



SETTING UP AN ARCHITECT'S WEBSITE

THE WHAT, WHY AND HOW

A PRESENTATION BY JOHNSON MICHAEL T.
FOR CREATIVE ARCHITECTS 2019

THE WHAT: WHAT IS A WEBSITE?



THE WHAT: WHAT IS A WEBSITE?

An “Online Office”,
or a “Digital Presence”,
a “Virtual Workplace”...and
all that Tech Jargon?



THE WHAT: WHAT IS A WEBSITE?

For an Architect,
a website is.....
AN OPPORTUNITY.



An Opportunity to do 3 key things

Express Who You Are:

Introduce your brand,
create an impression

Say What You Do:

Market your services
and capabilities

Share What You Know:

engage, educate and
build relevance

THE WHY: WHY DO ARCHITECTS NEED A WEBSITE?

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CREATIVE ARCHITECTS 2019

THE WHY: WHY DO ARCHITECTS NEED A WEBSITE?

EXPOSURE!

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THE WHY: EXPOSURE!

Marketing in architecture
has been based on **word-of-
mouth & traditional media.**

Today, its shifted **online.**

By building a website,
you're leveraging the
opportunity in this shift
to get **EXPOSURE.**

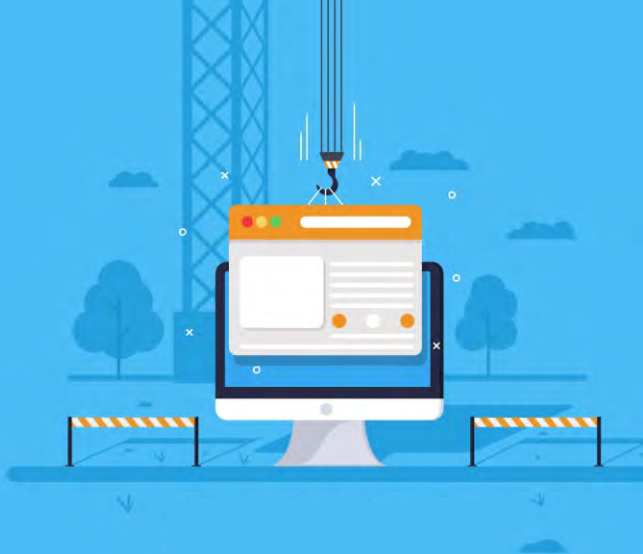


THE WHY: EXPOSURE!

EXPOSURE > LEADS

MORE BUSINESS

THE HOW: BUILDING AN EFFECTIVE WEBSITE



Keep it Simple. Form **MUST** follow Function.

Don't get too carried away with **ABSTRACT CONCEPTS**.

Remember **WHY** you're building the website.

Your website must be:



Functional/Easy to Use

- Easy, Intuitive Navigation
- Legible, Readable text
- Clean Layout



Optimised

- Responsive Design
- SEO & Keywords
- Social Media Connectivity
- Loading time & Performance



Visually Attractive

- Fonts and Colours
- Shapes and Graphics
- High Quality Images



Relevant

- Updated regularly with relevant & engaging content.

Your Website must say:



Who you are (About us)

- Don't be Generic,
Use Keywords



What you've done (Projects)

- Texts descriptions,
• Project details (Budget, Materials)
• Sketches, drawings & renderings,
• professional images



What you do (Services)

- Cover all areas, but,
highlight areas of strength



How to Contact You (Contact us)

- Provide Call-to-action
• Email Newsletter

Your Website must say:



What you know (Blog)

- Don't just share what you create, share HOW you create.
- Tell the story of your project online. behind-the-scenes images/video content.
- Write articles. (Cost of Construction, Building Approval)

Create content to inform, engage and educate your visitors.

The goal is to **deliver so much value** towards your them that they have no choice but to **choose you as their architect.**

THE REAL HOW: HOW DO YOU ACTUALLY BUILD A WEBSITE?



5 Basic & Simple Steps To Building A Website

**Purchase
& Register
Your Domain:**
(.com, .net, .com.ng)



**Setup a
Hosting
Account:**
(Where your website lives)



**Choose a
Content
Management
System (CMS):**
(Engine of your website)



**Choose (or buy) a
Design Theme:**
(Look of your website)



**Start Uploading
Your Content
Choose:**
(The 'fun' part)



Tools That Can Help



WORDPRESS



SQUARESPACE



WIX.com

weebly
eCommerce by  Square

strikingly

Other Tools That Can Help

ARCHITECTURE
NETWORK
PLATFORMS

Architizer

archello

houzz

Archinect

archilovers

World
Architecture
Community

ONLINE PUBLISHING
PLATFORMS

arch  daily

dezeen

LIVIN SPACES

Things To Know, Skills Have.

- Creative Writing/Copywriting
- Photo editing (Basic level skills)
- Graphic Design (For picking colours, shapes, fonts etc)
- Rudimentary Programming Skills (CSS, PHP, HTML etc)

Websites to reference for more information.

- <http://websitesforarchitects.org>
- <https://archipreneur.com>
- <https://www.businessofarchitecture.com>



**THANK YOU,
AND HAPPY BUILDING.**