

e-Book

# The Secret for Architects to Win More Clients

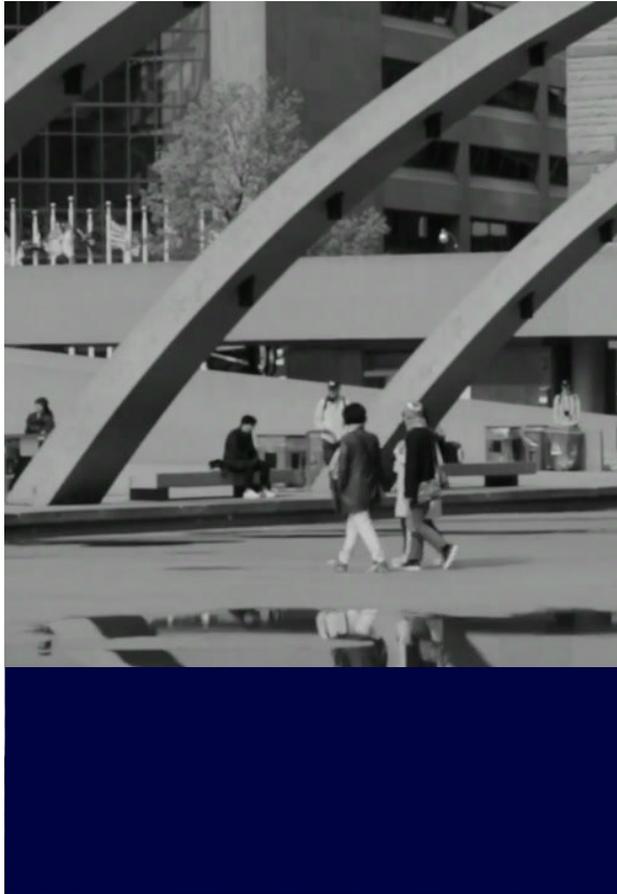
USING THEIR WEBSITE



# What's in this e-book?

1. Tell Your Story.....
2. Get Business Leads, Automatically
3. Use Content to Nurture Prospects
4. Have an SEO Strategy
5. Focus on Functionality
6. Get Inspired: Websites We Love





## Imagine...

### A building with a stunning façade

but a poor structure. While it can attract people from a distance, when they come closer, they realize that the building is liable to collapse and break under stress. The building, then, becomes unusable.

Similarly, as an architect, your website is the façade of your brand. You can beautify it all you want using your creativity and showcasing your best projects, but it will only be as strong as the best website strategies that you apply to it. The way you go about it can either attract more clients, letting them enjoy a delightful experience or turn them away. Scroll down to get lesser-known insights on website-led business growth that you can easily put into practice! your brand. You can beautify it all you want using your creativity and showcasing your best projects, but it will only be as strong as the best website strategies that you apply to it. The way you go about it can either attract more clients, letting them enjoy a delightful experience or turn them away.

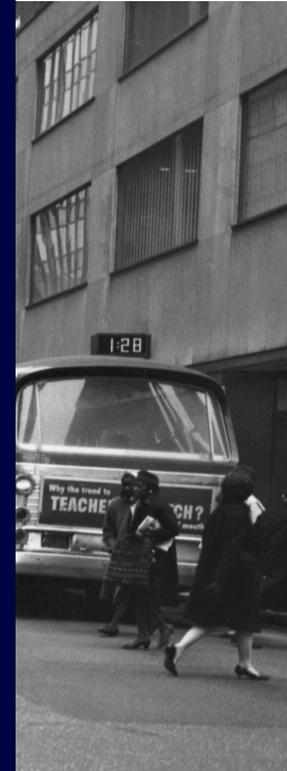
Scroll down to get powerful insights on website-led business growth that you can easily put into practice!



Thoughts to Ponder

"Websites promote  
you 24/7: **No**  
employee will do  
that."

PAUL COOKSON



# 01

## TELL YOUR STORY...

TREAT YOUR WEBSITE AS AN EXTENSION OF YOUR DESIGN PHILOSOPHY.

Your website is your ticket to reach out to prospective clients, not just in your city or country but also globally, so ensure you make an impactful first impression.

It's best to simplify your thoughts. Start by identifying your firm's vision, why you started it and visualize how you can make it into a compelling story. It should help you stand out in a unique way from your competitors. A homepage with stunning visual storytelling via images and videos that portray the crux of your brand (e.g. minimalistic architecture, sustainable architecture, Zen-inspired architecture) can play an important role.



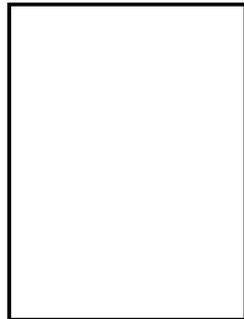
See how [architect Sergey Makhno's website](#) tells the 'Ukrainian meets Japanese wabi-sabi' tale beautifully in visuals and words.

