have a blog or thought leadership section on your website.

SEO IS ABOUT OPTIMISING YOUR WEBSITE WITH SPECIFIC KEYWORDS TO ENHANCE YOUR ONLINE VISIBILITY. THINK OF IT LIKE INSTALLING CLEAR SIGNPOSTS THAT GUIDE POTENTIAL CLIENTS TO YOUR SERVICES.



5 PERSONALISE YOUR 'ABOUT' PAGE

The about page is the second most visited page on any website. I always stress the about page is not in fact about you; it's about the client. Yes, you still write about you... but it has more impact if you turn it around to show what *you do for the client*, how you solve their problems and the results you can create for them.

About pages on architecture websites can be too focused on the firm itself, talking of awards or how long they've been in business.

But the fact is your clients are more interested in how you can solve their problems than your achievements. It's better to shift from 'we, we, we' to showing how you can help them.

The about page is an opportunity to start building a relationship with your prospective clients and to communicate your organisational culture and values.

It should also call out who you want to work with. It helps if it's informal and conversational in tone, addressing your prospective client as you would when you meet them.

So you might say:

“We like working with open-minded property developers who understand and respect the value of good design” or: “We like working with bold homeowners who aren't afraid of a little creative risk.”

If you look at this site of this practice, you can see how they do it both well (and poetically!): <https://matthewwoodward.com.au/practice/>

They say: **“We create homes connecting you with nature. In those tiny moments, when the sun is setting and the house is quiet, we want you to feel calm and still.”**

So if you're their kind of client, you'll recognise yourself immediately.



6 ENLIVEN YOUR TEAM BIOS

BIOS ARE JUST SO DULL WHEN THEY'RE GLORIFIED CVS OR AN ONLINE FILING CABINET OF DEGREES AND AWARDS...

Each team member's bio matters because it helps prospective clients get a feel for your practice and whether they can trust you with their project; is a great way to show off your team and their talents AND helps create a personal connection, which can encourage prospective clients to enquire about your services.

PROFESSIONAL & PERSONAL

Share your personal strengths, ideas, philosophies and passions on your website bio to go from being 'just another architect' to an individual mind and someone your ideal clients may really want to work with.

Team bios also give your staff the opportunity to build their reputation. So from an employer brand perspective, they're beneficial. The development of a professional's personal brand has gained importance over the past few years, so seeing yours may help attract ambitious and talented candidates looking to carve out his or her place at an up-and-coming practice.



Thomas Bryans

MA (Hons) MArch (Harvard) ARB RIBA — Director
Thomas is a big-picture thinker and masterplanner by nature. He has a wide-angle view on every element of our work and sees connections that might not be immediately obvious. He's also a great communicator – both in person and on the page – and his [TEDx Talk](#) on 'Architecture's Ripple Effect' is the perfect introduction to how we think and work.

This interest in the wider repercussions of architecture goes hand in hand with an interest in sustainability and creating healthy environments. He's drawn to working on projects where IF_DO can make a positive and far-reaching impact. He was the driving force in making our work at [St Teresa's School](#) so rewarding, both for us and for the school, by involving the students in reshaping their school for the better, and inspiring them with what architecture can do.

Amy Gordon, Partner

BA (Hons), Dip Arch, MSc

"Every design is effectively a prototype. I never fail to feel a high when a building is realised."

Lateral thinking is a key strength and motivator for Amy, who, alongside her design role, as Partner has joint responsibility for running and managing the practice. Amy enjoys taking a hands-on approach to all her projects and being very much part of the team.

"Looking at problems in a fresh way is the essence of what we do. That's whether it's making a site 'work hard' for a client or determining the internal planning of a building. I especially enjoy the challenges of problem-solving when a project is on site," she says.

"But my real job satisfaction is seeing a building coming out of the ground and then, on completion, being able to walk round it."

Amy has been part of the Miller Bourne team for over 25 years and values the practice's coastal



7

VISUAL MASTERY: ARCHITECTURAL PORTFOLIOS AND TEAM IMAGERY

When it comes to your team and individual shots, pay attention to body language, consistent backdrops, postures, theme, outfits – all the tiny details count towards giving the sense of who you are as a practice.



