



# Case Study:

Real Project Leads From Your Website

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## Website Leads For Architects Case Study: Modative

Well, I'm really excited to share with you today one particular case study of some architects that are doing some exceptional work with their website. I wanted to start out by just saying that about six or seven years ago when I first started getting into online marketing especially for architects, I had the naïve assumption that if I put up a website that showcased our firm's portfolio, that we would start bringing in work – this is for a small, five-person firm that I worked for in Houston, Texas.

What I found, which is what most of you probably found if you've had your websites for a while, is that, generally, people don't go to websites to look for architects. People find architects through word of mouth. People find architects by seeing projects that have been done, that their friends have had commissioned.

So, the only phone calls we were getting were telemarketer or people wanting to update our Google address. It was pretty discouraging because I'm a big fan of social media and online presence – if you haven't been able to tell just from reading my website. So, that was, kind of, discouraging.

Then, I did some research and I started to discover that there are certain things that need to happen to make a website be effective for converting leads and for getting real prospects as an Architecture firm. There's this little analogy that I, sort of, use to illustrate this principle: that we all know that if someone's going to work with us as architects, they need to get to know us, they need to get to trust us. Usually that happens through several meetings or it happens because of referral. There needs to be a pretty high level of trust for someone to commission an architect.

To have someone look at our website and to decide that they want to give us a call is a pretty huge leap in terms the sales process. Most people aren't ready to hire an architect when they first stumble across our website. So, the question is: How can we modify our websites? What little tweaks

can we make on our websites to make it more inviting for someone to take, what marketers generally call, “A Call Of Action.”

So, the first thing that I’m going to talk about today is when someone arrives on your website, you need to try to think about what’s the next step you want them to take – and a phone call is generally not it. Usually, it might be you want them to dig deeper, you want them to look at your projects, maybe you want them to sign up for your email list. You need to decide what that next step is and then build your website around that.

As I’m going if you have any questions, I am, sort of, glancing over here at the chat box and I’ll try to answer some of those if any questions come up.

## **Introduction to Modative**

Today, we’re going to talk about a really specific firm and really specific results that they’ve got. This is Modative. The things I’m going to be sharing today won’t necessarily be 100% applicable to you. It’s not like you can really take this and apply it on your own website, cut and paste. What it will give you is the framework and ideas for how you can go about doing this.

As I said in the email that I originally sent out when I invited everyone to this webinar, I called up Derek because I knew that they were getting leads from their website, and I just wasn’t sure how many leads they were getting. It was quite surprising to me when I asked him, and he said that they’re actually getting a 100% of their leads from their website. I was expecting maybe 50% - 80% leads, and when Derek said a 100% of their leads... Of course, he meant that some of those leads are referrals from other leads that they got from their website. So, not every single project they’re working on right now is someone that calls them from their website, but it’s related to someone that, in the past, has found them by stumbling across their website.

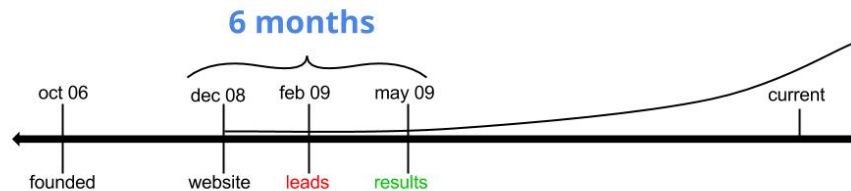
So, I wanted to dig in and figure out exactly what about Modative makes this tick and what gives them the steady supply of clients. Derek shared with me that they’ve been busy as can be. They are turning away projects they don’t want to take on. I think this is what all of us want to be at with our firms – is being able to pick and choose the kind of work we want.

So, the next question is: How can we set up an online marketing framework to get to a place where, at least, we get some interaction from our websites, where it serves as a marketing tool and not just a brochure.

I’m going to jump in to tell you a little bit about Modative. They are a three-person firm. I guess, if you count Krystal, that’s four. The three founders are Michael Scott, Derek Leavitt, and Christian Navar. They established their firm in 2006, and their focus is modern architecture.

They primarily focus on small lot subdivisions in Los Angeles. Currently, they have about twelve to fifteen people that work at the firm. So, their focus is mainly residential, although they do a little bit of commercial work. They're doing some fun stuff. They are able to do some of the more modern, contemporary projects, and recently have been getting a lot of press.