"Telling a different story or the same old story, differently can capture your visitor's interest to make them navigate further on your website."

# ...ON EVERY PAGE

## About Us Page

A lot of architects miss the power of the About Us page - it is your very identity and can let visitors know whether they can relate to you and trust you. Highlight what makes your architecture firm interesting to associate with along with showcasing your services and the team. If you have been in the business for decades, adding a timeline is a great idea too.



### STUDIO OF UKRAINIAN ARCHITECTURE, DESIGN AND CERAMICS

Hello! We are on the same way – home.

Since 2003, we have been creating projects intertwining Ukrainian traditions, world trends and the Japanese philosophy of wabi-sabi, the forces of nature, human talent and architectural mind. We have completed over 600 projects in 21 countries and are ready to create something significant for you.

The main task of our specialists – architects, designers, ceramists – is to create comfort that will become near and dear.

## THREE ARTS

### ARCHITECTURE



We design, visualize and build worlds that will become home.

### DESIGN



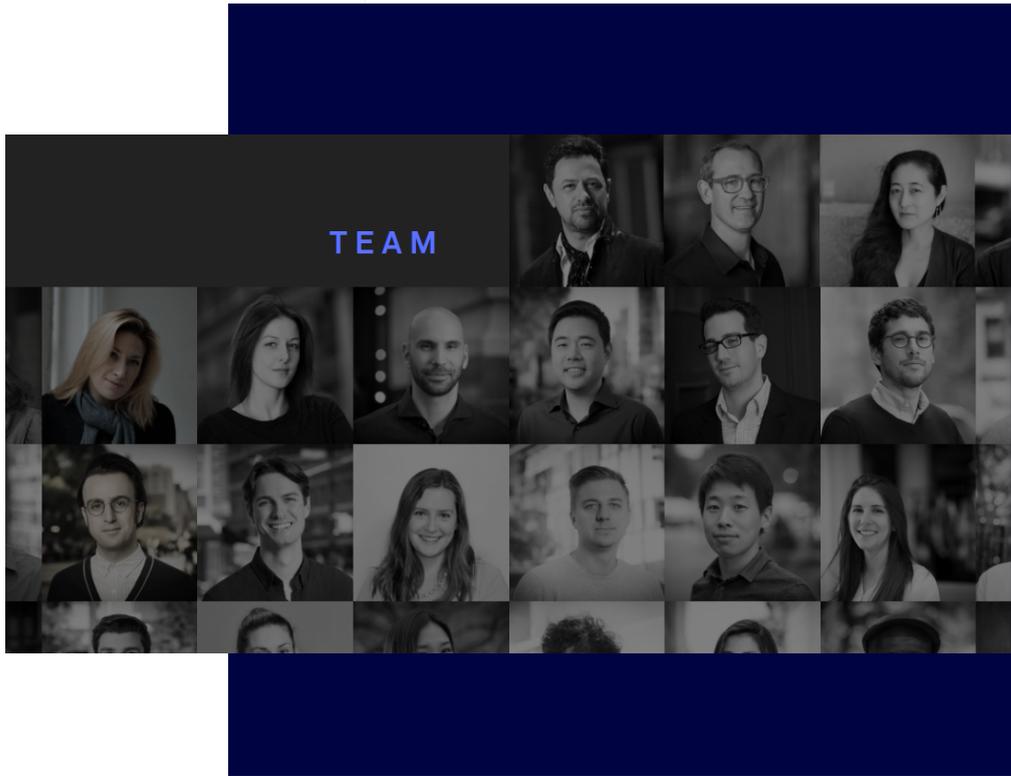
Interiors, landscapes and products – everything that fills your home and heart.

### CERAMICS



Imperfect perfect beauty of Ukrainian wabi-sabi.

About Us page of Sergey Makhno Architects <https://mahno.com.ua/en>



The classy Team page of ODA Architecture, New York

"Just like you have different rooms in your plan, your website has multiple pages. Each page plays a specific role in attracting and maintaining clients."

## Awards

As an architect, you know how beneficial awards are for your professional journey. Make sure you highlight all the awards (even if it is not a Pritzker!) and media coverage, as they can bring you a bigger audience and sometimes make all the difference between winning or losing a prospective client.



Source: <https://mahno.com.ua/en>

Roger Ferris + Partners

Work About News Connect

NYT: Architectural Equivalent of an Old Sports Car



Luxe Magazine: The Report



CT Cottages & Gardens: Modern Red Barn



## Press Page

The Press page of Roger Ferris + Partners highlights the media logos in the image, making it easy to see where they have been featured.