Because of the visual nature of your industry, *all* your website imagery should be of the highest quality.

The trend in architectural website design has shifted towards more daring and interactive elements. Think banner films, parallax scrolling, movement and dynamic layouts – all adding a powerful punch to how content is presented.

It's a given that your architectural portfolio photography should be top-notch, capturing the essence of your projects in the best light.

But don't overlook the human element. Your team photos, too, should radiate creativity, collaboration and individuality.

Have you considered a professional photo and video shoot? Imagine capturing the studio in action, spotlighting individual team members, and a variety of group shots.

These shouldn't just look professional but also brim with personality and warmth. This is your chance to give a face to the names and talents behind your projects.

Clients are drawn to websites that offer a memorable visual journey. They're looking for a blend of striking design, high-quality imagery, and enriching content. Remember, a great visual design intuitively guides users to the information they seek.

Given the reliance of architectural websites on photographic content, the calibre of your imagery is crucial and will be scrutinised.

It's about more than just showcasing your work; it's about weaving a visual story that captures the ethos and energy of your firm.

8

SIMPLIFY YOUR WEBSITE'S NAVIGATION BAR

Menu navigation exists to help ideal clients (and other website visitors) find content — without getting distracted, lost or frustrated because they can't find what they are looking for.

- Keep it concise, simple and intuitive. For most firms, Practice, People, Projects, Services and Contact will be enough.
- You don't need 'Home' – most people understand they need to click on the logo to return to the home page.

9

PRIORITISE READABILITY

Often the font on architectural firms' websites is difficult to read and could be larger. Is yours like that below which looks like tiny marching ants across the screen? Readability should come first. 16 pixels for body copy absolute minimum.



We enjoy designing in a creative studio environment. We work closely with our clients and other design team members to deliver well designed, high quality and sustainable buildings.

We believe the success of our practice lies in the care we take to maintain close and long-lasting business relationships underpinned by our commitment to excellence in practice.

We are recruiting

Please see our practice page for further details

Visitors to your site will often read just the first line or paragraph on a webpage and skim the rest. So, it's essential to make your website copy punchy and easy to skim. Here's how:

- Use headings and subheadings to organise content
- Incorporate bullet points and lists
- Use images and videos to break up text
- Where it works, display data visually, through flowcharts or diagrams
- Use bold and italics for emphasis and drama.

10

TURN YOUR PORTFOLIO DESCRIPTIONS INTO RIVETING STORIES

Portfolios of project descriptions are often rather dry on architecture websites. But they're another opportunity to inject your firm's personality. Powerful case stories or project descriptions can help establish the credibility of your firm and highlight your team's expertise. When a client is trying to choose a firm to work with, the perceived strength of your past performance can make a tremendous difference. Here's how you can bring those stories to life:

HOW TO WRITE A COMPELLING PROJECT DESCRIPTION

1. Start with the setting: Detail the project site, environment, and any initial hurdles.
2. Introduce the cast: Mention clients, contractors, and the brief.
3. Highlight the climax: Discuss the challenges and your solutions.
4. Show the impact: Conclude with the results and how your work improved client outcomes or profitability.
5. Add depth: Include photos, testimonials, videos, and metrics.
6. Celebrate wins: If there's an award, explain the 'why' and add the jury's words.

WORK SERVICES PRESS ABOUT CONTACT

OFFICE
S&M

Overcast House

We were approached by a Personal Colour consultant and her husband to enlarge the kitchen at the rear of their property in Haringey, and make it suitable for use as a studio space for her consultancy.

Her existing studio space at the front of the house was south facing, and the changing sunlight throughout the day and year made it hard to maintain colour consistency when she met her clients. As such, the brief emerged for the new kitchen to have no direct sunlight throughout the whole year, while still being an enjoyable space to entertain in.



11

BUILD OUT YOUR CONTACT PAGE



YOUR WEBSITE CONTACT PAGE IS ONE OF THE MOST VISITED PAGES. IT'S WORTH THINKING ABOUT HOW TO MAKE IT APPEALING, USEFUL TO YOU AND EASY TO USE FOR THE VISITOR. INCLUDING A FRIENDLY TEAM SHOT WILL MAKE THE PAGE MORE APPROACHABLE.

