



Website Lead Worksheet

based on the “Modative” Case Study Webinar

Overview:

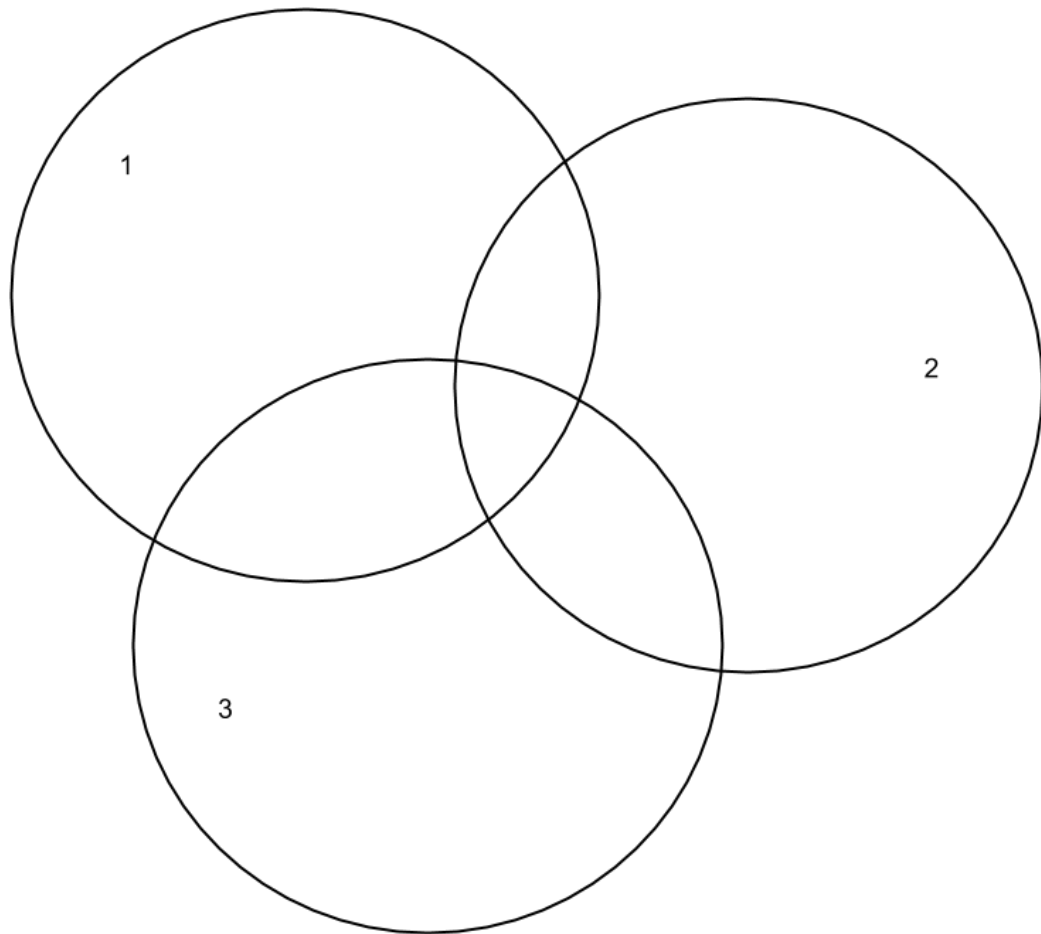
The purpose of this worksheet is to help you identify a marketing strategy for your website. First you must identify one (or several) niches that you wish to serve (or are currently serving). After your niches have been identified, you must figure out the *key phrases* that are related to these niches. Next, create digital content or resources based on these niches and *key phrases*. Lastly you will optimize the pages on your website to attract the target market you are serving with this niche. Refer to the “Website Lead Generation Case Study Webinar” on Business of Architecture.

1. What is Your Focus?

Make a list of min. 10 market segments you currently serve, would like to serve or differentiators (ex. “green” “San Francisco” “luxury home” “quick turnaround” “design-build” etc.)

2. Narrow the Niche

Choose three of the above segments or differentiators and put one in each of the circles below. The overlap in the center is your niche focus (ex. "LA" "Modern" "Small Lot Subdivision")



3. Identify Your Niche

After you've identified one possible niche by going through the steps above, write your niche here. Note that you may identify several niches that you want to focus on. For the purposes of your website, each section of your website should focus on one niche. Once you have one niche figured out, you can then focus on the others.

Niche #1:

Niche #2:

Niche #3:

4. Identify Key Phrases Relating To Your Niche

In the case of Modative, we found that several different *key phrases* were used to search for information on their niche by their prospects. In Modative’s case, the *key phrases* are: “modern architect la”, “small lot subdivisions”, “small lot subdivision architect”, “la small lot subdivision”, “small lot subdivision los angeles”, “la small lot division ordinance” and “la city small lot subdivision”. Use [Google’s Webmaster Tools](#) to discover what keyphrases your website is currently ranking for on Google. Identify at least 4 key phrases that prospects may use to find you. If the key phrases shown in Google Webmaster Tools don’t align with what you offer, you need to change the emphasis of your website per step #5 below.

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

5. Make Resources, Optimize Web Pages

The hardest part is now done. The next step is to create individual pages on your site that are optimized for the *key phrases* identified above.

Use these tips to optimize your website:

1. Make sure the **Page Title** includes your key phrase
2. Put the key phrase in the **URL**
3. Put the key phrase in the **Page Heading**
4. Put the key phrase strategically in the **Content** in a natural, readable way

The screenshot shows a web browser window with the following elements:

- Page Title:** "Free Guide: The Homeowner's Project Planner" (indicated by a red arrow and label).
- URL:** "www.visaliaarchitect.com/homeowners-project-planner/" (indicated by a red arrow and label).
- Page Header:** "ENOCH SEARS ARCHITECT" logo and navigation links: "Work", "About", "Contact".
- Page Heading:** "Free Guide: The Homeowner's Project Planner" (indicated by a red arrow and label).
- Content:** "The Homeowner's Project Planner: Join my Homeowner's Project Planning list for free and get access to my resource guide. Tell me where to send it by signing up here:" (indicated by a red arrow and label).
- Image:** A photograph of a book titled "HOMEOWNER'S GUIDE" by ENOCH SEARS ARCHITECT, featuring a family silhouette on a green background.
- Form:** Input fields for "Name" and "E-mail", and a blue button labeled "Get Instant Access".
- Footer:** A privacy policy statement: "I hate spam as much as you do and will never rent, share, or sell your contact information. You can read my privacy policy [here](#)."

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6. Share Your Resources and Content With Everyone

Get traffic to your site. Here are some ways to get good traffic:

1. Paid Traffic

- a. Google Ad-Words
- b. Facebook Ads
- c. Houzz.com
- d. Local On-line Newspaper

2. Social Media

- a. Your Facebook Page
- b. LinkedIn
- c. Instagram
- d. YouTube
- e. Twitter

3. Search Traffic

- a. Try to get links to your website
- b. Use OpenSiteExplorer.org to see who is linking to your website
- c. Share your resources with people you meet off-line

4. Put Your Firm on Google Places

If you have followed the steps above (1-5) to optimize your website, you will have laid the foundation for a strong internet marketing presence.

What did you think of this worksheet? How can it be improved?

Let me know by sending me a Tweet [@BusinessofArch](#)
or send me an email: 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.



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