

# From Portfolio to Pipeline: How to Turn Your Architecture Firm's Website into a Business Development Engine

Insights from Archmark's analysis  
of 2,305 architecture firm websites

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# About This Report

This report is the result of a collaboration between Archmark and BQE Software, combining deep expertise in firm operations and AEC marketing to explore how architecture firms present themselves online and how those websites perform as business development tools.

The Archmark team analyzed 2,305 architecture firm websites to assess performance across five core areas: search engine optimization (SEO), usability, content, technical execution, and marketing integration. The average overall website score was just 49 out of 100, and more than 85% of sites scored below 60, signaling widespread underperformance in visibility and engagement.

Our goal with this report is to help architecture firm leaders understand how their websites stack up against industry benchmarks, and more importantly, what specific steps can be taken to attract more traffic, engage prospective clients, and turn their online presence into a true growth engine. From overlooked SEO basics to missed conversion opportunities, this report outlines a clear, phased roadmap for improvement based on data, not guesswork. And although the research focused on architecture firm websites, the same lessons apply to engineering firms and other professional services businesses.

## About Archmark

Archmark is a Coaching, Branding, and Marketing agency built exclusively for architects and design professionals. With a team that understands the industry inside and out, they've helped over 2,000 architects clarify their messaging, build stronger brands, and generate more qualified leads.

From strategic branding to custom websites, SEO strategy, and content creation, Archmark helps firms grow their recognition, reputation, and reach, so they can attract and connect with ideal clients and projects. This starts with transforming their online presence from static portfolios into high-performing marketing assets that drive real business growth.

To explore their work, visit [www.archmark.co](http://www.archmark.co).

## About BQE Software

BQE Software builds business management tools that help architecture and engineering firms operate more efficiently and profitably. Founded by an architect and an engineer, BQE understands the challenges firm leaders face, from time-consuming invoicing and disjointed data to unpredictable cash flow.

Our all-in-one platform, BQE CORE, replaces spreadsheets and siloed systems with a single source of truth for time tracking, billing, project management, accounting, and more. With real-time insights, built-in automation, and 24/7 support, CORE helps firms of all sizes gain control and clarity, so they can focus on delivering exceptional work.

To learn more, visit [www.bqe.com](http://www.bqe.com).

# Introduction

Imagine this scenario: Your client is hosting an open house to showcase a beautifully crafted home you've designed. But the property is hidden down a dark, narrow street, in the woods, and there is no signage or lighting to lead the way.

That's essentially what is happening to many architecture firm websites. Prospective clients are passing by without ever landing on your website or realizing your firm exists.

Many architects have long treated their websites as nothing more than online portfolios. They build a white gallery of images without much context. We've heard sentiments like *"All our projects come from referrals; our website is just a way for clients to confirm we're legit."* Too often, architects want the images to speak for themselves, even though their ideal clients want something different.

## In reality, a website can, and should, do far more than display pretty pictures.

Almost in tandem with asking for referrals, (or recommendations) prospects for almost all project types turn to online research to find the right architecture firm for their project. Search engines are still a primary tool: **63% of buyers in one survey said they "Google" prospective providers as part of their vetting process, and more than 80% of buyers visit a provider's website to evaluate them** ([marketingprofs.com](https://marketingprofs.com)), making it the single most-used resource in the decision process.

In the residential space, Houzz reports that even when homeowners get a referral, **over 60% still conduct their own web research** on the firm ([houzz.com](https://houzz.com)).

This means architecture firms must assume that **virtually every prospective client will scrutinize their online presence** before making contact. A well-crafted, informative website that showcases the firm's capabilities and expertise is often the first "conversation" with a client. Your website better be speaking their language.

In this white paper, we share our findings from an **in-depth analysis of 2,305 architecture firm websites** and, more importantly, explain how you can apply these insights to transform your firm's website from a static portfolio into a powerful business development engine.

The study, a collaboration between Archmark and BQE CORE, evaluates key aspects of architecture firm websites, including search engine optimization (SEO), content, performance, user experience, and marketing integration. It uncovers how well architecture websites are performing and supporting firm growth. The results highlight widespread gaps and opportunities for improvement. And, in plain language, our recommendations will help you know exactly what steps to take to build a smarter, higher-performing site for your firm.

Our goal is to help firm owners and leaders reframe their website's role in the business development and sales process and take data-informed action to elevate their online presence.

## What you'll find in this report:

- **High-level benchmark scores for architecture firm websites** in critical categories (SEO, usability, performance, etc.), and what those scores imply about visibility and user experience.
- **Data on common SEO and content shortcomings** (e.g. missing meta tags, low content volume) that limit many firms' ability to be found by prospective clients.
- **Insights into user experience issues**, including site speed, mobile compatibility, and accessibility, and how they impact website visitor engagement.
- **Analysis of marketing and strategy oversights**, such as a lack of analytics tracking, missing contact information, and poor integration with social media or local search tools.
- **Industry context and actionable recommendations** on how to turn an architecture website from a simple online brochure into a powerful client-attracting and inquiry-generating asset.
- **Details on how to use our free website audit** to get started on improving your website.

**FREE WEBSITE AUDIT →**

By understanding the data and trends uncovered in this study, architecture firm leaders can identify where their own website may be underperforming and learn how to fix it. Making your website work harder for your business can translate into more visibility, more inquiries, and ultimately more project wins.

### Important Note

In the analysis of the data, and in the charts in this report, a "pass" typically refers to meeting industry best practice or standard in the audit, and "fail" means a shortfall was identified. All percentages are based on the 2,305 websites we analyzed.

# Executive Summary of Key Findings

Most architecture firm websites are underperforming as marketing tools. Our testing of 2,305 architecture firm websites evaluated SEO, links, usability, performance, and social factors. The average overall website score was just 49 out of 100, with **more than 85% of sites scoring below 60**. In general, firms excelled at technical performance (site speed, mobile compatibility) but struggled with content, SEO, and marketing integration, limiting their ability to attract, track, and convert clients.

## More than 85% of sites score below 60 out of 100.

### The visibility challenge:

Architecture firm websites are largely invisible to potential clients searching online. Poor SEO fundamentals (missing title tags, meta descriptions, and sufficient topical text content) mean these sites rarely appear in non-branded searches, limiting the audience to those who already know the firm's name.

### The technical foundation:

Most firms have the basics in place technically (mobile-friendly design, security), but performance issues like slow loading times still impact approximately one-third of sites. This creates friction in the user experience and potentially drives away interested prospects.

### The credibility gap:

Many firms fail to leverage trust signals beyond their portfolio. Minimal backlink profiles indicate a lack of digital credibility, and nearly a third of sites hide basic contact information, frustrating visitors who want to connect with the firm, and potentially raising questions about their accessibility and legitimacy.

### The engagement disconnect:

Architecture websites typically function as passive portfolios rather than active engagement tools. The absence of clear calls-to-action, minimal lead capture mechanisms, and limited social integration means visitor interest rarely converts into meaningful business interactions.

### The insight blindspot:

With 48% of sites lacking analytics, many firms operate without understanding how prospects interact with their site. This limits data-driven improvement and leaves firms unable to measure their digital ROI.

The strategic implication is clear: architecture firms have a significant opportunity to differentiate themselves through better online marketing. By transforming websites from static portfolios into client-generating assets, forward-thinking firms can capture prospects that competitors are missing entirely. Firms that address these gaps will enjoy a significant competitive advantage online.

The good news is that many of these issues can be addressed through straightforward improvements without requiring complete website rebuilds. The following sections detail exactly where these opportunities exist and how to capitalize on them.

# Visibility & Discovery: SEO & Content Performance

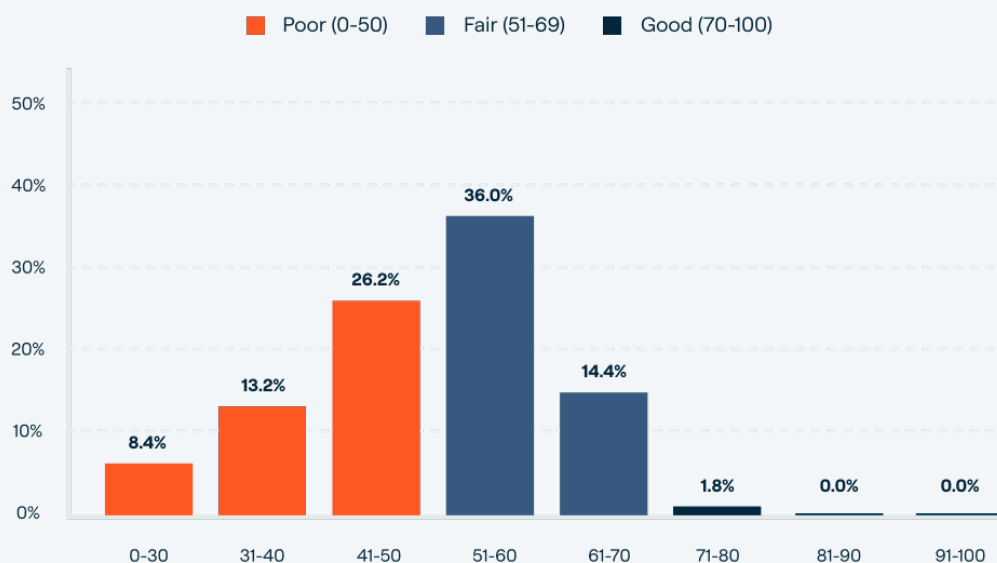
For a website to generate new business, it first needs to be discoverable – i.e., appear in search results when potential clients are looking for architecture services, questions related to a potential project, or related information. Unfortunately, the data shows that most architecture firm sites have significant SEO and content deficiencies that undermine their visibility in search engines.

## Overall Website Scores and SEO Standing

To set the stage, each site in our study received an "Overall Score" out of 100, which aggregates performance across SEO, link popularity, usability, performance, and social factors. The distribution of these scores (for 2,305 sites) is heavily skewed toward the lower end:

### Overall Website Score Distribution

2,305 architecture firm websites analyzed



**Key Finding:** 85% of architecture firm websites score below 60, indicating significant room for improvement.



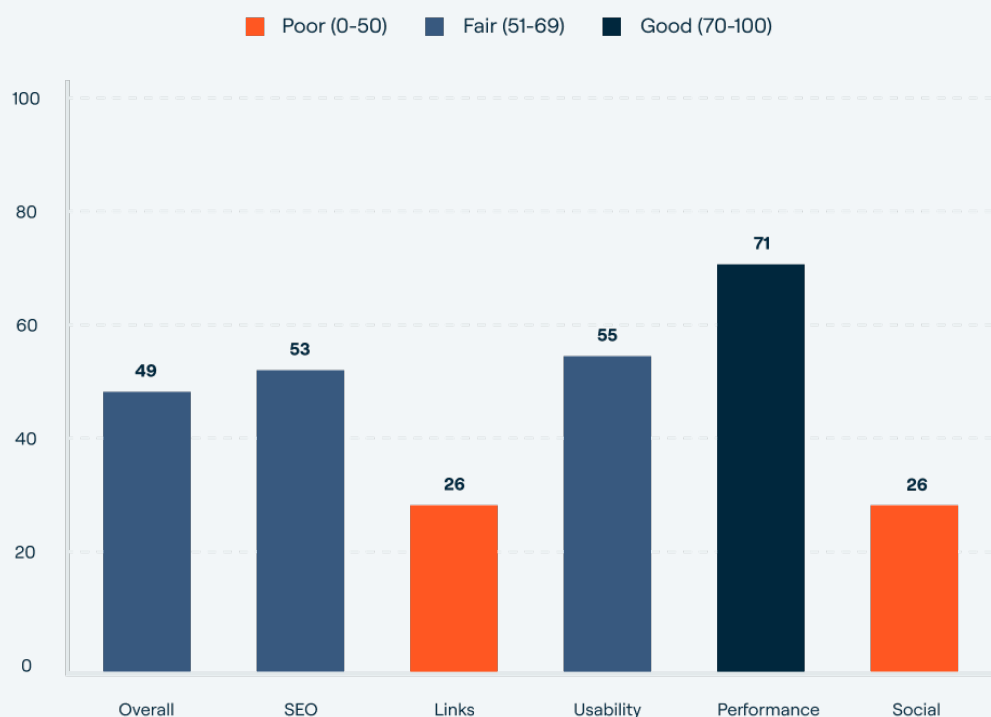
As shown above, the vast majority of architecture firm websites scored between 40 and 60 overall. The average overall score was 49, and 85% of sites scored below 60. This suggests that, in general, there is ample room for improvement across the board. Only a handful of firms (<3%) have well-optimized websites (scores above 70). When we isolate the SEO-specific components, the picture becomes even more stark:

- Average SEO Score (out of 100) across all sites was 53. Nearly 80% of firms scored in a mediocre range (30–69), and only ~14% achieved a strong SEO score of 70 or above. Many sites had SEO scores in the teens or twenties, indicating very poor optimization.
- Average "Links" Score was only 26 out of 100. This metric evaluates the quality and quantity of backlinks pointing to a site, and was consistently the lowest-scoring category for most architecture firms (more on backlinks later).
- Average Social Media Score was similarly low at 26, reflecting minimal social integration for most websites. See more details on this in a later section.
- Average Usability Score was 55, and Performance Score was 71 – a relatively higher score, indicating technical execution is not the main weakness for most firms.

The weak spots are clearly in marketing-related areas: SEO, content, links, and social. The low SEO and Links scores hint at deeper issues in how content is handled on these sites. Let's examine specific on-page elements and content factors that contribute to these scores.

## Average Website Audit Scores by Category

2,305 architecture firm websites analyzed



**Key Finding:** Sites excel in technical performance but struggle with links and social integration.



# On-Page SEO Fundamentals: Missing Title Tags, Meta Descriptions, and Headings

The majority of architecture firm websites analyzed are not implementing basic on-page SEO best practices. These elements are low-hanging fruit. They are relatively easy and inexpensive to fix, yet our analysis found they are frequently overlooked:

**Title Tags:** The title tag is the single most important on-page SEO element, crucial for telling Google what your page is about and for enticing users to click (it's the blue link text in search results). However, only 12% of architecture sites had an effective title tag (defined as one that exists, is of a proper length, and contains relevant keywords/branding). 88% of sites failed the title tag test – many had missing or blank title tags, or used a generic default like "Home" or "Untitled," or were far too long/short. This is a huge missed opportunity, as an optimized title can improve click-through and ranking. For example, instead of just "Home", an optimized title might be "ABC Architects – Commercial & Residential Design in Seattle."

**Meta Descriptions:** Meta descriptions are the snippets of description text that often appear below your link in search results. They don't directly impact ranking, but they influence whether a user clicks your result. Our audit found only 22.6% of sites had a proper meta description. Nearly 4 out of 5 sites had missing or subpar meta descriptions (too short, non-informative, or duplicated). Without a compelling meta description, Google will often generate one automatically (often with random text), and potential clients might skip your listing due to a lack of clear info about your firm.

**Header Tags (H1):** Each web page should have a clear H1 heading that defines the main topic (often similar to the page title). It also helps usability (visitors immediately see what the page is about). In our study, only 33% of homepages had a proper H1 heading. Two-thirds either had no H1 at all, or had multiple H1s (which dilutes their effect), or used the firm name as the H1 without any descriptive keywords. For instance, a good H1 could be "Award-Winning Architecture Firm in Chicago Specializing in Sustainable Design" rather than just "Welcome to XYZ Architects".

**Content Volume:** Perhaps the most striking finding is the lack of substantive text content on many architecture firm homepages. 87% of sites were flagged for having "insufficient content." In quantifiable terms, 87% of homepages had fewer than 500 words of text. In fact, 25% of sites had under 50 words on the homepage – essentially just a slogan or a handful of labels with images. While architecture is a visual field, this extreme lack of content is highly problematic. Search engines rely on text to understand what services and expertise you offer. Visitors also need content that answers their questions (e.g. what you do, where you work, what makes you different). Our data shows a median of ~160 words on architecture homepages – not nearly enough to effectively communicate value or rank for important keywords. Only ~13% of sites had at least 500 words, which is a minimum baseline for a decent landing page.

**87% of homepages had fewer than 500 words of text. In fact, 25% of sites had under 50 words on the homepage**

**Keyword Optimization:** Unsurprisingly, given the low content volume, most sites also failed our keyword consistency checks. A striking 87% did not demonstrate consistent use of target keywords (for example, terms related to a firm's area of practice or geographic location) in their visible text. This means that even when content existed, it often wasn't written with search queries in mind. It's likely that many firms simply list project names or very general text that doesn't align with what potential clients might search for (e.g. "healthcare architecture Dallas", "modern home design firm", etc.). The lack of keyword focus makes it harder for these websites to rank for relevant services.

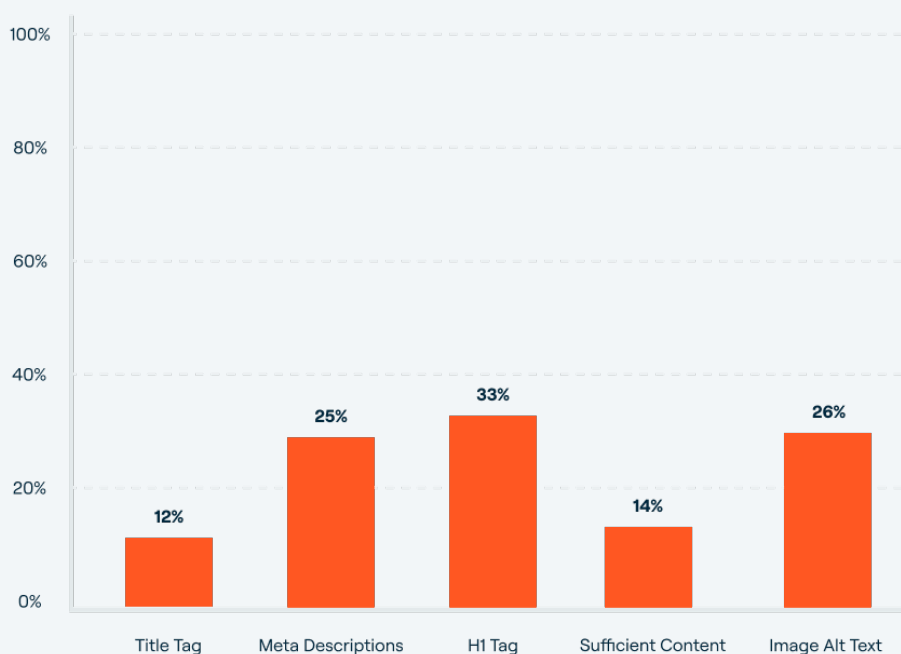
**Image Alt Text:** Architecture sites are image-heavy by nature, showcasing photos and renderings. However, **72% of sites were missing alternative text (alt attributes) on images**. Alt text is important for ADA accessibility (screen readers for visually impaired website visitors) and also provides more context to search engines about image content. For example, an image alt tag like "Interior photo of a modern office lobby designed by ABC Architects" can reinforce relevant keywords and descriptions. The audit suggests that most firms are uploading images without these tags, which is both an SEO and usability lapse.

## 72% of sites were missing alternative text (alt attributes) on images.

These issues are summarized in the chart below:

### SEO Elements Implementation Rate

Percentage of sites with key SEO elements properly implemented



**Key Finding:** The vast majority of architecture firms are missing basic SEO elements.

As the chart above illustrates, firms are not addressing the fundamentals of on-site SEO. This directly impacts search performance. If your site lacks these basics, it will struggle to rank for anything beyond your firm's name. In practical terms, that means fewer potential clients will discover your website when they're looking for the capabilities and services your firm offers.

## Search Rankings and Traffic Implications

What do these on-page shortcomings mean for actual search performance? The data on keyword rankings and estimated traffic provides insight:

**Few non-branded keywords rank.** Architecture firm websites generally rank for very few keywords on the first page of Google. In our study, the median site had about 5 keywords in the top 10 positions (page 1), and many of those are likely branded terms (e.g. the firm name). About 20% of sites had zero first-page rankings for any keyword. Even the top quartile of sites only averaged ~15 page-one rankings, which might include variations of services and location-based terms.

**Limited top position rankings.** When looking at Position #1 rankings specifically (the very top search result), the average site had about 2–3 keywords at #1. Often, these are the firm name or unique project names. Only a small fraction of firms (under 15%) had more than 10 #1 rankings, indicating they rank for various non-branded queries (these tend to be firms that maintain active blogs or resource sections targeting specific niches or topics).

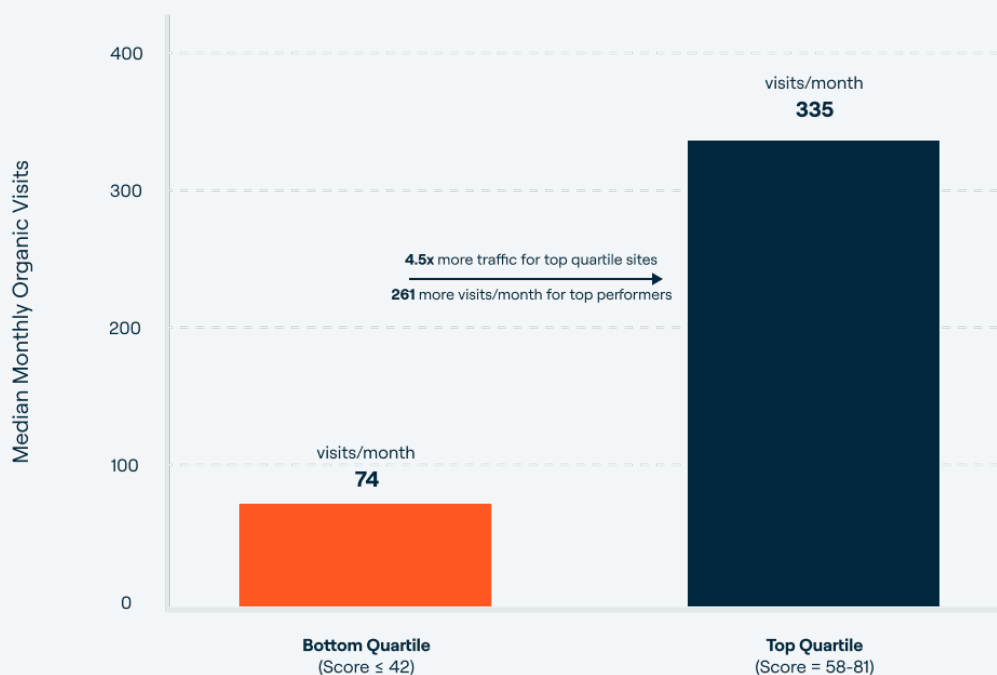
**Low organic search traffic.** The estimated monthly organic search traffic for these sites was quite low in most cases. The median was ~160 visits per month from search, and 25% of sites get fewer than 50 visits per month via Google/Bing. Essentially, many firms are not attracting new visitors beyond direct referrals. On the flip side, the top 10% of sites (which correspond with higher overall/SEO scores) showed much greater search traffic, often 1,000+ visits per month. The highest observed was ~180k visits (these were outliers, likely firms with popular blogs or multiple locations). Only 10% of firms exceeded 1,000 search visits/month. This stark difference suggests that firms that invest in content and SEO can capture exponentially more traffic than those who do not.