You should of course provide your full contact details and email address on this page.

But this requires the visitor to open up their email and copy your email address (or click the link you provide) and then write their message there.

Offering visitors the choice of using a form with simple fields is much easier for them.

Could you use yours better with short questions to pre-screen prospective clients in the fields? The information provided will help you assess whether they're a good fit. ie.

“Would you like to sound us out on a new project? We would love to hear from you, understand your needs, and arrange a time to talk. Please share a few details below

- Tell us your project location?
- What type of building is it?
- What is your anticipated construction cost if you know? (here you'd give bands ie. £250k-£500k; £500k-1m; £1m-5m etc)
- Is there anything else you'd like us here to know?

Thank you! We'll be back in touch within one working day.”

12 DITCH THE ARCHIBABBLE

Most of your prospective clients don't inhabit the realm of architecture so leave complex jargon out or explain it.

They may not understand what a 'full RIBA service' is, let alone 'brief development' or 'visualisation' or 'master planning'.

So, when writing the copy for your website, write it as you'd say it. Focus on details that matter to your reader and avoid overloading them with too much information.

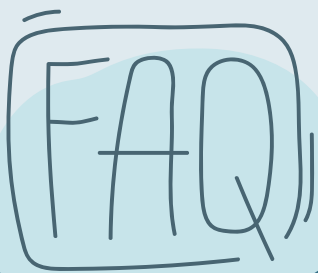
A good idea is to clearly and simply define your design process, explaining what happens at each design stage. I like how this practice demystifies the RIBA process:

[HTTPS://MORTONSCARR.COM/PRACTICE/?F=PROCESS](https://mortonscarr.com/practice/?f=process)

Spot the difference?!

In the execution of our projects, we predominantly utilise Building Information Modelling (BIM) software, specifically Revit, to meticulously construct a comprehensive 3D model. This sophisticated approach enables us to engage in advanced, collaborative development and coordination of projects through the utilisation of a Common Data Environment (CDE), fostering a synergistic integration of multifaceted project data.

We use BIM (Building Information Modelling) software, Revit, to make 3D models that let you see what your building will look like. All project info is kept in a Common Data Environment (CDE), a shared online space where our team, you, and contractors can access and stay up-to-date with your project.



ADDING A FAQ PAGE TO YOUR WEBSITE IS A GREAT IDEA FOR YOUR VISITORS AND YOUR SEO

1. **Why hire an architect? Explore what architects do, the value they add, and how your firm's expertise aligns with your project needs.**
2. **What's the initial consultation like? Give a transparent view of the first meeting and the immediate next steps.**
3. **How long does creating drawings and designs take? Help them understand the typical timeline and the process behind it.**
4. **What should I know about construction and builders? Explain about your role in construction and your collaboration with builders.**
5. **What's the design and build timeline for a house or renovation? Give realistic timeframes and past project examples.**
6. **What are your design specialties? Set out your range of expertise, from general architecture to niche design areas.**
7. **Do you offer commercial and residential services? Clarify the types of projects you undertake, whether commercial, residential, or both.**
8. **What project management support do you provide? Explain your project management and support services.**
9. **Do you manage permits and regulations? State how you handle the paperwork and regulatory details of a project.**
10. **What's included in your fees? Give a clear explanation of your fees, what**

13

“USE SOCIAL PROOF”

TESTIMONIALS

Testimonials serve as potent endorsements, with praises from happy clients helping to establish trust and give insight into the experience of partnering with you.

It's actually better if testimonials feel authentic and a bit unpolished; it makes them more convincing.

Rather than tucking them away on a single testimonial page — let's be real, not many people will seek those out.

So sprinkle them across various pages like your homepage, about section, services, and even the contact page to ensure they catch the eye.

AWARDS

Has your practice won awards? Then use them prominently.

Where relevant, include jury citations – give context, use quotes, image of the project, and make clear why the award was given.

These can either have a dedicated page, be a section on the about page or be made visible within the Portfolio descriptions.

Each testimonial breaks up the text and keeps the prospective client engaged whilst reinforcing the credibility of the firm.