## How Long Does This Take?



So, let me flip over and show you the timeline of the firm. Over here on the left-hand side we have there, "Founded in 2006." From 2006 to 2008 they had a fairly standard architect website where they had a brochure of their online projects. In December 8, 2008, they decided to go with an online marketing platform called HubSpot, which is a way to run your website that integrates some marketing in to the website; for instance, they give you analytics, etc.

If you want to make a note of that and go check it out later, it's HubSpot.com. It's a website, it's a marketing framework or platform that is geared towards small businesses, although there are larger businesses that use it also. What it allows you to do is set up this, what they call, inbound marketing funnel. By "inbound" they mean that instead of going out there and trying to find your ideal clients, you're putting out content there on the Internet that makes them find you and come to you. This is what Modative has done.

Now, HubSpot isn't the only platform that allows you to do something and set this up, but that's a whole other conversation. For now, let's jump back to the timeline.

So, in December 8, they relaunched their website, implementing some of these online

marketing strategies. By February 9, in two months, they were already getting leads – and I just confirmed this with Derek. In May 9, they were getting real results.

So, you can see that in February 9, they started getting leads, but maybe not all those leads turned in to projects. By May 9, they were actually getting projects from those leads. Now, to the current day, it's just ramped up to where they, it says here, they get three to five phone calls a week of people looking for new projects.

Now we've got the background, let's dive in to and figure out how they're doing this. When we talk about online marketing, we need to understand that it's, sort of, like a funnel. So, if you have a thousand people visit your website, the typical conversion rate – and what I mean by “conversion rate” the number of people that decided to take an action – the number of people that make the next step on your website usually drops down to 5% of that number.

If you look at that you can say, “Okay, I have a thousand people visiting my website a month – 1% to 5% of those people are going to take an action whether it's sign up for my email list, download my portfolio, download an informational pack that I have on my website. So, from a thousand people you might have ten to fifty people that actually take that next step. Those are what we call leads.

Then to take a lead and convert a lead or a prospect into an actual project, there's anywhere from a 5% to 10% conversion rate. So, with a thousand visits per month, you're looking at, possibly with those numbers, one, new project out of that kind of flow – and that's very optimistic.

So, I think the number one problem with a lot of architects' websites, why they are not getting any clients or any projects from their websites is that they just don't have the right number of prospects visiting the site. When I say “traffic,” it doesn't refer to just general traffic from Nigeria or Antarctica, but actually traffic from the local area, really targeted traffic.

There was a question here about the modern Architecture style of Modative. To answer that question, they were just wondering if that's more accepted here in California. They are in a metropolitan region, and so they are very forward thinking. They are down there by Hollywood, so they are quite in demand with that, sort of, modern style.

Now, going back to conversion rates. There are several things we can do to get leads from a website. One of them is to boost the actual number of people visiting the website. That's what Modative has done with theirs. I'm going to show you how they did that.

Another way is to boost the conversion rates. In other words, you can make it more enticing when someone visits your website to reach out to you. There are things that can be done in that case. That's another way to increase the number of people that are contacting you about real projects.

## Getting Traffic to Your Website

Now, let's talk a little bit about traffic really quickly. There are a number of ways to get traffic to your architect website. First of all, there is paid advertising. So, that would be things like – I'm just going to run through this really quick – there are things like Facebook. You can have paid ads on Facebook, paid ads on Google. You can have pay-per placement [Houzz.com](http://Houzz.com).

Then, there are the social media avenues. So, there is [Facebook](http://Facebook), [LinkedIn](http://LinkedIn), [Twitter](http://Twitter), [Instagram](http://Instagram). All of these social media outlets can also drive traffic to your website.

Then, thirdly, and most importantly – well, maybe not most importantly – there's search traffic. That's what we call "organic traffic," meaning that the search engines like Google and Bing, most primarily Google, find your website, index it, and send people to your website based upon the kind of content that you have on your website.

I want to jump over to Modative's website really quickly here. Let's just take a look at it and, sort of, analyze it just from a web design standpoint. The first thing that is significant about their website is that it has a reasonable amount of text. That's important because that allows Google to find their website; it allows Google to index their website.