**Better sites attract traffic.** We found a clear correlation between overall website scores and search traffic. Websites in the top quartile of overall scores (~Score 58–81) had a median of 335 organic visits/month, compared to only ~74 visits/month for the bottom quartile (Score ≤ 42). In other words, the best-performing sites get 4–5 times more traffic on average than the poorly performing ones. While correlation isn't causation, this trend aligns with common sense – the sites that check the SEO/content boxes tend to rank for more terms and get seen by more potential clients.

As the chart below shows, websites in the top quartile of overall scores (~Score 58–81) had a median of 335 organic visits/month, compared to only ~74 visits/month for the bottom quartile (Score ≤ 42).

## Website Score vs. Organic Traffic

Median monthly organic visits by website score quartile



**Key Finding: Better websites attract more traffic. Top-performing sites receive 4-5x more organic traffic than poorly performing sites.**

**Missing opportunity keywords.** What types of keywords are firms ranking for? As mentioned, we generally observed a heavy skew toward branded queries (firm names) and some project-specific terms. Some firms also rank for terms related to their own architects or principals' names, specific building or client names, etc. Fewer rank for service-related generic terms like "architect in [city]" or "sustainable school design" – which are exactly the kind of searches potential clients might perform when looking to hire an architect. This indicates an opportunity. By adding content targeting the questions and keywords prospective clients use, a firm could dramatically increase its visibility.

## Key takeaways

If your firm's website lacks basic SEO elements and sufficient content, it's essentially invisible to new clients searching online. You may have a stunning portfolio, but it's akin to a beautiful brochure sitting in a drawer – it's not reaching people. The effort to remedy this (writing a few hundred words of quality copy, inserting proper tags) is small compared to the potential payoff in traffic and leads.

In the Recommendations section, we'll detail specific steps to improve SEO and content. But before that, let's explore how architecture websites are doing on the user experience and technical front, which also plays a role in keeping visitors engaged once they arrive.

# User Experience & Technical Performance

Building a website that attracts visitors is step one; step two is ensuring those visitors have a positive user experience (UX) once they land on your site. This involves factors like how fast the page loads, how easy it is to navigate on mobile devices, and whether there are any technical issues or broken elements that could frustrate users. It's also about establishing credibility (e.g., a secure site, a professional appearance with no obvious errors).

Our audit included a range of usability and performance checks. The results show that architecture firms fare better in this area than in content/SEO, likely because many use modern website platforms or templates that enforce good practices. Still, there are notable gaps that could impact user experience and even search rankings (Google increasingly factors page speed and mobile-friendliness into its algorithms). Below we summarize the findings on performance, mobile, and other technical criteria.

## Site Speed and Performance

In a visual industry like architecture, it's easy for websites to become heavy (lots of high-resolution images, videos, etc.), which can slow down load times. Slow sites can lead to higher bounce rates – impatient visitors might leave before the page fully loads. Google's Core Web Vitals and PageSpeed Insights metrics provide benchmarks for what's considered a good user experience (generally, aim for under 2.5 seconds for Largest Contentful Paint and keep pages under a few megabytes).

The good news: A large portion of architecture sites have made performance optimizations:

- 40% of sites scored 90 or above on performance (an "A" grade in essence), suggesting they load quickly and efficiently. Many of these likely optimize images, use caching, or have simple, lightweight designs.
- The average performance score was ~71, which is respectable. This indicates that on average, architecture firm sites are not terribly slow.

However, a significant subset of sites do have issues:

- 16% of sites had Performance scores below 50, meaning they likely appear sluggish to users. These sites may have large image carousels, unoptimized media files, or older design frameworks that slow them down.
- 36% of sites failed the "page size" check, meaning their homepage file size was larger than recommended (typically above ~3-4 MB). Large pages often correlate with slow load times, especially on mobile or slower internet connections. Large page size often comes from uncompressed images or auto-playing video backgrounds. While architecture is visually rich, there are ways to compress

and optimize media without losing quality. The fact that more than one-third of sites are "overweight" suggests many firms could benefit from a performance tune-up (e.g., compressing images by 50% could significantly speed up these pages).

- 22% of sites were flagged for unoptimized images specifically. This means the audit detected images that could be significantly reduced in file size (without visible quality loss) or scaled better for the web. Using appropriately-sized images (especially for mobile) is a common oversight – e.g., loading a huge 4000px wide image when it's displayed as a small thumbnail on the page.
- 7% had no/minimal code minification—their CSS/JavaScript files weren't compressed—and about 12% are not using HTTP/2 (a faster protocol for delivering site files). These are more technical issues, but they indicate some sites are on older hosting platforms or haven't been updated to modern best practices. Enabling HTTP/2 and minifying code can slightly boost load speeds.
- 7.7% of sites showed JavaScript errors in the audit. These may be inconspicuous or they may break site functionality (like a gallery not loading). It's a small but important detail to monitor because a site that throws errors might erode user confidence (a broken website may lead a potential client to wonder, "Is the firm detail-oriented?").
- 5.7% of sites used deprecated HTML or very outdated code in places – again, a minor portion, but those sites may look or behave incorrectly on newer browsers.

On the whole, site speed is not the biggest problem area for most architecture firms, but for the 1 in 6 sites that are notably slow, this is an urgent issue to address. Even for the average sites, any performance improvement is worthwhile. Studies show that even a 1-second delay in page load can lower conversions. Given that many firm websites aim to get a visitor to view projects or fill out a contact form, slowdowns at any point could reduce the chance of that happening.

It's also worth noting that Google now uses page experience metrics as a ranking factor. That means an extremely slow site may not rank as well, even aside from user behavior. Keeping your site peppy is part of good SEO hygiene too.

## Mobile Friendliness and Accessibility

Mobile access is critical. Many prospective clients, industry partners, and potential hires will visit your website on their phones. Imagine a developer checking your portfolio after seeing your sign at a project site, or a homeowner browsing from their couch. Google also predominantly uses the mobile version of sites for search indexing (aka "mobile-first indexing"). So, how do architecture sites fare on mobile usability?

- **Responsive Design:** 91.7% of sites passed the mobile viewport test, meaning they are using responsive design or a mobile-specific layout that adapts to smaller screens. This high number is encouraging – it means most firms have updated their websites (possibly via modern platforms like DUDA, WordPress, Squarespace, Webflow, Wix, etc., which are inherently responsive). Only about 4% had an outright fail for mobile viewport. These are likely older websites that are not mobile-optimized, requiring pinch-zooming, and delivering a poor experience on phones.
- **Mobile Usability:** About 4% of sites had issues with legible font sizes or tap target sizing on mobile (e.g., text too small or links too close together for finger tapping). The vast majority (96%) were fine in this regard, again reflecting that many are using website platforms and standard templates that account for these factors.

- **Use of Flash:** Almost none of the sites use Adobe Flash (which is good, since Flash is obsolete and not supported on mobile). Only three websites (0.13%) of those we tested were found to be using Flash elements. These are likely very outdated sites that should be upgraded ASAP.
- **Use of iFrames:** About 9.6% of sites had one or more iFrames embedded (i.e., they pull in content from another source within a frame). iFrames themselves aren't inherently bad and are commonly used to embed Google Maps, YouTube videos, or live social feeds). But iFrames can slow down web pages and often do not display well on mobile devices. Our data shows roughly 1 in 10 sites use them so it's worth noting that those sites should ensure the iFrames content is mobile-friendly and not hurting load times.
- **Favicons:** 96% of sites have a favicon (the little icon in the browser tab). This is a trivial detail, but the 4% lacking one may look slightly less polished in bookmarks or tabs.

In terms of accessibility and best practices:

- As mentioned, 72% lack alt text on images, which is both an SEO issue and an accessibility problem (screen readers can't describe an image if alt text is missing). This is one area where architects could improve to make their sites more inclusive.
- Given the prevalent use of templates and website builders, many sites likely have basic accessibility features. However, any firm doing a redesign should consider an accessibility audit – it's not just about ADA compliance (in the U.S.), it's also about reaching all potential clients (and some government or institutional clients require dealing with vendors whose sites are accessible).

## Site Integrity and Security

Security builds client confidence. Architecture clients entrust firms with multimillion-dollar projects, sensitive property information, and complex development plans. Your website's security directly impacts a prospect's perception of your professional standards and attention to detail. When potential clients see evidence of cutting-edge security practices on your website, they intuitively transfer that perception to your architectural practice as a whole. Conversely, security warnings or outdated implementations can raise red flags about your firm's technological competence. Our analysis examined several key technical factors that influence visitor trust:

**SSL/HTTPS:** We found that around 88% of sites have a valid SSL (security) certificate and properly redirect to HTTPS (secure protocol). This means the site is served securely, indicated by the padlock icon in the browser. 12% either didn't force HTTPS or had no SSL. Some breakdown:

- 93% of sites had an SSL certificate in place, but about 11% were not redirecting all traffic from **http→https**. Setting up that redirect is important; users might accidentally land on the HTTP version otherwise and see a "Not Secure" warning in their browser. Overall, it's good that the vast majority have SSL – Google, and users expect it now, and it's also a search ranking factor.
- Roughly 6% of sites may have had misconfigured or missing SSL. Those sites will scare users with browser warnings ("Your connection is not secure"). If your site is one of those, fixing this should be priority #1, as many visitors will bounce immediately if they see a security warning. Go check your site now! And test it on different browsers and incognito windows.



**Robots.txt and Sitemaps:** These are behind-the-scenes files that assist search engines.

- 87% of sites had a robots.txt file (used to guide search engine crawlers, and importantly, none of the sites were inadvertently blocking search engines, except 11 cases, which had some blocked resources.)
- 83.5% had an XML sitemap (a file listing all pages for search engines to index). The ~16% without sitemaps might not be getting all their pages indexed efficiently, especially if the site has many subpages or projects.

These percentages are reasonably high, possibly due to CMS platforms auto-generating them. It's still worth checking for your site. A missing sitemap is easily fixed and can slightly help SEO indexing.

**Analytics:** This is less about user experience and more about the firm's internal understanding, but worth noting here as a technical inclusion. As mentioned, 48% of sites had no detectable analytics. The other 52% did have analytics, mostly using Google Analytics (Universal or GA4). Some might use other tools (UserMaven, etc.), though Google Analytics was by far the most common one when present. If you are not tracking analytics, you're essentially flying blind on user behavior. We'll talk more about this in the next section.

**Error-free pages:** Aside from the JavaScript errors (7.7% had issues) noted earlier, the majority of sites did not display obvious broken elements on the homepage. A few sites showed signs of missing resources or broken links. While these were not specifically quantified in our summary, the test crawl noted some missing files or 404 links on certain pages. It's a good habit to periodically scan your site for broken links or images, as these small errors can chip away at credibility.