'Office S&M were easy to work with and came up with some great designs, both interesting and practical. Office S&M worked with me from concept, planning and tendering, through to build and completion, where they delivered the project on-time and to-budget.'

Isla, developer client for Salmen House



14 CONSIDER A JOURNAL PAGE?



Queen's Park House in NW London by RISE Design Studio

In this blog, I aim to demystify the complex regulations can be a daunting task, and my nuances of different property types to dissect provide you with a comprehensive understanding approach is not just about adhering to rules; to create beautiful, functional, and environment

So, join me as we embark on this journey of mastering house extension rules, ensuring the regulations but also a testament to innovative reality, guided by expertise and inspired by t

Should you have a blog on your website? A blog can help your SEO and affirm your authority in the eyes of potential clients. It's a strategic move, provided you have the means to maintain it regularly.

Don't attempt it if you don't have somebody to keep the site updated. A blog needs consistent work — monthly updates are essential — with articles that tackle key design topics, industry trends, and insights relevant to your specialisms.

A copywriter could, however, help create a content calendar and you could also even outsource the writing.

Treat a blog as a place to create educational content that positions your team as knowledgeable leaders.

You can also consider creating further resources like guides, white papers, and webinars. Strategically, you might want to collect leads by gating some of these valuable assets.

BUT, your blog isn't the place for company news, recent hires, or awards – your social media platforms are better suited for those updates.

Choose one or two such as LinkedIn or Instagram and post with regularity. Assigning this task to a specific staff member could ensure a consistent and professional online presence.

INSPIRATION (AND WHAT NOT TO DO ..)

HERE ARE SOME WEBSITES OF ARCHITECTS WITH MY IMMEDIATE IMPRESSIONS, TO INSPIRE OR GUIDE YOU

www.stromarchitects.com

This website stands out with a distinct niche and clear uniqueness. Ström Architects, with its Scandinavian roots, specialises in modern homes, a fact immediately apparent from their unique value proposition:

"Ström Architects is a niche architecture practice with Scandinavian heritage, specialising in unique modern homes"

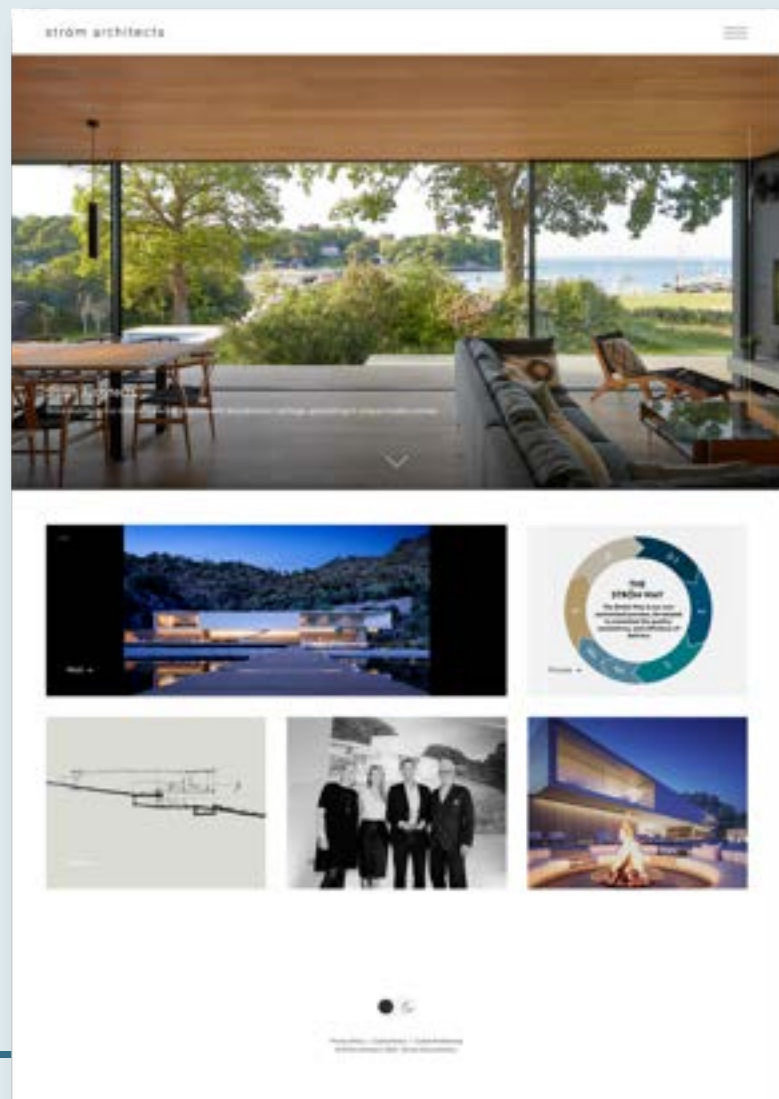
Their studio page is a delight, featuring on-brand Scandi aesthetics and natural team photos set against thoughtfully chosen backdrops.