Now, to get search traffic. That's how Modative is getting the traffic right now. These leads that they're getting, they're primarily from Google. It's not just random search traffic. They've actually identified several phrases that they want to be recognized for, and that's what's driving the traffic to their website. Those phrases are what they're ranking well on.

This is a listing of some of the phrases that Modative is ranking for in Google. As you can see, there are three number one spots. There might be more than that. These are the ones I was able to identify. But, if someone searches in the Los Angeles area for "modern architect L.A." Modative is the number one result, same thing for "small lot subdivisions," same for "small lot subdivision architect."

Then they have the number two spot for "L.A. small lot subdivision," the number two spot for "small lot subdivision in Los Angeles." Then they have the number four and the number five spot. Number four spot is "L.A. small lot division ordinance," and number five is "L.A. city small lot subdivision.

Apparently, the number one thing that I found is that they identified a very narrow niche. They identified something unique that they wanted differentiate themselves on. Now, with that differentiation, they are able to tailor content for their website.

I want to look at their website. This is a snapshot of their website in 2008 when they first launched. As you can see, it looks pretty similar to the existing website, not a whole lot has changed

in terms of – I’m going to sit back and draw on this here – in terms of colors and menus. You can see over here on the right-hand side, they are offering a free resource – this Architecture and Building Process Guide. They have a couple of words that relate to what they wanted to rank for, for instance, right here, in bold, they have a “Modern Architecture Firm.”

Now, one thing you should know about Google – if you want to try and get some traffic to your website is that Google gives value to the size and the prominence of the text on your website. So, when Google is trying to figure out what your website is about, it’s going to take into account the size or the headings on your web pages on your site. For instance, the fact that this is the largest text on this page tells Google that Modative.com is a modern architecture firm. Then, that helps go ahead and rank it in their ranking algorithm.

Now, I want to contrast this with their current page. I want to make another note too that when they did launch this in 2008, they had already identified the fact that they want to go after this small lot subdivision. So, they started providing some resources on that particular niche.

I’m going to jump over here to their current website and I’m going to click on and show you the “Resources” tab here. Now, these are resources that they’ve put out together. As you can see they have a Small Lot Subdivision Info, they have Residential Client Checklist, they have Rethink Your Resume, Architecture Process Guide, Site Evaluation and Planning Services. So, they are offering several, different resources.

Really, when you’re trying to figure out what resource – if you want to go this route – if you’re trying to figure out what resource you can offer on your website, there might be a little bit of trial and error; there might be some experimentation. Looking back on their website from 2008, it appears to me that the most enticing thing they were going for was this resource about the Architecture and building process guide. Five years later, it turns out that their small lot subdivision resources have been more popular. So, if you look at their current information, they’re actually pushing that a lot. If you go to the homepage you’ll see that they have a whole blog right here devoted to the small lot subdivision.

If I had to sum up why Modative is where they’re at in terms of web marketing, it comes down to one thing. It comes down to identifying that niche, providing valuable information on the small lot subdivision.

So, how can we as architects apply this to what we do and how can we try to attract the kind of clients we want to work with? The key is to find and identify some sort of niche that you would like to rank for on Google.

Now, I know this is a little bit overused when people talk about ranking on Google, but the key is being able to do it correctly, and the key is being able to provide valuable content so that Google recognizes your website as an authority in one particular subject matter. So, for instance, you can pick sustainable design as an architect or you can choose multi-family housing, you can do

single-family housing, but you need to narrow it down.

So, although this firm does do single-family homes, they narrowed down their niche. I'm going to talk about that in just a minute a little bit more about how they did that.

The first thing I can say if there's one takeaway from today's webinar, it would be to narrow down the focus and concentrate on one particular niche. Don't try to be something to everyone. It's important to first start with one focused area. Once you're ranking for that area, then you can go ahead and move out into another segment of the market.

Okay, so going back to Modative's story. You can apply this to your firm. When you're trying to identify your niche, a great way to do it is try to think of three, different segments. So, in Modative's case, for instance, they chose "small lot subdivision," "modern architect," and "Los Angeles." So, these are three, general broad areas each, by itself, is actually pretty broad. For instance, "Los Angeles" is obviously pretty broad, that's a metropolitan area – I don't know – ten/eight million people. "Modern architect" also is a very broad area. There is a lot that can be encompassed by "modern architect." "Small lot subdivision" is a little bit more narrow.