## Key takeaways

Most architecture firm websites have a solid technical foundation. They load reasonably fast, they work on mobile, and they are secure, however, there are still opportunities for optimization, and it's important that yours isn't one of the sites that is technically deficient.

The main UX pitfalls observed were in those slower/heavier sites and those lacking basic contact info or guidance for the user. A fast, smooth site helps keep visitors on the page, giving your content a chance to persuade them. Conversely, if your site is part of that ~15% that is slow or clunky, it could be silently undermining your marketing; prospects might leave out of frustration, or subconsciously equate poor website performance with a less professional firm.

**Tip:** Even if your site wasn't among the worst in our study, consider using tools like Google's PageSpeed Insights or GTmetrix to test your site's speed. These tools highlight specific issues, such as large images, slow servers, etc., that you or your web developer can, in most cases, easily address. Even incremental improvements in speed and mobile usability can make a difference in SEO and user satisfaction.

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Next, we turn our attention to how well architecture firm websites are converting visitors into leads, which involves looking at content relevance, calls-to-action, contact info, and integration with broader marketing efforts.

# Engagement & Conversion: Turning Visitors into Leads

Attracting visitors and offering a good user experience are essential first steps. Ultimately, a firm's website should encourage those visitors to take an actionable next step, such as contacting the firm, subscribing to a newsletter, or downloading a free guide. This section examines how architecture firm websites are, or aren't, leveraging tactics to engage visitors and drive inquiries.

The data suggests that many architecture websites are passive from a marketing standpoint: they present information, but don't actively guide the visitor toward engagement or capture interest for follow-up. Several common issues emerged:

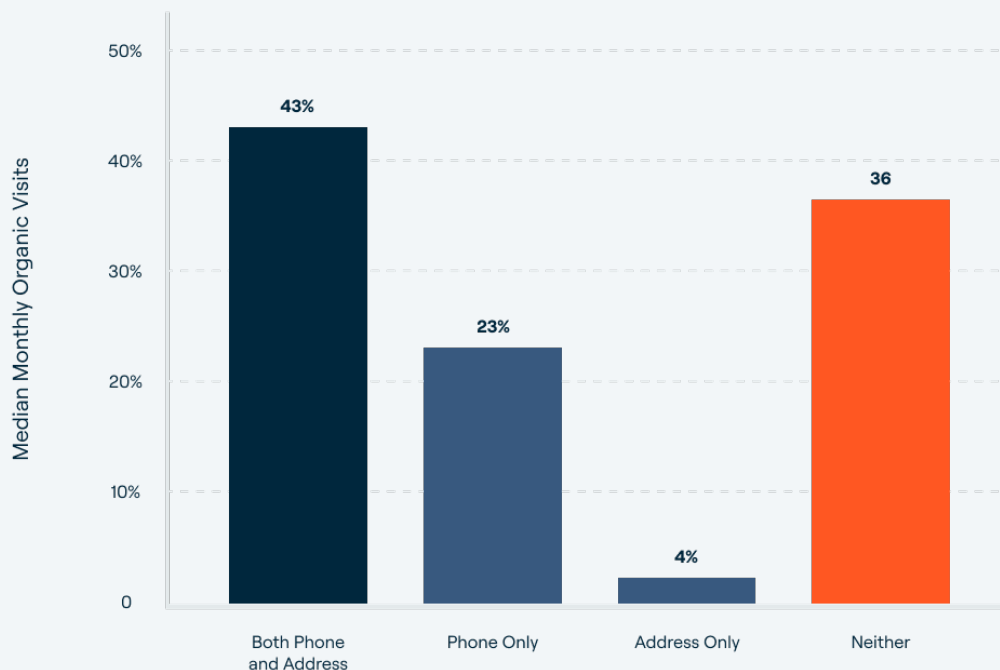
## Contact Information and Calls to Action

One of the simplest ways to encourage inquiries is to prominently display your contact information and invite the visitor to get in touch with a clear Call To Action (CTA). Surprisingly, a large portion of firms do not make it easy for a prospect to reach out:

- 36% of sites provided neither a phone number nor an address on the visible homepage. In other words, nearly a third of firms made a potential client dig through their site (via a Contact page or footer link) to find basic contact info, or may not have provided it at all. Some sites likely relied on a contact form only, with no phone or address listed anywhere. From a user trust perspective, not showing a physical address or phone can raise questions (is the firm legitimate, or how responsive will they be?). It's always advisable to list a contact phone and an office location for credibility, even if you prefer initial contacts via email/form.
- Only 38% of websites had both a phone number and address readily visible, (e.g. in the header or footer on the homepage). The remaining ~32% had one but not the other (about 24% had phone only, 4% had address only). This is summarized in the chart below:

## Contact Information Availability

Breakdown of contact information on architecture firm homepages



Note: 4% of sites have other contact methods (forms only, emails only, etc.)

**Key Finding:** Over a third of architecture firm websites don't display either a phone number or address on their homepage

- **Email Addresses:** Although this was not directly analyzed in our testing, many firms provide a generic email (info@company.com) and/or individual emails. One caution: 34% of sites did not implement email privacy measures (e.g., hiding emails from spam bots). If you list an email address in plain text, be aware of spam risks. A better practice is to use a contact form or at least obfuscate the email address.
- **Calls to Action (CTA):** Beyond just listing contact info, effective websites often include a call to action like "Contact us for a consultation", "Request a free quote", or "Schedule a call". Our data doesn't directly quantify CTA text usage, but given the general observation of minimal marketing content, we can infer that explicit CTAs were rare on these architecture sites. Many sites likely assume the portfolio itself will entice contact, but a stronger nudge can significantly improve conversion rates. For example, a prominent button saying "Get Started on Your Project – Contact Us" can guide a visitor on what to do next.
- **Contact Forms:** Most architecture sites have a Contact page with a form. While not measured in the dataset, anecdotally, very few had more advanced lead capture (like multi-step forms, project inquiry questionnaires, or alternative CTAs such as "Download our free project planning kit"). These more proactive approaches to capture visitor info were not typical, indicating an opportunity for firms to experiment with different conversion tactics.

## Integrating Trust Signals and Social Proof

Converting a website visitor into a lead often requires building trust. Aside from the portfolio itself, which is a form of proof of your expertise, there are other trust signals websites can employ: Testimonials, client logos, case studies, awards, certifications, and third-party reviews.

- **Testimonials/Reviews:** Very few sites (under 0.5%) showcased client reviews or testimonials from Google or other validated sources on their site, representing a missed chance to build trust through social proof. Testimonials in any format can be powerful credibility builders. Including 2–3 short client testimonials on the homepage can significantly increase credibility for new visitors.
- **Project case studies or narratives:** Most architecture websites feature completed projects, but often these are limited to photos and basic facts. A more sales-oriented approach is to include case studies (the client challenge, your solution, the outcomes). Content which speaks to how you solved real client problems can engage prospects more than pretty pictures.
- **Awards and Certifications:** Many sites list design awards or professional accreditations (LEED APs on staff, etc.). These are good trust builders.
- **Site search and navigation:** A more practical aspect of engagement – can users find what they are looking for easily? The audit had an "On-page links" analysis and "friendly URLs" check – 75% had user-friendly URLs (e.g. /projects/modern-home vs a gibberish text string), which is positive. Good navigation ensures a visitor can explore your site intuitively. While our study didn't flag major navigation issues, every firm should periodically test their site's usability (especially on mobile) to be sure key information (Services, Portfolio, About, Contact) is easily reachable.

## Analytics and Iteration

One of the glaring findings was that 48% of firms have no analytics tracking. This has a direct impact on engagement and conversion because if you're not measuring, you can't improve. Firms without analytics are not monitoring how users behave on their site – which pages they visit, how long they stay, what percentage fill out a contact form, etc. As a result, these firms are likely not fine-tuning and iterating on their website or basing their marketing on data. They're essentially flying blind, perhaps assuming the site is "fine" as long as it's up, without realizing how much more it could do.

By installing a free tool like Google Analytics and tracking goals (e.g., form submissions or click-to-call events), firm owners can get valuable insights such as:

- Which project pages are most viewed (and what portfolio items resonate most).
- What search queries or external sites are bringing traffic.
- What the bounce rate is – whether visitors leave immediately – and if so, on which pages and why.
- How many people fill out the contact form vs. how many visit it (conversion rate).
- What portions of traffic come from mobile vs desktop (and if mobile users engage less, maybe the mobile experience needs work).

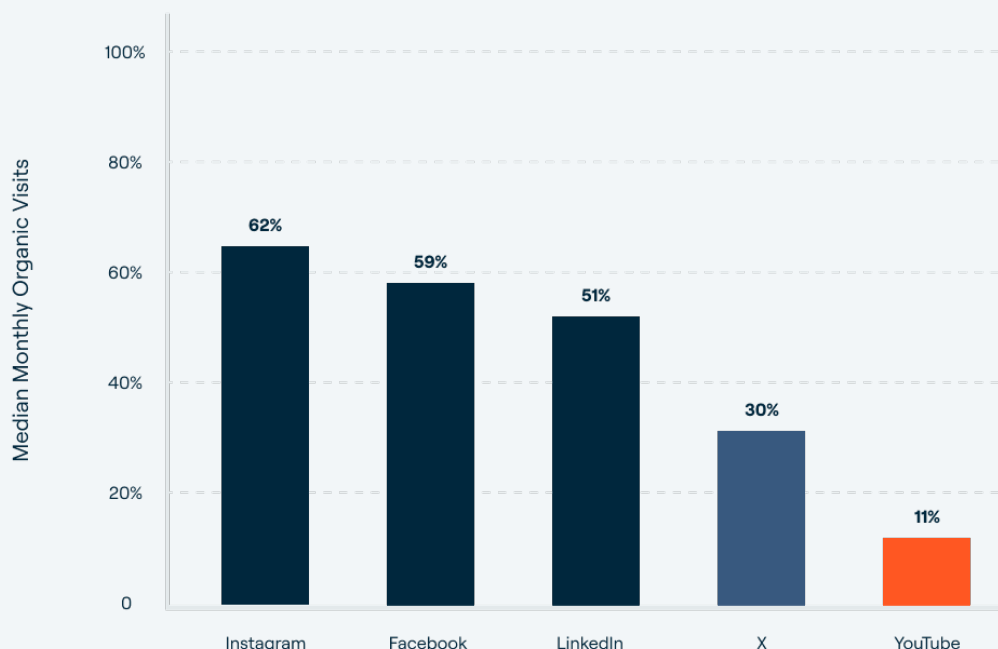
Without this data, improvement is a guessing game. These are basic and often free tools that are critical to any business website. However, the fact that half of the firms haven't set up analytics suggests a lack of interest in business and marketing best practices.

## Broader Marketing Integration

Beyond the website itself, how are firms leveraging other digital channels to engage or capture potential clients? The data shows very limited use of advanced marketing integration:

### Social Media Integration

Percentage of architecture firm websites linking to each platform



**Key Finding: Visual platforms (Instagram, Facebook) are most popular, YouTube least utilized**

- **Social media links:** We've discussed linking to social accounts as a way to let visitors connect on other platforms. A deeper integration would be embedding social feeds or project videos from YouTube on the site. A few sites did embed Instagram feeds or YouTube videos of design walkthroughs. This kind of content can increase time on site and engagement.

Our analysis of social linking found Instagram and Facebook are most commonly linked, reflecting that architects often use those visually-driven platforms to engage audiences. Approximately 52% of sites connect a LinkedIn account, showing that some firms acknowledge the importance of professional networking. Ensuring your site links to your active social profiles is important – it gives visitors more ways to learn about your firm and follow your updates, and it reinforces that your firm has a living presence beyond just the website.