## Testimonials & Case Study Page

DDS

+ Case studies

[Case studies](#) [Projects](#) [Process](#) [Team](#) [News](#) [En](#) ▾

### Rive Gauche

Window shopping with a view. A driving force behind urban regeneration.



Activate Windows  
Go to Settings to activate Windows.

*DDS.plus architects present in-depth client case studies: <https://www.dds.plus/case-studies>*

Nobody tells your firm's success story better than happy clients. Testimonials can also be from industry bodies and co-architects. Usually, very few architects add testimonials and case studies to their pages. But, there's nothing more credible for a prospective client than a review from a satisfied client. And, current clients would also love to see their office or residential space featured online. So, it's a win-win for all.

# 02



## GET LEADS, AUTOMATICALLY

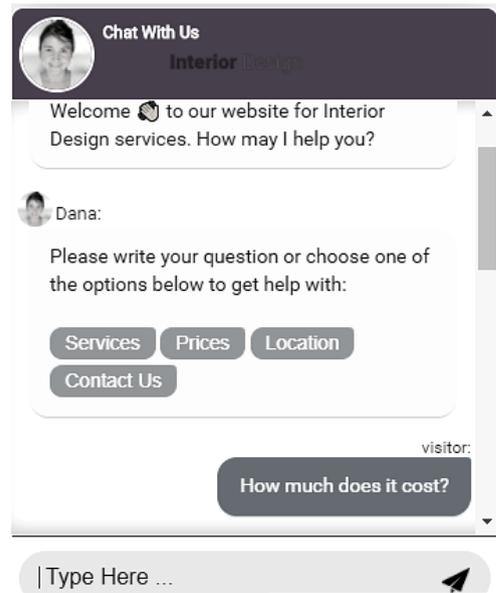
Because you cannot man your website 24 x 7!

### Chatbot

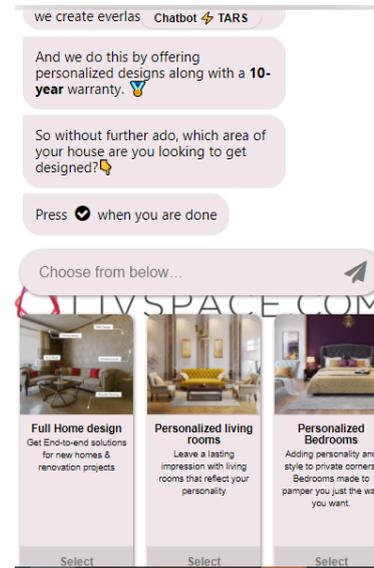
Think of a chatbot like a sales or customer support team member of your firm, who is always on your website homepage and says hello to any visitor who visits it, tells the visitor about your best work and persuades them to explore more of your website/services. Only thing is that this is actually automated software that is programmed to interact like a human. And, it learns to respond better with every new question asked to it.

## The best part about,

having a website enabled with an AI powered chatbot is that it can get you business 24X7, even while you are supervising your construction site. And, it can give you live updates of visitors who are asking about your quote or more details about your projects, so you can act on it.



Source: Virtualspirits



Source: Hellotars

**"With a projected worldwide market size of more than \$1.3 billion by 2024, chatbots will be a driving force for business communications."**

Source: Intellectyx, 2019

## Contact Us | WhatsApp Chat

Nowadays, clients find it easy to connect via WhatsApp and it is great to have both, a Contact Us form as well as a WhatsApp chat option on your website, which can let interested visitors connect with you, if they like what they see on the website.



*SKV interior design solutions' have a WhatsApp Chat function as well as a Contact Us form on their website.*

## Call to Action Buttons

Most architecture firm websites don't have enough CTA buttons to compel a visitor to take action. It helps to add a button multiple times in a user's journey of your website to help generate leads.

# 03

## Use Content to Nurture Prospects

Because, not every visitor can become an immediate lead



**In an Age of Digital Learning, We Still Need Schools**



**How will Architecture Change in the Post-Pandemic Future?**



**How to Design Community and Trust**

*Henning Larsen has an interesting blog - its Insights' section where the firm shares opinion pieces.*



**Work and beyond: Vanke's move from a traditional office to a contemporary workspace**

Firms like Vanke have too many business interests for the work roles to fit into traditional definitions. That's why Vanke's leadership team wanted a workplace strategy that would attract young talent, reflect diverse roles, and promote collaboration.

[READ MORE](#)

Subscribe to Space Matrix Insights

First Name\* Last Name\*

Email\*

Job Function\*

- Please Select -

[Subscribe](#)

**Space Matrix, Singapore has a buzzing section that showcases their Insights and a form to subscribe to their newsletter and updates.**

### BLOG

Hiring an architect is a big decision and you can't expect every prospective client who visits your website to be interested in your services immediately. But, you don't want to lose them either. A blog gives you an opportunity to showcase your design thinking, your inspirations, your people, your technology and behind-the-scenes' narratives to improve brand perception, so that you make a positive impression if they have to consider you sometime in the future.

