OceanWP.

7 Features Every Architecture Site Needs to Succeed

Let's keep it short and sweet to start with. An architecture site needs, without question:

1. Call to Action
2. Portfolio
3. Breakdown of Services
4. Contact Form
5. Testimonials
6. Qualifications
7. Blog

1. Call to Action

This is what the button in the header of the Architect demo is meant to be used for. The demo directs the user to the My Work page, but you can also use it to direct a potential client to a Get a Quote contact page.

2. Portfolio

The Architect demo also allows you to showcase your portfolio. A gallery of images showcasing your best work and completed projects is what is needed here. Potential clients don't know anything about architecture, meaning they don't care about all of the technical details that go into what you do and have accomplished. They want the results you've achieved for other clients.

3. Breakdown of Services

A lot happens in between that first sketch of a building to its completed state. Let potential customers know exactly what services you provide so they can get a better estimate of how many other contractors they'll need to hire for the project.

4. Contact Form

Potential clients need a way to contact you. You *should* list your phone number and email address on your contact page in case potential clients would rather contact you using one of those methods, but a quick-and-easy form where clients can list details of the project and their budgets streamlines the process of going through quotes on your end.

5. Testimonials

Testimonials are gold for businesses. They provide social proof, giving potential clients a glimpse into what working on a project with you is like as well as how competent you are.

6. Qualifications

Different clients have different needs, and different projects require different skill sets. Let customers know your experience, including your education and work/project history, your skills and exactly what you excel at.

7. Blog

This one allows you to establish yourself as an expert in your industry, and it allows you to use local and general SEO. Use your blog to cover topics that involve your customer concerns, including such topics as these:

- The Effect Interior & Exterior Designs Have on the Way Customers View Your Business
- Best Architecture in [your city]
- Best Architecture in [Paris, Rome, New York City, Los Angeles, Berlin, etc.]
- X Businesses Utilizing the Power of Interior and Exterior Designs & Architecture