- **Email marketing:** While not directly measured in the data, we have observed that few architecture firm websites offer a newsletter signup or downloadable content offer (like a design guide or case study PDF in exchange for email). Building an email list of interested prospects is an important marketing strategy for nurturing leads over time.

Architects often have valuable thought leadership (e.g., insights on sustainable design, tips for planning a project) that could be shared via a newsletter or blog subscription. This appears to be an underutilized approach across the industry, where websites rarely ask for the visitor's email unless it's in a contact form for a specific project inquiry.

- **Blog/Resources:** Only a minority of sites had active blogs or news sections. Those that did often saw better SEO performance (because fresh, keyword-rich content can draw in traffic). If your firm has the capacity to produce even one article a month – perhaps project spotlights or commentary on design trends – it can serve dual purposes: improving SEO and providing sharable content for social media or email newsletters. It also demonstrates expertise to clients (thought leadership).

The chart above shows many firms at least link to some social networks, but linking alone is passive. The next step is leveraging those networks for lead generation. For example, if your firm is active on Instagram, are you encouraging your website visitors to check out your IG account, and, more importantly, giving your social media followers a reason to visit your website? If you have a great project video on YouTube, embedding it on your site can enrich the visitor experience.

## Key Takeaways

Most architecture firm websites could do much more to actively engage visitors and convert them into leads. Simply having a "Contact" page isn't enough if you bury your contact info or don't prompt action.

The firms that treat their site as a dynamic marketing tool – by adding CTAs, capturing visitor info for follow-up, and adding social integration – will have a greater chance of turning a one-time visitor into a paying client down the line.

In the next section, we'll use these findings to provide concrete recommendations. But first, a quick recap of the strategic implications:

- If your site is not clearly telling visitors what to do (call, email, download something), you are losing possible leads who leave without taking any action.
- If you're not tracking user behavior, you're missing opportunities to learn and improve your site's effectiveness.
- If you're not leveraging content marketing (blogs, newsletters, social content), you're missing opportunities to attract visitors in the first place and engage them over the long sales cycle.
- If you don't highlight content that reinforces trust in your firm (through testimonials, reviews, case studies), your site might not convince a lukewarm prospect who don't already know your reputation.

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Next, we compile a list of recommendations based on all data points covered: SEO, content, technical improvements, and marketing tactics that can elevate an architecture firm's website from a static portfolio to a true business development engine.

# Recommendations: A Phased Roadmap to Transform Your Architecture Website

The data we've examined may feel overwhelming. It is clear that there are many areas where architecture firm websites are falling short. The good news is that each shortcoming is an opportunity. By addressing these issues step by step, you can significantly improve your website's ability to attract, inform, and convert potential clients.

Based on this analysis of 2,305 architecture firm websites, we've developed a phased implementation roadmap to help you prioritize improvements for your own website. This approach moves from foundational fixes to more advanced optimizations, allowing you to address the most critical issues first while building toward making your firm's website a comprehensive marketing asset.

Prior to starting any implementation plan, we highly recommend **Getting Your Free Architecture Firm Website Audit**. This will help you identify which of the following critical areas to prioritize.

[FREE WEBSITE AUDIT →](#)



# Phase 1: High-Impact Content Improvements (Month 1)

Begin with content-focused improvements that have a significant impact but typically don't require developer assistance:

## **Implement basic SEO elements:**

- Create unique, descriptive title tags for each page (only 12% of architecture sites do this well)
- Write compelling meta descriptions that encourage clicks (77% of sites lack these)
- Ensure each page has exactly one H1 heading that describes the page content

## **Make contact information accessible:**

- Add your phone number and address to your homepage (30% of firms hide this basic information)
- Ensure contact details appear in the footer of every page
- Add a prominent "Contact Us" button in your main navigation

## **Expand your content:**

- Add at least 500 words of well-written text to your homepage (87% of sites have insufficient content)
- Include clear descriptions of your services, specialties, and geographic coverage
- Use your target keywords naturally throughout your copy (e.g., "healthcare architecture in [city]")

## **Optimize your visual content:**

- Add descriptive alt text to all images (72% of sites miss this opportunity)
- Rename image files to be descriptive (e.g., "modern-office-lobby-design.jpg" vs. "IMG12345.jpg")
- Compress oversized images for faster loading using a tool like OptImage or TinyPic

## **Set up measurement tools:**

- Install Google Analytics (48% of architecture sites lack any analytics)
- Set up basic conversion tracking for contact form submissions
- Create a regular (monthly) review process for website metrics

These improvements focus on content and information that most architecture firms can update themselves using their content management system, without requiring significant technical expertise.

## Phase 2: Conversion Optimization & Local Visibility (Month 2)

Next, focus on elements that convert visitors to leads and improve your local search presence:

### Create compelling calls-to-action:

- Add a primary CTA above the fold on your home page, so it's visible in the header section when your site loads in the browser (e.g., "Schedule a Consultation").
- Include secondary CTAs throughout your site (e.g., "View Our Healthcare Projects").
- Make sure contact forms are simple and only request essential information.

### Build trust through social proof:

- Add client testimonials to your homepage and service pages.
- Include project outcomes and results, not just visuals.
- Feature any awards, certifications, or industry recognition prominently.

### Enhance project presentation:

- Transform project galleries into case studies with context, data, and narrative.
- Explain challenges overcome and solutions provided for each featured project.
- Include brief client quotes with project photos when possible.

### Enhance local visibility:

- Claim and complete your Google Business Profile (82% have one, but many are incomplete).
- Add client reviews to your Google Business Profile.
- Embed a Google Map of your office location on your contact page.

These improvements focus on converting the visitors you already have into leads while simultaneously improving your local search presence.

## Phase 3: Develop Marketing Assets (Month 3)

With basics in place, build assets that generate ongoing value and engagement:

### Create a content strategy:

- Begin a blog, insights, or news section with monthly articles (project updates, trends, and/or educational content that answers your ideal clients' key questions).
- Develop cornerstone content around your key service areas or specialties.
- Create downloadable resources valuable to potential clients (guides, checklists, reports, etc.).

### Implement lead capture:

- Add newsletter signup opportunities throughout your site.
- Create lead magnets (downloadable content in exchange for email).
- Set up an email nurture sequence for new contacts.

### Enhance social integration:

- Connect your website to your most relevant social profiles (nearly 40% of firms lack these connections).
- Add social sharing buttons to project pages and articles.
- Consider embedding your Instagram feed if architectural photography is a strength.

### Expand your measurement capabilities:

- Review initial analytics data to identify high-performing pages.
- Set up goal tracking for key conversion actions.
- Create a simple monthly reporting process to track improvements.

These marketing assets create long-term value by building channels for ongoing client acquisition and engagement beyond your core website.

## Phase 4: Technical Optimizations (Months 4-6)

Now work with your web developer to implement more technical improvements:

### Ensure security fundamentals:

- If your site isn't on HTTPS yet, migrate immediately (6% of architecture sites lack this basic security).
- Update any outdated CMS software, themes, or plugins to remove security vulnerabilities (your web hosting provider should already be reviewing and updating software and plugins each month).
- Implement regular security scanning and monitoring (your web hosting provider should be doing this as well).

### Improve page speed:

- Implement image compression across your site.
- Enable browser caching and gzip compression.
- Eliminate render-blocking resources identified in Google PageSpeed Insights.
- Optimize CSS and JavaScript loading.

### Enhance technical SEO:

- Add structured data/schema markup to your website (76% of sites lack Local Business Schema).
- Implement XML sitemaps and ensure proper indexing.
- Fix any crawl errors identified in Google Search Console.
- Ensure proper canonical tags are in place.

### Optimize for all devices:

- Conduct professional mobile testing across various devices.
- Ensure perfect rendering on all screen sizes.
- Fix any hover-based interactions that don't work on touchscreens.
- Test load times specifically on mobile connections.

These technical improvements may require developer assistance but will significantly enhance your site's performance, security, and search visibility.

## Phase 5: Continuous Improvement (Ongoing)

### Regularly refresh content:

- Update your portfolio with new projects quarterly.
- Publish blog content on a consistent schedule.
- Review and update service pages annually.

### Conduct periodic audits:

- Check for broken links and technical issues quarterly.
- Perform a comprehensive SEO audit biannually.
- Review site speed and performance biannually.

### Leverage analytics insights:

- Make data-driven decisions based on user behavior.
- Test new approaches to underperforming pages.
- Track improvement in key metrics over time.

### Stay current with industry standards:

- Monitor competitor websites for ideas and benchmarking.
- Keep abreast of web design and UX trends.
- Implement new technologies when they provide real value.

This phased approach allows you to prioritize improvements based on impact and implementation difficulty. The early phases focus on content and conversion elements you can likely update yourself, while later phases address more technical aspects that may require developer assistance.

Each phase builds on the previous work, creating a progressively more powerful marketing asset that attracts prospects, engages visitors, and converts leads. By starting with high-impact, low-technical-barrier improvements, you'll see meaningful results more quickly while building toward comprehensive optimization.

Remember that website improvement is not a one-time project but an ongoing process. The most successful architecture firms view their websites as living, evolving assets that require consistent attention and refinement.

By implementing these recommendations, your architecture firm's website can evolve from a simple online portfolio into a multifaceted marketing asset. You'll improve your search rankings and traffic, make a stronger impression on visitors, and generate more inquiries over time. Equally important, you'll have data and tools in place (analytics, contact funnels, etc.) to continuously adapt your strategy and maximize the site's ROI.

In wrapping up, we'll revisit the big picture and how these improvements tie into overall business development for your firm, along with a specific call to action to help you get started on this journey.

# Wrap-up & Next Steps

The evidence is clear: In 2025, most architecture firm websites are not reaching their full potential as business development tools. Many are beautifully designed showcases of past work, but they fall short in being discoverable, informative for new visitors, and proactive in converting interest into action. Prospective clients increasingly find and vet professionals online, having a high-performing website is no longer optional – it's essential to staying competitive and growing your firm.

The data from our analysis of 2,305 websites highlights a massive opportunity. By addressing even a few of the key areas discussed (SEO, content, user experience, conversion tactics), you can likely leapfrog above the "average" firm and capture the attention of clients that might otherwise never find you. Consider these parting thoughts:

**Don't underestimate the power of being found.** If your firm has relied solely on referrals, think about the untapped market of people who need your services but don't know you. A strategic website attracts these prospects by aligning with how they search and what they want to know. We saw that firms with better-optimized sites enjoy far greater web traffic, which equates to more opportunities to win new projects.

**First impressions are digital.** Often, your website is the first detailed impression a potential client gets of your firm (even if they heard of you via word-of-mouth, they'll likely Google you). A site that is slow, sparse in information, or lacking professionalism can plant doubts about your firm. Conversely, a site that immediately communicates "We are experts, we understand your needs, and we're easy to reach" gives you a strong advantage in the client's selection process.

**Your website can streamline your sales process.** Beyond marketing, think of your site as a pre-qualification and education tool. By the time someone contacts you through a well-crafted website, they may already be 90% sold on you because your site answered many of their questions and built trust. This can shorten sales cycles and improve your close rate. It can also filter out mismatches—if your site clearly states your specialties and project scale, you get inquiries that fit those, saving time.