### NEWSLETTER SUBSCRIPTION

By creating newsletters, you can showcase your latest projects, share updates on ongoing ones, establish thought leadership and keep your existing and potential customers engaged. A monthly newsletter is a good way to maintain good relations with your current clients and enjoy top-of-the-mind recall with prospective consumers.

## Project Storytelling

It is important to be a wordsmith to create more value for your projects. Be descriptive and write a narrative around every project, as sometimes clients cannot grasp the depth of your work only by seeing the space images.

“Highlight your active social media accounts on your website, so that even if the visitor does not want to engage with your firm anytime soon, if they decide to follow you, they can still look at what you are up to. You never know where that might take you in the future.”

SNAPTRUDE.COM

*Gruff architects supplements its stunning project images with interesting storytelling that explains the concept behind the project and leaves the visitor wanting to read more. See the example as follows;*

### Harefield Road East

Story by Gruff Architects



The client, a family of three, had just returned after living for a period of time in Sydney when Gruff Architects were approached to refurbish and extend their Victorian semi in South London.

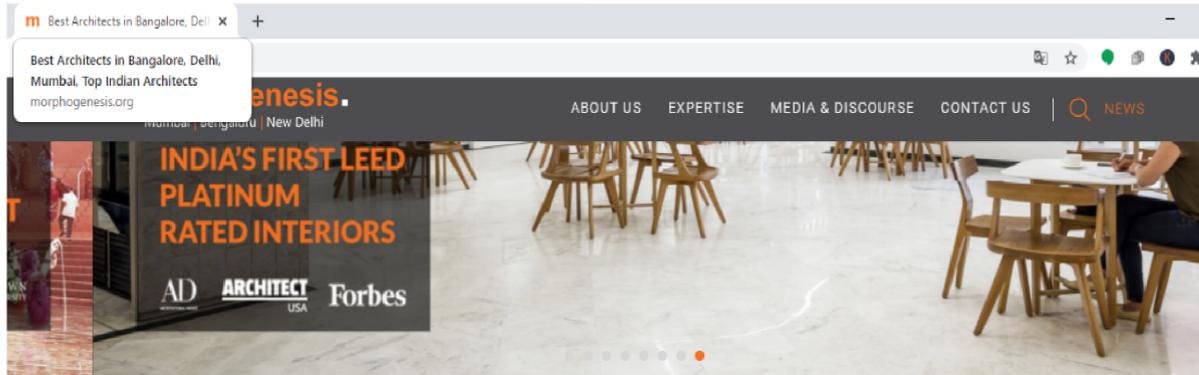
Keen to recreate the benefits of the outside lifestyle and warmer climate they had experienced abroad, whilst incorporating their mixed heritage into the design, the client instilled Malaysian, British and Australian influences into the brief. Set in the Brockley Conservation Area, the extension includes a kitchen, utility and dining space for the family and focuses on creating a connection to the leafy garden.

# 04

## Have an SEO Strategy

While architects understand how to present their website aesthetically, all the effort in making a fantastic looking site would be in vain if nobody visits the site. Search Engine Optimisation (SEO) is a specialised online marketing field that helps your website get higher visibility on search engines like Google or Bing. For instance, when a prospective client searches for, say, 'Best architect in Ohio' on Google and your website shows up in the first few results, it shows you are doing something right.

Using keyword-rich content, designing the information of your site in a certain way that appeals to search engines, getting metadata right and ensuring incoming links to your website from credible sites are some of the areas in which an SEO expert can help an architect. Architects would benefit greatly by hiring the services of an SEO expert to create a strategic SEO roadmap for their website.



### About Us

Morphogenesis is one of India's leading award-winning Architecture and Urban Design practices with offices in **Mumbai, Bengaluru** and **New Delhi**. The firm reinterprets regional architectural roots and consistently employs passive design solutions for a unique contextual language. Morphogenesis is the only firm in the **WA100** list of the world's largest Architecture firms which is **Gender neutral**, with over 50% women across all levels. With projects in 8 countries, **110+ International and National Awards** and **850+ publications** globally, it is the first Indian Firm to be awarded the **Singapore Institute of Architects Getz Award**. The firm's work has been published in a **Monograph by Images**

Singapore Institute of Architects GETZ Award for Emergent Architecture In Asia



Morphogenesis works put India's Architecture on the world stage.

- Jury Citation

SNAPTRUDE.COM

Morphogenesis places the right mix of keywords like 'Best Architects in City X, Y and Z' in its meta title and content on the website.