But, what happens when they combine these three, different segments? They are able to focus in on a very tight niche. This is what's getting them the leads. You have people that are looking for small lot subdivision, they are looking for modern homes, and they're in Los Angeles.

So, an exercise you could do with your own firm is to think about, "Okay. If I want to be located, what's my geography?" That might be one of your circles. It might be, you know, we have Venezuela, so it might be Venezuela. It might be somewhere, it might be Tampa, Florida. Over here, under what they have "modern architect," it could be something completely different. It could be multi-family buildings, it could be traditional design, it could be sustainable design. Then for "small lot subdivision," go ahead and identify a third aspect of how you want to narrowly focus your website and come up with that niche.

Now, it has been three or four years, going on five years since Modative launched their website. So, this isn't an instantaneous process of being able to instantly attract people. But, the beautiful thing about this web marketing framework is that as you consistently work on this over time and just devote a little bit of time to it every month, that will incrementally increase, and it has an exponential effect. Right now, you know, they've pushed the ball, the ball is rolling, and it's going to keep on rolling. That's number one – it's the niche.

The second key to their success, if you look at how Google chooses to rank websites, Google places a very heavy emphasis on what other websites link to your page and the words that they use when they link to your website. Let's go over here to Google. I'm just going to do a search for "small lot subdivision architect." I want to show you these results here. So, these are the results: If someone from L.A. is sitting down, they type in the computer "small lot subdivision architect," you can see that Modative is coming up with the first result. They actually have these little snippets down

here, which Google will add those automatically, there's no way to do that. But, the reason those are showing up is because Google recognizes that these guys have established themselves as authority figures in the small lot subdivision niche.

One of the things Google takes into account, like I said before, is other people that are linking in to Modative's website. These are called, in the Internet marketing world, "backlinks." They're the second thing that I think is important if you want to try to do this kind of marketing.

So, the first would be defining your niche very carefully, and the second would be getting those links from other websites to point back to your website. The question is: How is that done?

## Increasing Your Search Engine Results

Well, let's jump over here to a website called [OpenSiteExplorer.org](http://OpenSiteExplorer.org). Now, what this website does is show you all the websites that are linked to your website and it will show you the authority of those websites. So, by typing in Modative's web address into this URL, we'll be able to see who's linking to them and the authority of the websites that are linking to Modative. That will reveal and tell us why they're up here at the top. They have actually one, two, three four... I mean, they're just dominating the first half of this page on Google.

So, if we go to Open Site Explorer, it becomes pretty apparent why that is the case. I'm going to go ahead and search for Modative here. This will give us a list of the different websites that are linking to Modative. This is really the way that Google views websites, they don't have the understanding like a human being of being able to intuitively understand what a website is about.

Let's just take it from the top. So, up here, it looks like they were featured at L.A. Talk Radio. You can see that the anchor text – meaning that if we were to go to this webpage, the link that the owner of this webpage is using to link back to the firm is actually Modative. This page has an authority of 58 and a domain authority of 63. For this particular website, any page authority or domain authority above 50 is pretty spectacular. So, the fact that they have five links right here that have a domain authority above 50, these are really pushing them to the top of the search results.

Let's try to deconstruct and figure out how they got these links. One of these is interesting right here. This is actually a link from HUD, which is the U.S. Department of Housing and Urban Development. Now, what you'll find is that government websites and educational websites like universities have a very high authority factor when it comes to Google. What does mean for a website is, if you get your website linked to off of a government website ending in .gov, or a university website ending in .edu, that's going to look really good for your website. Google is going to trust your website a little bit more, and that's going to push you up in the search results in Google.

So, in this case, they're on HUD.gov. They really hit the jackpot on this one. I can't think of a

more authoritative website to have a link from than the United States government or any national government for that matter. The reason why those links are so valuable is because, generally, they can't be bought off, so scammers and spammers don't have the ability to put their links on government or university websites. That's why Google really tends to trust them a lot.

If you look at this particular article on HUD, you can see that it's an article about the small lot ordinance in Los Angeles, California. They've actually included images from Modative's website. So, it appears what happened here is that the government employee, whoever was in charge of putting together this article, searched for small lots subdivision, and discovered that Modative had some of the richest resources on this particular topic in terms of graphics, floor plans, buildings, renderings. So, they decided to use that for the images on the website – that's pretty fantastic.