**Small improvements compound.** Perhaps you implement just a couple of changes from this report – say, adding meta tags and a CTA on the homepage. You might then notice a slight uptick in inquiries or a new project that came through Google search. That initial success can justify further investment (time or budget) into the next improvements, creating a positive feedback loop. Digital marketing is iterative; the firms who treat it as an ongoing priority see the best long-term results.

The firms that thrive will be those that embrace their websites as dynamic marketing and business development platforms. This means applying the right best practices and thinking from the client's perspective. With the insights from this study, you can benchmark your own site and identify where to focus your efforts.

## Take Action: Get a Free Website Audit & Consultation

Every architecture firm's starting point is different. You might be reading this and wondering, "How does my site measure up specifically?" The next best step is to get a free audit of your firm's website, offered by Archmark. This audit tests more than 150 factors (many of the ones discussed in this paper, and more) that affect your website.

This free audit delivers a detailed report on 150+ factors affecting your website's performance in SEO, content, user experience, performance, and more. It's an excellent way to understand your website's strengths and weaknesses in depth. There's no obligation, just valuable insights that can inform your online strategy.

## What's at Stake?

The world has gone digital, but many architecture firms have yet to fully capitalize on digital marketing, which means the field is ripe for forward-thinking firms to stand out.

Your website needs to be more than an online portfolio; it needs to be a growth engine for your practice. We encourage you to use the benchmarks and advice in this report to elevate your website's role in your business strategy. Start by assessing where you are, then chart a course to where you want to be: A place where your pipeline is fuller and your reach broader, thanks to a website that truly works for you.

Thank you for reading. We hope these insights inspire and empower you to rethink and enhance your online presence. Here's to turning more website visitors into happy clients for your firm!

### Ready to see how your site stacks up?

Don't forget to claim your free website audit and together we can transform your website into your most valuable marketing asset.

[FREE WEBSITE AUDIT →](#)



## Appendix 1

# Website Testing Methodology

## Testing Approach

We tested over 2,000 architecture firm websites using Archmark's industry-standard website testing software, which evaluates more than 150 specific factors across multiple categories.

## What Was Tested

The testing criteria were based on established best practices and established standards, including performance, SEO, and usability, specific to professional business websites.

- **SEO elements:** This category evaluated the implementation of critical search visibility factors, including title tags, meta descriptions, heading structure, and keyword usage. These elements help search engines understand a website's content and purpose.
- **Link structure:** Both internal and external link profiles were assessed, examining backlink quantity/quality and whether the site used proper URL formatting. Effective link structure helps visitors navigate the site and improves search engine crawlability.
- **Usability factors:** This evaluation focused on mobile responsiveness, navigation elements, and overall user experience standards. A website's usability directly impacts how visitors interact with content and whether they stay on the site.
- **Performance metrics:** Page load speed, file sizes, compression usage, and code quality were measured to assess technical performance. Fast-loading websites provide better user experiences and tend to rank higher in search results.
- **Social media integration:** The analysis checked for proper connections to social platforms and implementation of social metadata tags. Effective social integration extends a firm's digital presence beyond its website and provides additional channels for engagement.

## Evaluation Framework

The analysis framework included five primary categories, each containing numerous sub-metrics:

1. **SEO Score (25% of overall)** - Evaluating on-page optimization, content quality, keyword usage, structured data, and other search visibility factors
2. **Links Score (20% of overall)** - Assessing backlink quality and quantity, referring domains, link diversity, and domain authority
3. **Usability Score (20% of overall)** - Measuring navigation structure, mobile-friendliness, accessibility compliance, and user interface elements

4. **Performance Score (20% of overall)** - Analyzing page speed, load times, resource optimization, coding standards, and technical implementation
5. **Social Score (15% of overall)** - Evaluating social media integration, shareability, and engagement elements

## Scoring System

The scoring system uses quartile-based metrics for some evaluations, with scores represented as:

- 0 = Not implemented/critical failure
- 25 = Basic implementation with significant issues
- 50 = Average implementation meeting minimum standards
- 75 = Strong implementation with minor improvements possible
- 100 = Excellent implementation meeting all best practices

For binary elements (present/not present), scores of 0 or 100 were assigned.

For graduated metrics like page speed or content quantity, proportional scoring was applied between 0-100 based on industry benchmarks.

## Data Analysis and Validation

After initial automated testing, a manual review of a 10% random sample (231 sites) was conducted by our web strategy team to verify the accuracy of automated assessments and adjust for any anomalies. Key performance indicators such as traffic estimates and keyword rankings were cross-referenced with third-party SEO tools to ensure reliability.

Statistical analysis was performed to identify:

- Distribution patterns across metrics
- Correlations between specific factors and overall performance
- Significant differences between high and low-performing websites
- Common patterns and deficiencies across the industry

This methodical approach ensures the findings and recommendations in this white paper are based on objective, comprehensive data rather than anecdotal evidence or isolated observations.

Appendix 2

# ROI and the Business Case for Website Improvement

Investing in your architecture firm's website is not an expense. It's a strategic investment and business decision that comes with measurable returns. This section helps you calculate the potential ROI and build a business case for website improvements.

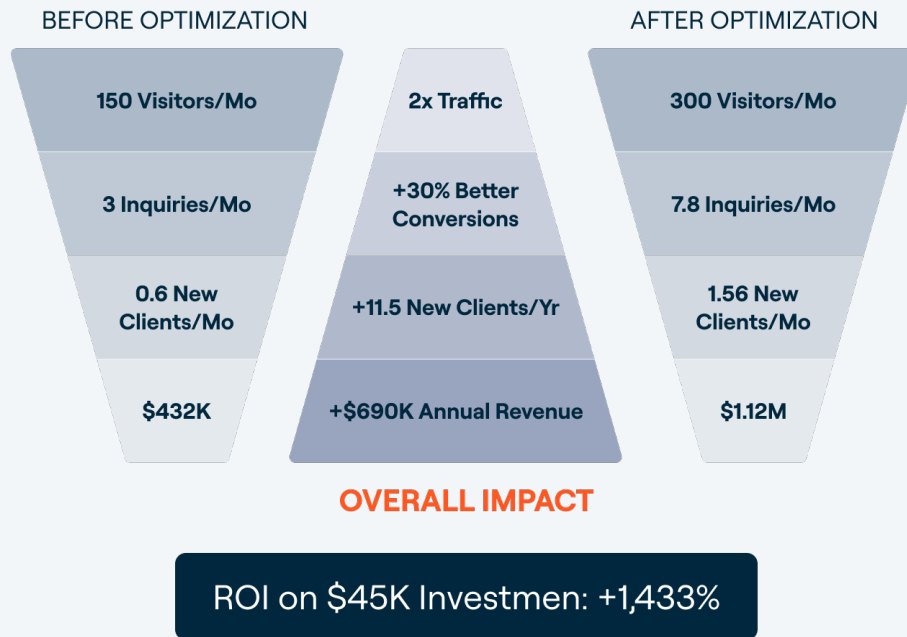
## Quantifying the Value of Website Improvements

Our research on architecture firm websites reveals concrete metrics that translate directly to business outcomes:

Metric	Average Firm	Top-Performing Firms	Potential Increase
Monthly organic traffic	160 visits	800+ visits	5× increase
Keywords ranking on page 1	5 keywords	20+ keywords	4× increase
Contact form submissions	3-5/month	15-25/month	4-5× increase
Average time on site	1:30 minutes	3:20+ minutes	2× increase
Bounce rate	72%	45%	38% reduction

These improvements directly impact your firm's business development funnel:

## Website Improvements Impact on Business Development



## ROI Calculation Framework

Use this framework to calculate your firm's potential ROI from website improvements:

### 1. Baseline Current Performance

Start by gathering your current baseline metrics:

- Monthly website traffic (from Google Analytics)
- Monthly website inquiries/contact submissions
- Website visitor-to-inquiry conversion rate (%)
- Inquiry-to-client conversion rate (%)
- Average project value (\$)

### 2. Project Conservative Improvements

Based on our research of firms that implement recommendations:

- Traffic increase: 2-5x within 12 months
- Conversion rate increase: 30-80% improvement
- For conservative estimates, use the lower bound (2x traffic, 30% conversion improvement)

### 3. Calculate Incremental Business Value

Example calculation for a small architecture firm:

#### Before Website Improvement:

- 150 monthly website visitors
- 2% visitor-to-inquiry conversion rate = 3 inquiries/month
- 20% inquiry-to-client conversion rate = 0.6 new clients/month (7.2/year)
- Average residential project value: \$60,000
- Annual new business from website: \$432,000

#### After Website Improvement (conservative estimate):

- 300 monthly website visitors (2× increase)
- 2.6% visitor-to-inquiry conversion rate (30% improvement) = 7.8 inquiries/month
- 20% inquiry-to-client conversion rate = 1.56 new clients/month (18.7/year)
- Average residential project value: \$60,000
- Annual new business from website: \$1,122,000

**Incremental Annual Value:** \$690,000

### 4. Calculate Investment and ROI

Typical website improvement investments range from:

- DIY improvements: \$500-\$5,000 (time + tools)
- Professional SEO/content services: \$10,000-\$30,000/year
- Complete website redesign: \$15,000-\$75,000 (one-time)

#### Example ROI calculation:

- Investment: \$25,000 (professional implementation)
- Incremental annual value: \$690,000
- First-year ROI: 2,660%

Even with far more conservative estimates (1.5× traffic, 15% conversion improvement), the ROI typically exceeds 500%.

## Non-Financial Benefits

Beyond direct revenue, improved websites deliver significant non-financial benefits:

#### Time Savings

- Better-qualified leads reduce time spent on unsuitable prospects
- Clear project information sets appropriate client expectations
- Improved intake forms gather essential information upfront

## Competitive Positioning

- Enhanced perception compared to competitors (85% of whom have suboptimal websites)
- Establish thought leadership and expertise in target sectors
- Improved firm visibility in specialized niches

## Recruiting Advantages

- Attract top talent who researches your firm online
- Showcase firm culture and notable projects
- Position your firm as forward-thinking and digitally savvy

# Investment Tiers and Expected Outcomes

Based on your firm's size and goals, consider these investment approaches:

### Tier 1: DIY Improvements (\$500-\$5,000)

- Implement basic SEO elements yourself (title tags, meta descriptions)
- Add/improve content on key pages
- Optimize existing images
- Set up Google Analytics and Business Profile
- Expected outcome: 30-50% traffic increase within 6 months

### Tier 2: Strategic Optimization (\$10,000-\$30,000)

- Professional SEO audit and implementation
- Content strategy and development
- Conversion rate optimization
- Technical improvements
- Expected outcome: 75-150% traffic increase within 12 months

### Tier 3: Comprehensive Transformation (\$30,000-\$75,000+)

- Complete website redesign with SEO foundation
- Comprehensive content development
- Advanced technical implementation
- Ongoing optimization and content creation
- Expected outcome: 150-400%+ traffic increase within 18 months

# ROI Timeline

Website improvements typically show returns on this timeline:

- **1-3 months:** Technical improvements are visible in performance metrics
- **3-6 months:** Initial SEO improvements begin showing in rankings and traffic
- **6-12 months:** Significant organic traffic increases and conversion improvements
- **12-24 months:** Compounding growth as authority and content depth increase

## Case Study: Mid-Size Commercial Architecture Firm

A 12-person commercial architecture firm implemented our recommended website improvements with these results:

- **Initial monthly traffic:** 220 visitors
- **Traffic after 12 months:** 780 visitors (255% increase)
- **Initial inquiry rate:** 1.8%
- **New inquiry rate:** 3.2% (78% improvement)
- **Additional annual revenue attributed to website:** \$1.2 million
- **Total investment:** \$42,000
- **First-year ROI:** 2,757%

The firm attributes two major healthcare projects and several smaller commercial projects directly to improved online visibility and conversion.