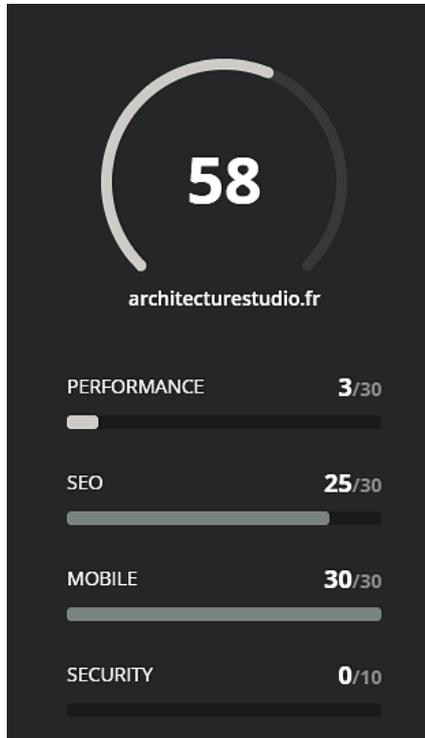
SEO leads have

**87%**

HIGHER CLOSE RATE

"Leads from search engines have a 15% close rate, while outbound leads (ex. cold-calling, direct mail, etc.) have a 1.7% close rate."

Source: digitalmarketinginstitute



Hubspot's free Website Grader tool is a good way to check how your website scores in terms of functionality and performance. Here's a sample preliminary score of architecturestudio.fr.

"Text will always be the foundation of search so making sure the text around your website's assets is descriptive will help them rank well in search."

Source: HubSpot, 2020

HubSpot TOOLS

## Website Grader

Grade Your Website in Seconds. Then Learn How to Improve it For Free.

Website

Email

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

Get your score

Powered by Google Lighthouse

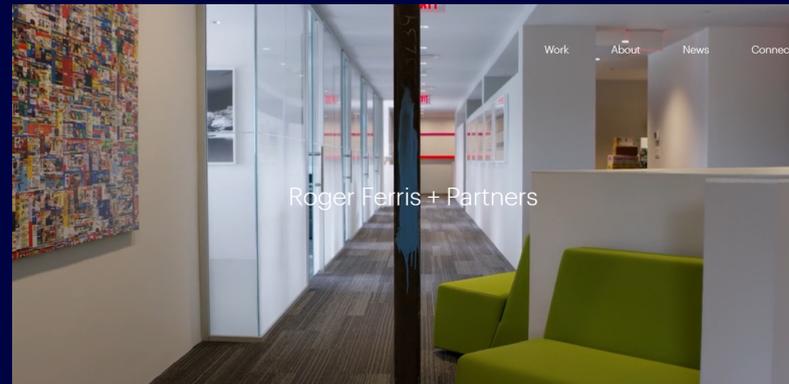
# 05

## Don't Forget the Functionality

*Think practical, not just pretty*

### Site Loading Speed

Architects love telling a visual story and sometimes in a bid to add impressive videos and larger-than-life imagery to their website, the site can take an extremely long time to load. A visitor will not wait and will instantly move on to other sites. Free tools like GTMetrix and Pingdom Tools help you quickly check how your website fares on this aspect. Ideal website load time for mobile sites is under 3 seconds. For instance, flash-based websites take a really long time to load and are not recommended.



<https://www.ferrisarch.com/> has a full-screen video playing in the background of its homepage but it has an excellent page load time of 757 milliseconds.

“The first five seconds of page-load time have the highest impact on conversion rates. Website conversion rates drop by an average of **4.42%** with each additional second of load time.”

ASource: Portent, 2019

### **DESIGNED FOR MOBILE VIEW**

With the increasing usage of mobile screens to browse and transact, it has become a necessity for your website to be designed for mobile viewing. If your website is not optimized for the mobile, it can rank lower in search results.

“To improve site performance, the top technical SEO tactic used by marketers is optimizing mobile performance.”

Source: HubSpot, 2020

06



Get Inspired:  
Websites We Love

# BUNKER ARQUITECTURA:

## <http://www.bunkerarquitectura.com>

One of the most interesting architecture websites that manages to keep things professional yet quirky. They even have content like Bunkertoons - a cartoon series to showcase the fun they have while working on new projects.



# Bunkertoons: A Screen Shot

BN KR

+ Expos + Books + Built + Projects + Bunkertoons News About Jobs Contact

¿Qué se necesita para ser un "crítico" de arquitectura?

- Odiarte a tí mismo
- Odiar a los demás arquitectos
- Odiar la arquitectura
- Ser maestro de tiempo completo

TRAMITAR UNA MANIFESTACIÓN DE CONSTRUCCIÓN EN LA CDMX

Estoy seguro que ya nos falta poco...