A closer look at their studio (about) page reveals copy that skilfully intertwines their story with potential clients', under headings rich in benefits, such as:

1. Getting to know their clients.
2. Telling clients' stories through design.
3. Removing worry and risk.
4. Offering intangible qualities in their buildings, like solace in a busy world.
5. A passion for their work, expertise in their field, and a commitment to delivery.

Their approach to sustainability, discussed towards the end of the page, is refreshingly confident and original.

The process page is equally impressive, breaking down their methods into simple, clear steps - just what their niche clients are looking for.



INSPIRATION (AND WHAT NOT TO DO ..)

www.georgeandjames.co.uk

This site is a breath of fresh air! George and James have infused their personality into every corner of their practice's website. The unexpected purple and pinkish-grey color scheme breaks the architectural norm and aligns perfectly with their unique brand identity.

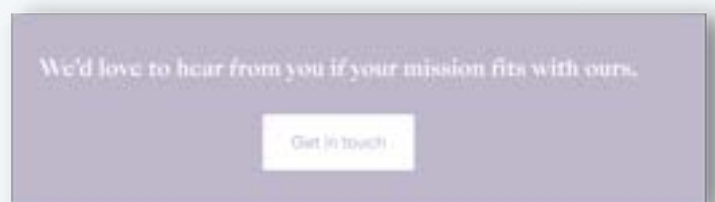
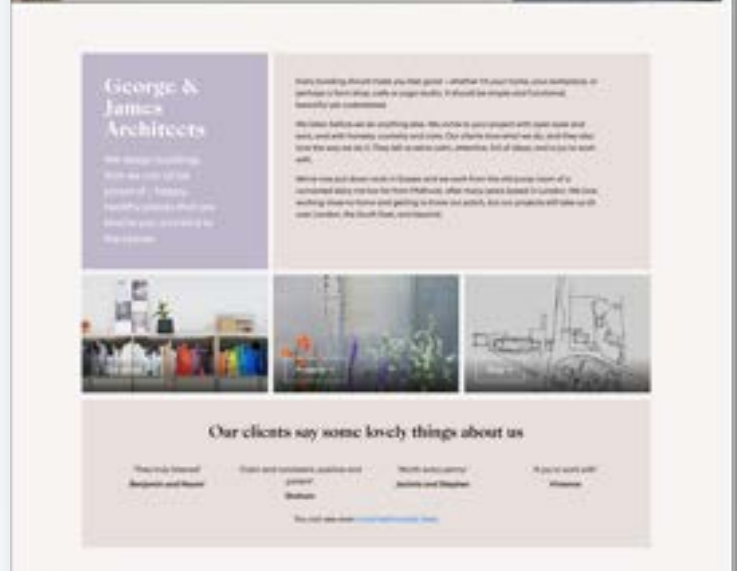
Their UVP is refreshingly straightforward: **“We design buildings that we can all be proud of – happy, healthy places that are kind to you and kind to the planet”**.

The Studio page immediately captures your interest, showcasing their vibrant personalities. It's clear that with George and James, you're getting much more than just architectural services; you're getting a tailor-made experience.

The testimonials page cleverly pairs project images with client feedback, effectively highlighting their work's impact.

Their transparent 'fees' page gives potential clients a clear idea of budgeting for their services – a smart move for their specific clientele.