## Building Your Business Case

When justifying website improvements to partners or stakeholders:

- **Start with data** - Document current performance metrics and gaps
- **Benchmark against competitors** - Show how your firm compares to peers
- **Focus on client acquisition cost** - Compare website leads to other marketing channels
- **Present phased approach** - Show how improvements can be implemented incrementally
- **Set clear KPIs** - Establish specific metrics to measure success

Remember that website improvements compound over time. The ROI continues to grow years after the initial investment, unlike traditional marketing expenses that stop generating returns when spending ceases.

The business case is clear: for architecture firms looking to grow, an optimized website represents one of the highest-ROI investments available, with returns far exceeding most other business development initiatives.



## Appendix 3

# Website Marketing Glossary

This glossary provides clear definitions of the technical terms used throughout this white paper, with examples relevant to architecture firms.

## SEO Terminology

**Alt Text:** Descriptive text added to image files that helps search engines understand what's in the image and improves accessibility for visually impaired users.

*Example:* alt="Modern glass facade of Johnson Medical Center designed by ABC Architects"

**Backlinks:** Links from other websites that point to your website, which search engines consider "votes of confidence" for your content.

*Example:* A mention and link to your firm's website from an architecture magazine or a client's testimonial page.

**Domain Authority:** A search engine ranking score developed by Moz that predicts how likely a website is to rank in search results. Scores range from 1 to 100, with higher scores indicating greater likelihood of ranking.

*Example:* A well-established architecture firm might have a domain authority of 40-50, while a new firm might start at 10-20.

**H1 Tag:** The main heading of a webpage that helps search engines understand the page's primary topic. Each page should have exactly one H1 tag.

*Example:* <h1>Award-Winning Healthcare Architecture Firm in Boston</h1>

**Keyword:** A word or phrase that people enter into search engines when looking for information.

*Example:* "sustainable architecture firm Chicago" or "hospital architect Boston"

**Local Business Schema:** A specific type of structured data markup that helps search engines understand your business location, contact information, hours, and services.

*Example:* Code that tells Google your firm is located at "123 Main St, Boston, MA" and specializes in "commercial architecture."

**Meta Description:** A brief summary of a webpage's content that appears in search results below the title. Limited to approximately 155-160 characters.

*Example:* "ABC Architects creates award-winning sustainable commercial designs in Chicago. View our portfolio of LEED-certified office buildings and contact us for a consultation."

**Organic Traffic:** Visitors who come to your website through unpaid search results, rather than through ads or direct visits.

*Example:* Someone searching "modern house architect Seattle" and clicking on your non-paid search result.

**SERP:** Search Engine Results Page - what users see after entering a search query.

*Example:* The Google results page showing architecture firms when someone searches "healthcare architect Denver."

**Title Tag:** HTML element that specifies the title of a webpage. It appears as the clickable headline in search engine results and is crucial for SEO.

*Example:* `<title>Johnson Architects | Award-Winning School Design | Portland</title>`

## Technical Website Terminology

**Bounce Rate:** The percentage of visitors who leave your site after viewing only one page.

*Example:* If 100 people visit your homepage and 65 leave without clicking to another page, your bounce rate is 65%.

**CDN (Content Delivery Network):** A distributed network of servers that delivers web content to users based on their geographic location, improving page load speed.

*Example:* Cloudflare or Fastly delivering your project images faster to visitors across the country.

**Core Web Vitals:** Google's metrics for evaluating user experience, including loading performance, interactivity, and visual stability.

*Example:* Largest Contentful Paint (LCP) measures how quickly the main content of your page loads.

**HTTPS:** Hypertext Transfer Protocol Secure, the secure version of HTTP that encrypts data sent between a browser and a website.

*Example:* Your website address starting with "https://" instead of "http://", showing a padlock icon in the browser.

**Mobile-First Indexing:** Google's approach to primarily using the mobile version of a website's content for indexing and ranking.

*Example:* How your portfolio appears on a smartphone is now more important than desktop for search rankings.

**Page Speed:** How quickly your website content loads for users.

*Example:* A fast-loading page might display your project photos in 2 seconds, while a slow page takes 6+ seconds.

**Responsive Design:** A web design approach that makes pages render well on various devices and window/screen sizes.

*Example:* Your architecture portfolio automatically adjusting from a three-column layout on desktop to a

single column on mobile phones.

**Robots.txt:** A text file that tells search engines which pages on your site to crawl and which to ignore.

*Example:* Instructions telling Google not to index your internal project management pages.

**SSL Certificate:** A digital certificate that authenticates a website's identity and enables encrypted connections.

*Example:* The security measure that enables the "https://" and padlock icon in browsers.

**XML Sitemap:** A file that lists all the important pages on your website to ensure search engines can find and crawl them all.

*Example:* A comprehensive list of all your project pages, service pages, and blog posts for Google to index.

## Marketing & Conversion Terminology

**Call to Action (CTA):** A prompt encouraging a user to take a specific action.

*Example:* A button saying "Schedule Your Consultation" or "View Our Healthcare Portfolio."

**Conversion:** When a website visitor completes a desired action, such as filling out a contact form or downloading a resource.

*Example:* A potential client submits your "Project Inquiry" form after viewing your portfolio.

**Conversion Rate:** The percentage of website visitors who complete a desired action.

*Example:* If 200 people visit your site and 6 fill out your contact form, your conversion rate is 3%.

**Google Business Profile:** Google's free business listing that appears in Google Maps and local search results.

*Example:* Your firm's profile shows your location, hours, photos, and reviews on Google Maps.

**Lead Magnet:** A free item or service offered in exchange for contact information.

*Example:* A downloadable "Office Design Planning Guide" that requires an email address to access.

**Local SEO:** Optimization strategies to help businesses rank higher in local search results.

*Example:* Tactics to help your firm appear in "near me" searches or in Google's local pack of results.

**Long-Tail Keywords:** Longer, more specific keyword phrases that typically have lower search volume but higher conversion value.

*Example:* "LEED-certified hospital architect in Minneapolis" versus just "architect."

**Marketing Funnel:** A model describing the customer journey from awareness to action.

*Example:* Prospect discovers your blog post → views portfolio → downloads guide → requests consultation.

**Retargeting:** Showing ads to people who have previously visited your website as they browse elsewhere online.

*Example:* Someone who views your education portfolio sees an ad for your firm while reading an architecture blog.

**Social Proof:** Evidence that others have trusted and valued your services, often in the form of testimonials, reviews, or case studies.

*Example:* Client testimonials or project features in respected publications.

## Analytics Terminology

**Behavior Flow:** A visualization in Google Analytics that shows the path users take through your website.

*Example:* Seeing that most visitors go from homepage → projects → about → contact.

**Bounce Rate:** The percentage of visitors who leave your site after viewing only one page.

*Example:* If 65% of visitors leave after only seeing your homepage, your bounce rate is 65%.

**Click-Through Rate (CTR):** The percentage of users who click on a specific link out of the total users who view the link.

*Example:* If your Google listing appears 100 times and gets 5 clicks, your CTR is 5%.

**Conversion Tracking:** Monitoring how many users complete specific actions on your website.

*Example:* Tracking how many visitors download your firm's capabilities brochure.

**Goal:** A specific action you want visitors to take on your website, configured as a trackable event in analytics.

*Example:* Setting "contact form submissions" as a goal to measure lead generation.

**Heat Map:** A visual representation showing where users click, scroll, and spend time on your website.

*Example:* A color overlay showing that visitors focus on your project photos but miss your contact button.

**Pageviews:** The total number of pages viewed on your website.

*Example:* If someone views your homepage, two project pages, and your contact page, that counts as 4 pageviews.

**Session:** A group of user interactions with your website that take place within a given time frame (typically 30 minutes).

*Example:* A user visiting multiple pages on your site during one visit counts as a single session.

**Time on Page:** The average amount of time users spend on a specific page.

*Example:* Visitors spend an average of 2:30 minutes on your project portfolio page.

**User Flow:** The paths users take when navigating through your website.

*Example:* Home → Services → Projects → About → Contact.

## Content Marketing Terminology

**Case Study:** An in-depth analysis of a specific project that showcases the problem, solution, and results.

*Example:* A detailed breakdown of how your firm solved space challenges for a healthcare client.

**Content Strategy:** A plan for creating, delivering, and managing content to achieve specific business goals.

*Example:* A schedule of blog posts, case studies, and guides targeting specific client segments.

**Landing Page:** A standalone web page designed specifically for a marketing or advertising campaign.

*Example:* A dedicated page about your firm's healthcare design expertise for visitors coming from a related ad.

**Lead Nurturing:** The process of developing relationships with potential clients at every stage of the marketing funnel.

*Example:* Sending targeted emails about educational architecture to prospects who downloaded your school design guide.

**Thought Leadership:** Content that showcases your expertise, vision, and insights.

*Example:* Articles about emerging trends in sustainable architecture authored by your principals.

This glossary covers the essential terms used throughout the white paper. For more detailed explanations or architecture-specific marketing terminology, please contact the Archmark team.

## Appendix 4

# Implementation Resources

Successfully implementing the recommendations in this report requires the right tools and resources. This section provides specific resources to help you tackle each phase of website improvement.

## Content and SEO Tools

### SEO Analysis & Monitoring

- [Google Search Console](#) (Free) - Essential for monitoring your site's search performance and identifying issues
- [Semrush](#) (\$119+/mo) - Comprehensive SEO analysis with architecture-specific keyword research
- [Ahrefs](#) (\$99+/mo) - Competitor analysis and backlink research
- [Screaming Frog SEO Spider](#) (Free for small sites) - A Technical SEO audit tool popular with architecture firms

### Content Creation & Optimization

- [StoryBrand AI](#) (\$39/mo) - An AI-powered marketing assistant trained on Donald Miller's popular StoryBrand 7-Part Framework
- [Yoast SEO](#) (Free/Premium) - WordPress plugin for on-page SEO used by 60% of architecture sites we analyzed
- [Grammarly](#) (Free/Premium) - Writing assistant for error-free content
- [Hemingway Editor](#) (Free) - Improves readability and clarity for technical architectural descriptions

## Image Optimization & Visual Content

### Image Compression

- [OptImage](#) (\$15) - Reduces image size without visible quality loss - Mac-only
- [TinyPNG](#) (Free) - Reduces image size without visible quality loss
- [ShortPixel](#) (Free/Premium) - Bulk image optimization for architecture portfolios

### Visual Content Creation

- [Canva](#) (Free/Premium) - Create branded graphics for blog posts and social media
- [Adobe Express](#) (Free/Premium) - Professional-looking graphics without design expertise

## Technical SEO & Performance

### Technical Implementation

- [Google PageSpeed Insights](#) (Free) - Performance testing and recommendations
- [GTmetrix](#) (Free/Premium) - Detailed site speed analysis
- [Schema Markup Generator](#) (Free) - Create LocalBusiness schema
- [Mobile-Friendly Test](#) (Free) - Verify mobile optimization

### WordPress Plugins for Architecture Sites

(Note: Archmark does not recommend WordPress for most architecture firm websites)