Cómo identificar a un arquitecto

- Uso frases y palabras como: "paramétrico", "ocupuntura urbana", "sutil", "como diría Deleuze y Guattari", "umbral", "regenerativo", "era más interesante la etapa fenomenológica de Herzog y de Meuron", "la tectónica", "estoy harto de que me copien", "sobreciclaje", "se colgó de mi nombre"...
- Pelo forzosamente despeinado
- Lentes de pasta negra (aunque no tengan graduación)
- Bufanda de algún color extravagante (aún bajo sol intenso)
- Protuberancias corporales sutiles (justificadas con argumentos como "sabes lo que hubiera perdido el mundo si Mies hubiera tenido tiempo de hacer ejercicio?")
- Converse rosas o algún color chingame la pupila
- Ojeras por insomnio inducido por tener "demasiadas" ideas
- Playera negra de manga corta con cuello en V (manga larga es de tetas)
- "Skinny" jeans negros dos tallas más chicos (probablemente encontrados únicamente en marcas de mujer)
- Bolsa de hombre con un iPad, Biltácora Moleskine, pluma Montblanc y un libro de Juhani Pallasmaa

**Bunkertoons**

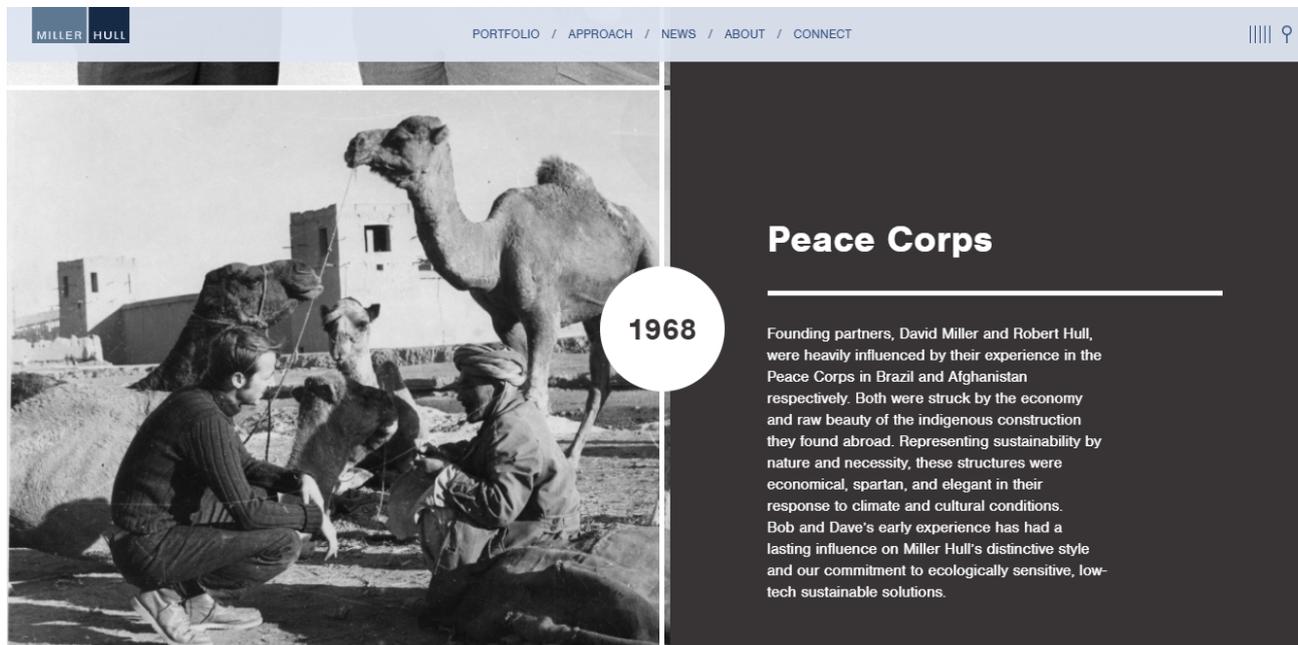
Over the years we've learned not to take ourselves too seriously. The ability to laugh at yourself is a great quality we wish never to lose. In this spirit, we like to caricature situations we find ourselves in, sometimes

**Laberintos**

Este febrero comienza mi colaboración con la revista Lee+ con una caricatura al mes. La temática de este mes es "Laberintos".

# MILLER HULL: <https://millerhull.com>

A classy new-age website with compelling storytelling on every page. From approach to timelines and from news, events and blogs to descriptive project pages, this site offers a lot to discover.