Now, I'm scrolling down here and I read this article. It gives a little background of the bill, it talks about the ordinance, it talks about the city of Los Angeles, and down here at the bottom, the very bottom, there is a quote from Derek Leavitt where he's been interviewed and he has a quote here on this particular article. If you notice here, there's a link back to their website. So, that's what Google's reading and that's what it's seeing.

When I say "anchor text" that means the text that this HUD website used to link back to Modative is the name of the firm Modative. So, once again, if I click on this, it'll take me back to Modative's website.

If we go back to the Open Site Explorer once again talking about the authority of this website, you can see that HUD, this website that we just visited, HUD has a domain authority of 87. It looks like they also got featured on the L.A. Times blog, which has a domain authority of 98.

So, all of these factors combined – the factor that they picked a specific niche, the factor that they are producing content on that niche, and they're promoting themselves as authorities in that particular area, and also the fact that they've been able to get these high-ranking backlinks from other websites – all combined to the perfect storm to be where they wanted to be.

Five years ago when they set out on this course, this is really what they wanted to do. They wanted to use the Internet to get leads, a recurring source of leads, so that they could spend less time out there hitting the street marketing, and more time designing and going through the design process. So, once again, this is the L.A. Times article.

If you become an authority on your particular niche, anything you can do to promote that to the local media or try to get that on a well-respected website is going to do wonders for your web ranking. When people are looking, say, for instance, a green architect in San Francisco, California, and you've done the work to try to rank for that, they're going to be coming to your website.

So, those things are, what we like to say in the Internet marketing world, "offsite optimization," meaning that these are all things that you can do that don't involve your particular

website, for instance, getting backlinks and defining your niche. That stuff that can really help you to get that kind of ranking.

I'm going to turn around and I'm going to say, okay, in addition to the backlinks that's the off-site portion, let's jump over and see the onsite things they're doing. Hopefully, there are a few things here you can look at and apply to your website and just make some changes in the next couple of days that might help you out.

So, let's jump over here to Modative's website again. Now, if you remember, the terms that they were ranking for, one of the number one terms was "Los Angeles" or "LA modern architect." So, once again, the reason why Google is ranking them strongly for those terms is because they very strategically placed – and this may be common knowledge to some of you, so forgive me, I just want to start at the very basics for those who this might be new to – they very strategically placed these phrases in their website.

I'm doing a search on this page for "modern architect," and you can see that's it coming up three times. It's coming up here above the image, it's coming up right here under this heading "Los Angeles Modern Architects," and then it's coming in this paragraph, "We are a Los Angeles based modern architecture firm." In addition to that, the actual title of this page – I don't know if you can see this or not – the actual title of this page up in the tab is "Modern Architect, Los Angeles Architects."

So, it's important that you strategically place the phrase that you want to be recognized for in the website that you're trying to promote – in this instance, "Los Angeles Modern Architect." Now, if you jump back over here to the way their website was four or five years ago, you can tell that they've done some optimization, so they've made some changes to it, and it looks like those changes are paying off.

Alright. So, so far we've discussed the fact that they picked the narrow niche, they've provided resources, and they've become an authoritative figure in that niche, and then they've garnered web links from other websites that point back to their website, and they've also strategically included the terms they want to rank for on their website. They're doing it really well. There's a really tight framework there – what they're doing is working.

The other thing I wanted to say was this image. You can't see it, but if I look at the source of this webpage... This is what Google sees when it goes to Modative.com, and we'll see something similar when it goes to your website. Now, there is what's called an "alternate tag" that goes along every image. Depending on what kind of website builder, what sort of web platform you're using, a lot of times it will make it very easy and automatic to add these tags to your images. The particular tag they have on this image, I believe, is "modern architect."

So, I'm just going to search through this list here. This, right here, is the image tag. This is what makes that image display. I just want to point out the fact that they've included this ALT tag,

right here where it says "ALT" that says "modern architecture firm in Los Angeles, Modative." So, once again, it's just a very comprehensive way to include that search term. Your web designer should know, just make sure that they're including the ALT image tags on the page that you're doing, for instance, if you're doing something about sustainable architecture and green architecture, make sure you include that.

I just want to stop really quick and see if anyone has any questions about what Modative's done, anything that questions about how they can apply this to their website. One thing I would say is that if you're looking at how you can change your website or if you're going to make a website, be very strategic about the terms you use on your website. For instance, in this case, the "modern architect" term.

