

Showcasing Expertise and Generating Project Enquiries

Rendleton partnered with an architecture firm seeking to strengthen its professional positioning, improve digital visibility, and generate more relevant project enquiries from commercial and residential clients.

The engagement focused on **website strategy, search visibility, portfolio presentation, and conversion optimisation** to create a digital presence that reflected the quality of the firm's architectural work and design expertise.

BUSINESS CHALLENGE

The firm had a strong portfolio of completed projects, but its website did not communicate the depth of its architectural expertise or clearly differentiate its services within a competitive market. Project case studies lacked strategic presentation, search visibility for key service areas was limited, and prospective clients were not being guided effectively toward consultation or project discussion enquiries.

As a result, the digital presence was functioning more as a static portfolio than as an active business development asset.

STRATEGIC OBJECTIVES

- Strengthen professional positioning and architectural credibility
- Improve visibility for priority architecture and design services
- Present project expertise through a clearer portfolio structure
- Create stronger consultation and project enquiry pathways
- Build a scalable digital foundation for long-term growth

RENDLETON'S STRATEGIC APPROACH

01 Discovery & Business Assessment

Conducted workshops with leadership stakeholders to understand target project types, client profiles, and commercial growth priorities.

02 Market & Competitor Analysis

Reviewed competing architecture practices to identify positioning opportunities, portfolio gaps, and search visibility improvements.

03 Website Strategy & UX Improvement

Restructured the website architecture, improved project navigation, and developed a more premium, trust-focused portfolio experience.

04 Search Visibility Optimisation

Implemented technical SEO, local SEO enhancements, and service-page optimisation to improve discoverability for relevant design searches.

05 Conversion Optimisation & Analytics

Introduced clearer consultation pathways, improved enquiry forms, and implemented analytics tracking to understand engagement and enquiry intent.

STRATEGIC OUTCOME AREAS

Area	Strategic Impact
Professional Positioning	Stronger alignment between architectural expertise and presentation
Portfolio Experience	Clearer showcase of project capabilities and design approach
Search Visibility	Improved discoverability for relevant architecture and design searches
Enquiry Quality	Better alignment with target commercial and residential projects
Measurement	Improved visibility into project enquiry behaviour and engagement

SERVICES DELIVERED

- ✓ Digital Growth Strategy
- ✓ Website Strategy & Development
- ✓ Portfolio UX Strategy
- ✓ Technical SEO
- ✓ Local SEO
- ✓ Conversion Optimisation
- ✓ Analytics & Reporting

This engagement created a stronger digital foundation for sustainable business development, positioning the firm to communicate its **architectural expertise** more effectively to prospective clients.

Ready to Discuss a Similar Growth Challenge?

Let's explore how a strategy-led digital growth system can help your architecture firm improve visibility, strengthen credibility, and generate better-qualified project enquiries.

BOOK A STRATEGY CALL →

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