# Miller Hull: Some More Inspirations

## Live

**mixed-use** | multi-family | single-family

This is where it all started. We first established our reputation designing homes and retreat cabins, with residential work serving as the incubator for intimate, human-scale concepts we employ across all typologies. Without falling into trends or needless complexity, the most basic elements for living are distilled and given a frame with a quality of craft and detail suited to each unique setting. Over the years we've expanded our practice of creating efficient, uplifting human environments to include multi-family and mixed-use structures in dense urban settings.

— view all live projects

<https://millerhull.com>



**8th & Republican Mixed-Use Development**  
Seattle, WA



# MAKE:

## <https://www.makearchitects.com>

Listed as '100 Best Small Companies to Work For', Make is a unique, people-driven architect firm. Its website content focuses on stories around design, innovation, technology and charity. It has created a lot of sections on its website, highlighting different aspects of the business and work culture. Under the 'Thinking' section which is a blog, it showcases how small architecture firms can think big.



make

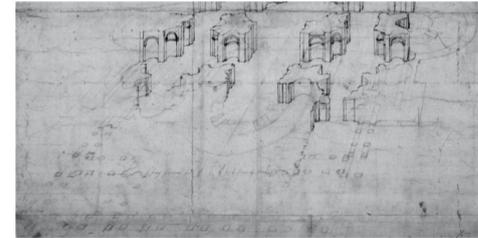
中文

## Draw in order to see

Posted 21.09.2020  
By Jonathan Glancey



Architecture Drawing Prize Drawing Hand-drawn History



An extraordinarily modern cut away perspective of the, as yet unbuilt, central crossing of St Peter's by Baldassare Peruzzi. Image courtesy of Oro Editions.

Why should any 21<sup>st</sup> Century architect bother to draw by hand? There is, after all, an abundance of readily available digital tools that make pens and

## Make: Some More Inspirations

make



### Technology

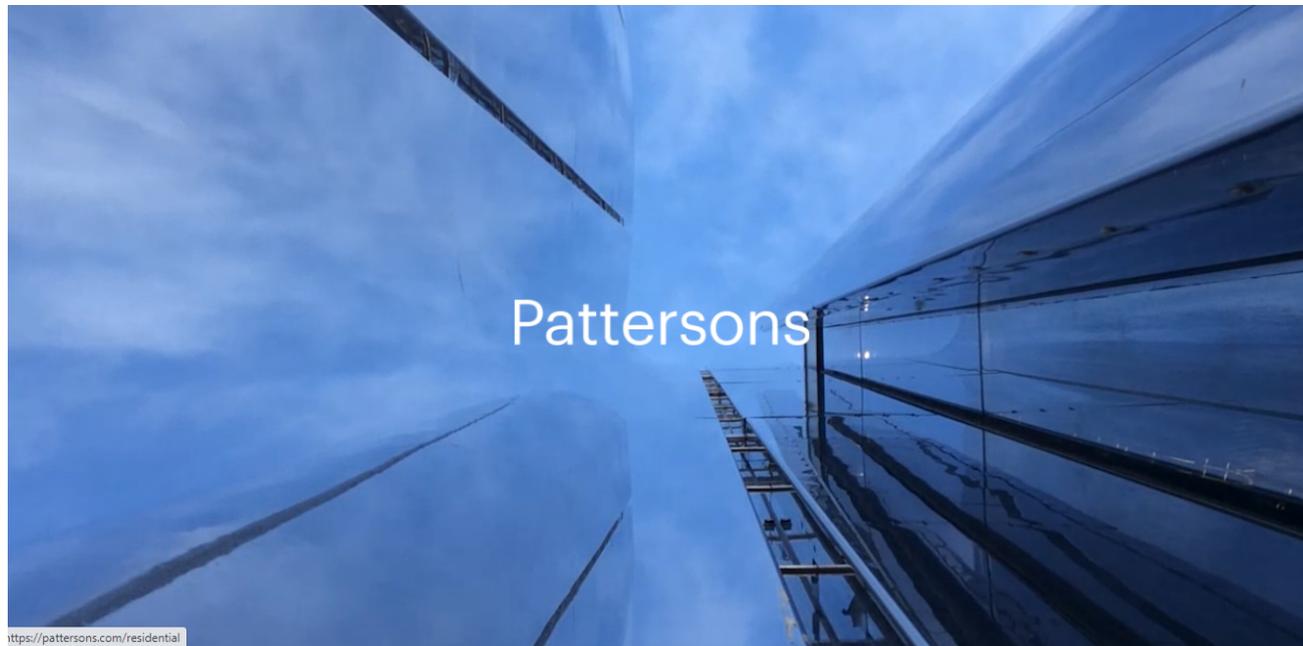
Technology is an integral part of our design process. We're incredibly excited about virtual reality and are investing in it for our future. Our in-house HTC VIVE and Oculus Rift VR headsets bring our designs to life, allowing us and our clients to fully experience these new places and spaces and make informed decisions early on. Our dedicated VR artist creates immersive visualisations, and we also use Google Cardboard and augmented reality technology.