The website oozes charm, and the partners' openness – "We're partners in life too" – adds a personal touch. While it may not appeal to everyone, for their target audience, this website undoubtedly builds a strong sense of trust.



INSPIRATION (AND WHAT NOT TO DO ..)

www.aaarchitects.co.uk

This is a confident yet simple website of a practice in Brighton and the Isle of Wight. They know who they are and who their target client is.

Animated questions pop up on their home page that cleverly serve as their UVP: **“Need more space? Want to maximise a view? Don’t want to move? Want to use less energy?”** that ends with **“What is your dream home? Let’s talk.”**

These animations appear above the fold so you immediately get a sense of what they’re like to work with (friendly, versatile, creative) and what they specialise in (home design).

See their contact page. It takes pre-qualification to the ultimate level (!) with so many questions to assess the potential client.

But it no doubt serves to eliminate tire kickers - if a would-be client fills it in, the practice will at least know the enquiry is serious!

They are using Instagram as their main social media channel effectively - no doubt right for their homeowner audience.



INSPIRATION (AND WHAT NOT TO DO ..)

www.jameswellsarchitects.co.uk

This site is (sorry!) just bland and lacks character.

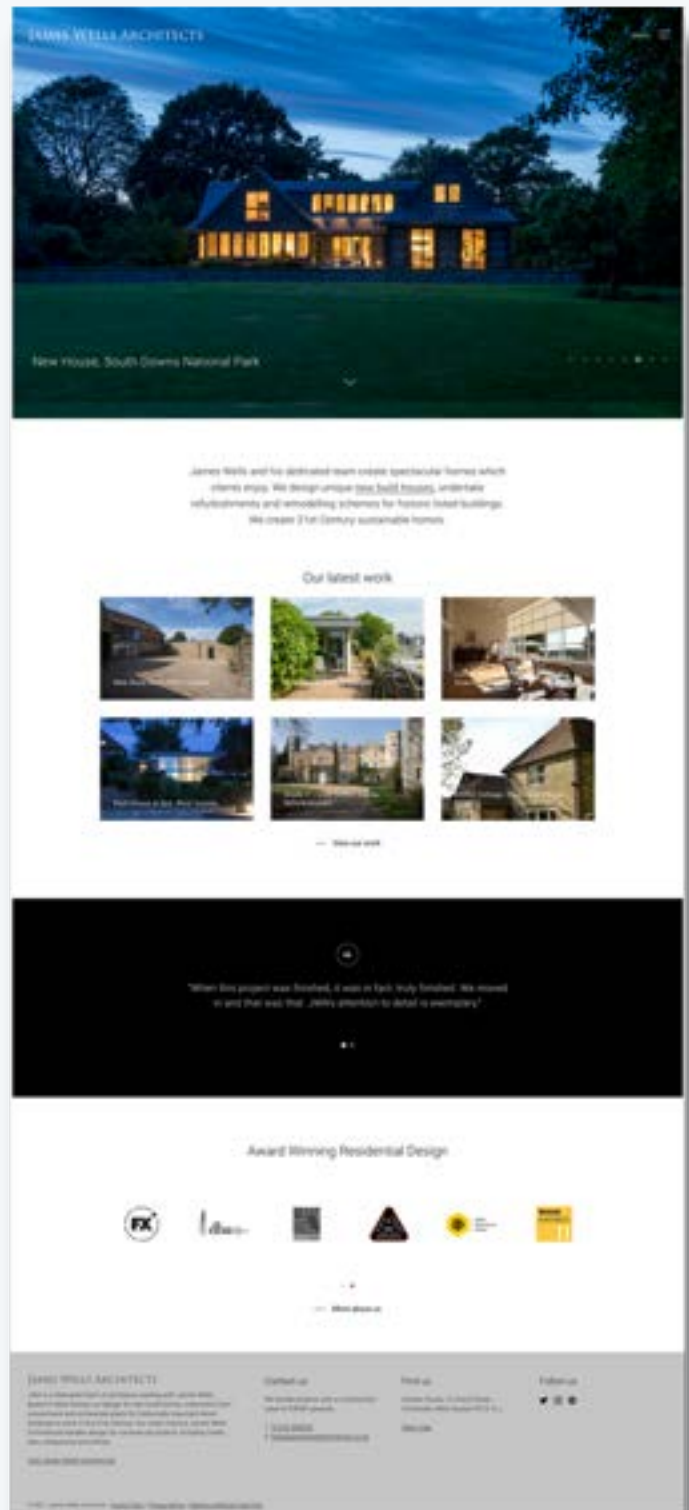
The UVP flatly states, "**James Wells and his dedicated team create spectacular homes which clients enjoy,**" yet fails to spark any real interest.