Now, there is a question about using the same ALT tag on all images, whether that's bad for Google. I think the answer to that would be, the most important thing is that the image relates well to what's actually showing. Google's smart enough to where if you try to go ahead and you just put "sustainable architect" across all of your images all over your site, you're right, that will dilute the power of those images.

What I would suggest is to try to be a little bit more strategic, a little bit more descriptive. This image right here that they've tagged as "Los Angeles modern architect," you know, it sort of does represent that because it does show some modern architecture. So, I guess, that's my response to that.

Paul's asking, "Would you use the alt tags on all images?" I definitely would. Not only the ALT image tags, but also pay attention to what you're naming your images. That's also very important.

I know some architects that are getting Google traffic because they have named their images well. So, when you take a picture with your webcam, your iPhone, your smart phone, it's going to name it some gibberish like 2013085372.jpg. When you upload it, it's very important that all your images are very descriptive about what the image shows. So, for instance, if you have a modern building, or say you develop your own project, you have a modern building for sale, you would want to include in there "Exterior view, modern building for sale."

That's pretty powerful because if you go to Google Image search... I'm just going to go and test here. "Modern architect" is my search. If I come over to Images, you'll see that it pulls up all these images that it thinks have to do with "modern architect." So, as you make sure that your images, the actual file name of the image deals directly with what it shows, that's going to help people find it when they do an image search and specially if they're in your local area.

There are some great questions here, and I'm just going to go down it because I think that's going to be really useful talking, answering the questions on your mind.

## Questions and Answers

Okay. So, Eric, you asked: “Is there a way to tell what keywords you’re ranking for?”

Indeed there is. The way to do that is to sign up for something called Google Webmaster Tools. If you already have Google analytics, it will automatically hook in to your Google Analytics account.

So, when you’re inside Google Analytics, if you look at the left-hand side, partially down the page – I think it’s under “Traffic” – if you maximize that there’s a link there that will tell you about the organic traffic you’re getting. If you click on that, it will prompt you to hook your Google Webmaster Tools account and connect it to your Google Analytics account.

As a matter of fact, I’m going to make a note to myself. I’m going to do a little tutorial for that, and I’m going to put it in Business of Architecture so you can see that.

But, that’s very useful because what that helps you see, once again, is the keywords you’re already ranking for and the position that you’re ranking for, for each of those keywords. That’s really where you want to start if you want to try to, let’s say, go with some sort of Internet marketing for your website.

Another question here: “When producing a website, is it best to use HTML or Wordpress? I understand that Wordpress sites may be ranked higher than SEO.”

No one’s really using HTML anymore. Of course, Wordpress uses HTML, but just a static HTML website – the really from the late 90s early 2000s. So, it’s pretty much phased out. Now, everyone is using content management systems whether it’s Wordpress or some other front end system that makes it easy to update your website.

I have some information on that. If you don’t know what Wordpress is, Google “Business of Architecture Wordpress.” I have a couple of tutorials up, and there are some out there that are a lot better than mine.

Another question here when you rank for keywords. There’s a question about: “Does Google view ‘architects’ or ‘architecture’ the same thing?”

No, actually Google sees the “S,” it sees the order of words differently. So, what you want to do if you’re trying to rank for a particular phrase, you want to make sure you include different variations of that phrase on the same page. For instance, you can see here, all of these lower keywords that Modative is ranking for deal with “subdivision,” but they’re said in different ways.

Question: “Did Modative pay for any online advertising?”

I believe they do pay for online advertising. I've seen their ads as I researched their firm. But, as far as I know, I don't think they're pushing that. I think they're getting enough traffic just from the search traffic they get.

Question: "What kind of templates are there available for those of us who cannot afford professional website development?" This question is saying that, for instance, if you want a professional-looking website, how can we do that?

There are a couple of different platforms out there. I'm going to show you what they are really quickly. One of them would be Squarespace.com. Squarespace is basically based upon templates. So, when you start up here, it gives you a selection of modern-looking, very clean designs. It's pretty inexpensive, but the thing I don't, personally, like about Squarespace is that it lacks some of the robust Internet marketing capabilities of Wordpress, which is my preferred platform.