Another essential element is BIM – it's the best, most efficient way to coordinate with consultants and contractors. That's why we use it from feasibility onwards on all projects, and have in-house Revit support and training.

# PATTERSONS:

## <https://pattersons.com>

With a stunning homepage followed by clear demarcation of project types and clear project descriptions, Pattersons' website is a visual and experiential treat. They also showcase their published book on a separate landing page.



## Pattersons: Some More

Pattersons

Featured Residential Civic Commercial People Practice News Contact Book

Eng 中文 Māori



AT THEIR HIGHEST LEVEL, THE MEASURABLE ECOLOGY OF A BUILDING AND THE POETIC DIMENSIONS OF ARCHITECTURE ARE ESSENTIALLY THE SAME

**ENVIRONMENTALLY SUSTAINABLE DESIGN**

Pattersons have designed some of New Zealand's most sustainable buildings, methodology is integral to our work and for us a cohesive sustainability strategy is a central component of design. We believe that sustainability encompasses good urban design, efficient transport design, careful selection of materials and construction methods, energy efficiency and considered management of resources. Our history in integration of environmentally sustainable design (ESD) into our work has resulted in specialised in-house skills. This allows us to develop and implement cohesive sustainability strategies for each project. Through delivering a number of buildings awarded for their ESD credentials, we have developed a strong understanding of cost-effective sustainability measures, and of the productivity implications of incorporating ESD principles into our projects. We are always actively engaged in looking for new and innovative sustainable technologies.

Over the last thirty years, it has become clear that the risk associated with climate change will pose serious challenges to society. Architects are constantly presented with the challenge of creating durable buildings that respond to a changing environment. Architects have a major role to play, given the fact that 75 per cent of global energy consumption is produced by buildings and transportation. Buildings, neighbourhoods and cities can be designed to minimise pollution and carbon emissions. This implies not only using renewable energy sources (including wind, sun and water), but designing energy efficient buildings and masterplans that encourage vegetation and biodiversity.

New urban developments need to be designed with the ultimate aim of achieving carbon dioxide neutral environments and biomimicry. Pattersons want to do their part in creating and implementing this technology.

Pattersons

Featured Residential Civic Commercial People Practice News Contact Book

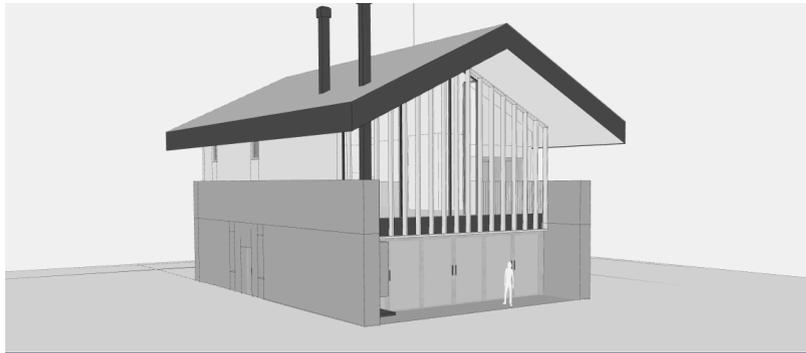
Eng 中文 Māori

# RESIDENTIAL

To generate a sense of coherence and beauty, we use an holistic approach to generate our design. A home can be many things; a bach, a mansion, a villa, an apartment, a shed or a townhouse. Each has its own people, context, climate, environment, family, culture and community. By connecting this whole ecology holistically all these elements can be considered and accommodated into a unique place for your life to unfold into.

KEY PROJECTS





**Let's Continue  
the  
Conversation...**

This e-book is a little gift from Snaptrude to architects on World Architecture Day, 5th October.

We hope you liked it and would love to know if these actionable tips work for your architecture firm's website-led growth. Do write to us on [info@snaptrude.com](mailto:info@snaptrude.com) if you see success after applying these strategies or have any suggestions to improve this content.

# About Snaptrude



## A 3D Modelling tool for Architects.

Snaptrude combines the capabilities of a free form 3D-Modelling with the ease of pen & paper to ensure accurate, BIM enabled 3D-Models and plans that are 10X faster & easier.



# Social Media Links

## Twitter

<https://twitter.com/snaptrude>

## Facebook

<https://www.facebook.com/snaptrude>

## Instagram

<https://www.instagram.com/snaptrude/>



# Reach Us

For questions or more info

**WEBSITE**

<https://snaptrude.com/>

**PHONE NUMBER**

+91 9740899884

**EMAIL ADDRESS**

[info@snaptrude.com](mailto:info@snaptrude.com)