While testimonials on the homepage are a plus, the 'About Us' section falls flat.

It's devoid of personality, leaving an impression of a faceless, indistinct practice.

Notably, it features an overly long, convoluted, and remarkably uninspired sentence – a standout in its genericness!

“Committed to considering the detailed requirements of all our clients, we seek to design buildings which complement and enhance their locations, paying particular attention to the immediate environment, landscape and history of the locality while carefully considering all opportunities of the site itself.”



INSPIRATION (AND WHAT NOT TO DO ..)

www.johnpardeyarchitects.com

This website comes across as quite mundane and stuck in tradition, lacking any clear indication of who their ideal client might be.

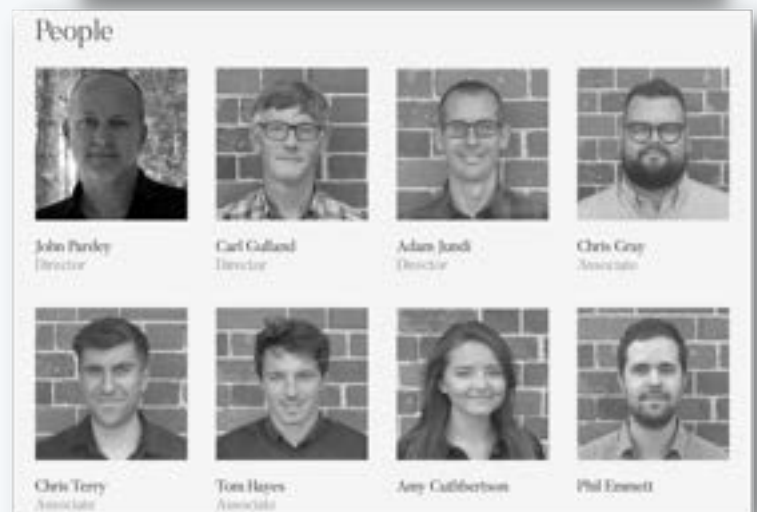
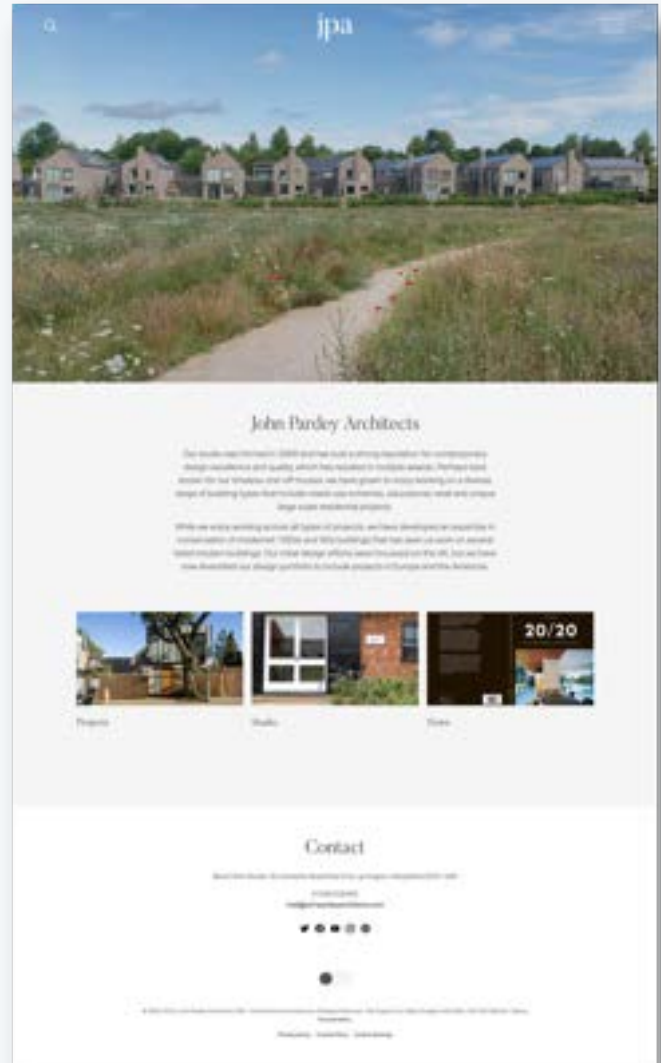
The firm appears to be a jack-of-all-trades with no standout specialty. Their message is generic:

“Perhaps best known for our timeless one-off houses, we have grown to enjoy working on a diverse range of building types that include mixed-use schemes, educational, retail and unique large scale residential projects.”

They also mention, **“While we enjoy working across all types of projects, we have developed an expertise in conservation of modernist 1950s and '60s buildings that has seen us work on several listed modern buildings.”**

Unfortunately, the website fails to give any real insight into the people behind the practice or what working with them is like.

The studio page is particularly underwhelming – offering nothing more than basic headshots, leaving you with no real feel for the team’s personality or dynamics.



INSPIRATION (AND WHAT NOT TO DO ..)

www.folkesarchitects.co.uk

This website for a family-owned practice is a cluttered throwback, well past its prime.

It resembles an outdated print brochure, creating a muddled and challenging browsing experience.

Ironically, they claim: “Our straightforward approach demystifies the design and building process for our clients.”

Yet, this philosophy is sorely missing from their own website design.

The homepage is an overwhelming mishmash of information, leaving visitors baffled about where to start reading or what to focus on.

The lack of a clear call to action only adds to the confusion.

The News page, with its sparse two entries, serves as a stark reminder of the commitment needed to maintain a blog page effectively...



Shape your firm's story with the same care you use in designing buildings. We'll build a foundation of trust and credibility with clear, impactful words, making sure your firm's identity and vision are as solid in your messaging as they are in your designs.

PREPARED BY

SARAH MONAGHAN

MARKETING CONSULTANT

EMAIL: SARAH@CONNECTEDCOPY.CO.UK

AS A FORMER BBC JOURNALIST AND SENIOR COPYWRITER, I HELP ARCHITECTURAL AND DESIGN FIRMS, AND OTHER PROFESSIONAL SERVICES FIRMS, ENHANCE THEIR BRAND AND ONLINE PRESENCE AND SOLVE THEIR MARKETING CHALLENGES.



3 WAYS I CAN HELP YOU ...

BLUEPRINT FOR YOUR DIGITAL PRESENCE

Website Copywriting for Architecture Firms

Does your architectural firm website need planning and writing or a complete refresh? This service is for crafting your entire website's copy to ensure your clients find you, understand your value and take action. We'll go through a discovery process to get your message crystal clear. We'll figure out who your ideal clients are, pinpoint what makes you different and make sure your brand's voice stands out from the crowd. I'll work in liaison with your website designer (or can recommend website designers experienced in designing architectural websites).

FOUNDATION FOR YOUR BRAND IDENTITY

Brand Messaging Guide for Architecture Firms

For architects needing clarity and consistency in their brand messaging to attract their ideal clients. The Brand Messaging Guide is practical tool to help you define and communicate who you are, what you do, and why you do it. It will give you a clear, distinctive voice and key stories for more effective marketing. See this Brand Messaging Guide as your go-to blueprint, to help you ahead in how you talk business, bring in new talent, and interact with clients. It's your tool for keeping your brand's story consistent, which builds trust and a solid reputation.

DIGITAL SITE SURVEY

Comprehensive Website Audit for Architecture Firms

You know your current site is underperforming but you don't know what to prioritise and change? I'll give you recommendations for modifications and considerations, equipping you with a clear blueprint to improve your website, in terms of both your copy, layout, customer journey and visuals. You can then use the recommendations to re-write and re-design your site yourself or to inform a professional copywriter and website designer.

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