There are others like [Weebly](#). If you're looking to get your website off the ground and just get your presence out there, those things will do just fine. My particular favorite is [Wordpress](#). So, go ahead and research Wordpress if you haven't heard of Wordpress before. I like it because it's very flexible.

Going back to the idea of templates. If you go to [ThemeForest.net](#), you can buy on here templates for Wordpress. So, once you install Wordpress – and I have instructions on my website and other people have instructions about how to do this. For instance, if I'm on ThemeForest.net, I can do a search for architecture templates, and it pulls up a list of hundreds of modern, ready-to-go, out-of-the-box templates for an architect's website.

So, I think what I'm going with this is that the graphics are pretty easy to achieve nowadays, the cost has really come down on what it takes to make a website and get it off the ground. I think your primary focus should be just choosing whatever technology it is and then trying to apply the marketing techniques that I just described on this webinar to your website.

Somebody's asking about [Behance](#). I'm very familiar with Behance, I haven't seen anyone get a lot of success from Behance in terms of a marketing platform. I think it's great for portfolio. I think that Behance potentially could work in coordination with your website. For instance, if you have your own custom domain...

Let me show you. This is a website that I put together for demonstration purposes. It, sort of, demonstrates some best practices for architects' websites. It's not 100% functional, meaning that I don't have a tool to fill that yet, but it's just an idea of what can be done with Wordpress. So, this is using a theme and I went ahead and added the best practices to the website, a large phone number up here. For instance, I can use this website in addition to a Behance portfolio.

Let's see. I have some suggestions here. Yes, if you go to [WebsitesForArchitects.org](#), that's

run by Nic Granleese. That's a great site if you want to know what Wordpress is, he's got some good information on there about how to make your own website with Wordpress.

There is a question about: "Is there significant value in paying for Wordpress templates as compared to using the free Wordpress templates?"

Yeah, I think that the difference that you're going to get, the templates are going for anywhere from \$50 to a \$100. The difference you're going to get from a free one to a paid one is very significant. So, definitely spring the cash for \$50 to \$100 and go with a professional template. Ten years ago a professional-looking website would have cost you several thousand dollars. Still, if you want to get a custom website, it's going to run at \$2,500 and up.

Anything else I'm leaving out? Hopefully, I've given you guys a little bit of information that... maybe some food for thought, and some ideas about how you can increase your web marketing, and make the most of your particular website.

Okay. I'm seeing not a whole lot more questions here. Someone did mention [Wix.com](http://Wix.com). I know they're a very inexpensive option. Once again, I'm not sure about the flexibility of that particular platform with being really good for SEO.

So, I want to thank everyone for joining me for this webinar. It's been fun what Derek Leavitt and his colleagues over at Modative had been able to accomplish. I think the field out there, before I let you all go, is wide open and ready for the harvest.

There are about a hundred people on the webinar today from all over the world. I just want to say that the sooner that you get started with the knowledge you have today is going to put you ahead of 99% or architects in terms of web marketing. Of course, we know that there are a lot of other avenues out there to get projects and to fill up your project load, and web marketing can just be one area in your arsenal.

If you can apply some of these strategies, you can put yourself ahead of the pack. The way it generally works with this sort of Internet marketing is the first people that get there get pushed up by the next wave of people that come in. So, for instance, in six months or a year when your other competitors are figuring this out, as they start to implement their practices, you'll already have a six-month to a year lead on them, and that will basically push you up to the top – because another thing that Google looks at pretty importantly is when you got started.

So, if you have any questions about your website, please send me an email. I'm more than happy to talk about your website, your particular challenges, or work with you, it's [Enoch@businessofarchitecture.com](mailto:Enoch@businessofarchitecture.com).

### ***About Business of Architecture***

Tired of always chasing the next client, wearing too many hats, having too much to do and not enough time to do it?

BusinessofArchitecture.com helps small firms (0-10 employees) and solo architects succeed by providing free content and resources to help small firms find the right clients, charge higher fees, and increase firm profits to reclaim personal time and do the work they love.

I started Business of Architecture in 2010 to use my skills in internet marketing to help provide business resources for solo and small firm architects.

But this isn't a one-person show. We all need to work together to elevate the profession - a rising tide lifts all boats. If you support the movement to reclaim the practice of architecture, let me know by clicking one of these share buttons and saying "hi!". I'll respond.