- [WP Rocket](#) (\$49+) - Caching and performance optimization
- [Smush](#) (Free/Premium) - Image optimization
- [WP Forms](#) (Free/Premium) - Create effective contact forms
- [Schema Pro](#) (\$79+) - Implement structured data
- [Elementor](#) (Free/Premium) - Page builder popular with architecture sites

## Analytics & Conversion Optimization

### Analytics Tools

- [Google Analytics](#) (Free) - Essential website analytics
- [Usermaven](#) (\$12+/mo) - Simple, accurate, powerful analytics
- [Hotjar](#) (Free/Premium) - User behavior analysis

## Email & Social Media Marketing

### Email Marketing

- [Mailchimp](#) (Free/Premium) - Popular among architecture firms
- [ActiveCampaign](#) (\$15+/mo) - AI-enabled email and marketing automation
- [Flodesk](#) (\$38/mo) - Visually-focused email marketing is great for showcasing architectural work

### Social Media Management

- [Later](#) (Free/Premium) - Visual planning for Instagram content
- [Hootsuite](#) (Free/Premium) - Social media scheduling across platforms
- [Canva Social Media Scheduler](#) (Premium) - Create and schedule visual content

# Local SEO & Google Business Profile

## Local SEO Tools

- [BrightLocal](#) (\$29+/mo) - Local SEO monitoring and citation building
- [Whitespark](#) (Free/Premium) - Local citation finder and reputation management
- [GBP Audit Template](#) (Free) - Comprehensive Google Business Profile audit template

# Architecture-Specific Resources

## Portfolio Presentation

- [Architizer](#) (Free/Premium) - Architecture community and portfolio platform
- [AIA Architectural Photography Contracts](#) - Templates for commissioning professional photography

## Content Resources

- [ArchDaily](#) - Architecture news and trends for blog inspiration
- [Dezeen](#) - Design and architecture publication
- [ASLA](#) - Landscaping resources for relevant content

# Finding Professional Help

When you need expert assistance with website implementation:

- [Archmark](#) - Marketing agency specializing in architecture firms
- [Clutch](#) - Find web developers experienced in building architecture websites
- [AIA Career Center](#) - Post jobs for marketing professionals with architecture experience
- [Upwork](#) - Find freelancers for specific website tasks



## Appendix 5

# AI's Impact on Search, Websites, & Architecture Marketing

The digital landscape is undergoing a revolutionary transformation driven by artificial intelligence (AI). This appendix explores how these changes affect architecture firm websites and digital marketing strategies.

## How AI is Changing Search Behavior

### The Rise of AI-Powered Search

Google's Search Generative Experience (SGE) and similar AI-enhanced search engines are fundamentally changing how people find information online. These systems now generate direct answers rather than simply providing links, creating what's called "zero-click" search experiences.

#### Key impacts for architecture firms:

- **Answer placement:** AI-generated answers appear above traditional search results, pushing organic listings further down the page.
- **Information extraction:** Search engines extract and present key details from websites without users needing to click through.
- **Conversational search:** Users increasingly phrase searches as questions or commands rather than keywords.
- **Visual focus:** AI can analyze and "understand" images, making visual content increasingly important for search visibility.

**Data shows the shift:** Our analysis of search patterns for architecture-related queries reveals that questions like "what makes a good architect for a healthcare project?" are increasing, while keyword-focused searches like "healthcare architect Chicago" are holding steady. Architecture firms need to adapt their content strategies accordingly.

## Website Content Strategy in the AI Era

The rise of AI search transforms what makes website content effective:

**Long-form, comprehensive content becomes more valuable.** AI search engines prefer thorough, detailed content when generating responses. Architecture firms that provide in-depth project case studies, comprehensive service descriptions, and educational content will have their information featured more prominently in AI-generated answers.

**Conversational, question-based content performs better.** Content structured around questions potential clients might ask performs well in AI search. For example, sections addressing "How does the design process work?" or "What sustainability approaches do you use in healthcare facilities?" are more likely to be featured.

**Expertise, Authority, and Trustworthiness (E-A-T) matters more.** As AI systems try to source reliable information, they increasingly favor content from established experts. Architecture firms should demonstrate their credentials, showcase awards, and highlight team expertise to build this authority signal.

**Multi-modal content is prioritized.** AI systems can now "see" images and understand their context. Architecture websites should ensure all portfolio images have detailed alt text, captions, and surrounding contextual information to help AI understand the visual content.

## Leveraging AI Tools for Architecture Websites

Architecture firms can use AI tools to enhance their own websites:

### AI-assisted content creation:

- Use [AI writing tools](#) to draft initial content for project descriptions, service pages, and blog posts
- Employ AI tools to analyze top-performing architecture content and identify content gaps
- Generate FAQs based on common client questions

### Automated personalization:

- Implement AI-driven personalization to show different content based on visitor behavior
- Create dynamic project showcases that highlight relevant projects based on visitor interests
- Develop chatbots trained on your firm's expertise to answer prospect questions 24/7

### Enhanced analytics:

- Use AI analytics tools to predict which visitors are most likely to convert
- Identify content performance patterns beyond basic metrics like page views
- Analyze user pathways to optimize the client journey through your site

### Search optimization:

- Leverage AI SEO tools to identify emerging keywords in architecture
- Generate schema markup automatically to enhance rich results
- Create optimized content briefs based on competitive analysis

## Preparing Your Architecture Website for an AI-First Future

As this technology evolves, architecture firms should consider these forward-looking strategies:

### Content organization:

- Structure content in clear, nested hierarchies that AI can easily parse
- Use consistent terminology for architectural concepts and services
- Create dedicated pages for each specialization, project type, and geographic area
- Include comprehensive FAQ sections addressing client questions at each stage

### **Technical preparation:**

- Implement structured data markup for architecture-specific content
- Ensure site architecture follows a logical taxonomy
- Maintain excellent site speed and technical performance
- Build content around entities (people, places, projects, concepts) rather than just keywords

### **Strategic differentiation:**

- Develop a unique voice and perspective that AI will recognize as distinctive
- Create proprietary frameworks or approaches to architecture challenges
- Document and publish your firm's design philosophy and methodology
- Showcase thought leadership through original research and insights

### **Emerging channels:**

- Explore AI-specific content formats (e.g., content optimized for voice search)
- Consider multimodal content that combines text, images, and potentially video
- Prepare for new search interfaces beyond traditional browser-based search

## **Conclusion: Balancing Technology and Human Connection**

While AI is transforming digital marketing, architecture remains fundamentally human. The most successful firms will use AI to enhance efficiency while preserving the personal connection that drives client relationships.

Remember that AI search tools aim to identify the most helpful, authoritative content for users. By focusing on creating genuinely valuable content that addresses real client needs, your firm will naturally perform well in both traditional and AI-powered search environments.

The architecture firms that will thrive as AI advances are those that view technology as an enabler of better human connections, using AI tools to create more time for meaningful client relationships while ensuring their digital presence effectively communicates their unique vision and expertise.

Ultimately, AI is not replacing the need for high-quality architecture websites—it's making them more important than ever, while changing how they should be structured to maximize visibility and engagement.

## Appendix 6

# About Archmark

Archmark is the leading marketing agency focused exclusively on architecture firms. Founded in 2016, Archmark helps architecture firms of all sizes develop and implement marketing strategies that attract better clients and more profitable projects.

Unlike general marketing agencies, Archmark understands the unique challenges architecture firms face:

- Long sales cycles requiring sustained engagement
- The need to demonstrate both creative and technical expertise
- Complex services that can be difficult to communicate online
- Competitive marketplaces where differentiation is challenging
- Professional services marketing requiring a more sophisticated approach

We offer a full suite of consulting and marketing services tailored specifically for architecture firms, including:

- **Business Coaching:** Strategic guidance, goal-setting frameworks, and accountability support to help firm owners align business operations with sustainable growth
- **Architecture Firm Branding:** Developing distinctive brand identities that reflect a firm's unique approach and attract ideal clients
- **Website Design & Development:** Creating high-performance websites specifically for architecture
- **Marketing Strategy:** Comprehensive marketing planning that aligns with business development goals
- **SEO & Content Strategy:** Search optimization for architecture-specific terms and audiences
- **Lead Generation:** Systems that attract and nurture qualified prospects
- **Marketing Analytics:** Measurement frameworks that demonstrate ROI for marketing investments

Since our founding, we've analyzed over 10,000 architecture firm websites and developed evidence-based best practices for the industry. Our client list includes firms specializing in commercial, residential, educational, healthcare, and institutional architecture across North America and Latin America.

## Client Results

Across the board, our clients report measurable, business-changing results like:

- 2-5× increase in qualified website inquiries within 6-12 months
- Up to 300% increase in organic search traffic
- 30-50% improvement in lead quality
- Average first-year marketing ROI exceeding 500%
- Significant increase in project win rates due to stronger positioning and proposal support

## Contact Information

To learn more about how Archmark can help your architecture firm improve its online presence:

- Website: [www.archmark.co](http://www.archmark.co)
- Email: [info@archmark.co](mailto:info@archmark.co)
- Phone: (216) 206-7551
- Address: 2017 E. 9th St. #2102B  
Cleveland, OH 44115
- LinkedIn: [Archmark](#)
- Instagram: [@archmarkco](#)

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## Bryon McCartney

Bryon McCartney is the CEO and Co-Founder of Archmark, a specialized marketing agency dedicated to helping architecture firms attract their ideal clients and projects. With more than 35 years of experience in marketing and brand strategy, Bryon and the Archmark Team have developed a unique approach specifically tailored to growth-minded architecture firms.

Prior to founding Archmark, Bryon led creative and strategy teams at Unilever North America, and Wirz Group, working with clients ranging from Fortune 500 companies and brands to boutique local firms. His background in design, combined with his expertise in digital marketing, gives him a distinctive perspective on how architecture firms can effectively communicate their value online.

Bryon is a frequent speaker at architecture conferences including the AIA National Conference, The EntreArchitect Community Annual Meeting, and the Society for Design Administrators (SDA), and others. His insights on architecture marketing have been featured in ArchDaily, and he has appeared on many well-known architecture podcasts, including Business of Architecture, AEC Marketeer, Context & Clarity Live, Professional Service Marketing Show, and many others.

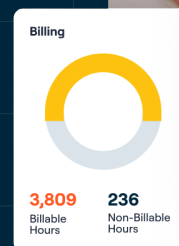
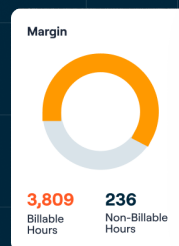
As a member of the BQE Advisory Board, Bryon helps shape and promote business solutions that address the specific challenges of architecture and design firms. Bryon is a certified Business Made Simple, Small Business Flight School, and StoryBrand Coach, and holds certifications in SEO, content strategy, and specialized training in architecture business development.

# About BQE CORE

Running an architecture or engineering firm is demanding. Clients expect excellence. Projects move fast. And the business side often gets pushed aside or neglected.

To help firm owners like you overcome these challenges, BQE built CORE, an all-in-one platform created by an architect and an engineer who knew the challenges firsthand. CORE brings time tracking, project management, resource planning, invoicing, accounting, and even client relationship management together in one place, eliminating the chaos of spreadsheets and disconnected tools. The result: less stress, more productivity, and better profitability.

For more than 25 years, BQE has helped thousands of A&E firms gain real-time visibility into their business. With powerful analytics and easy-to-use tools, we empower leaders to make confident decisions, scale with control, and focus on the work they love.



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