

THE ARCHITECT'S HOMEPAGE CHECKLIST

A T R I U M



written by
Diego Romero

HOW TO RUN. FACEBOOK ADS



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THE ARCHITECT'S HOMEPAGE CHECKLIST

Your homepage is often the first impression potential clients have of your firm. If it's not clear, engaging, and professional, visitors will move on to the next option—taking potential projects with them.

This checklist will help you make simple, effective changes to ensure your homepage works for you: attracting the right clients, showcasing your expertise, and keeping visitors engaged.

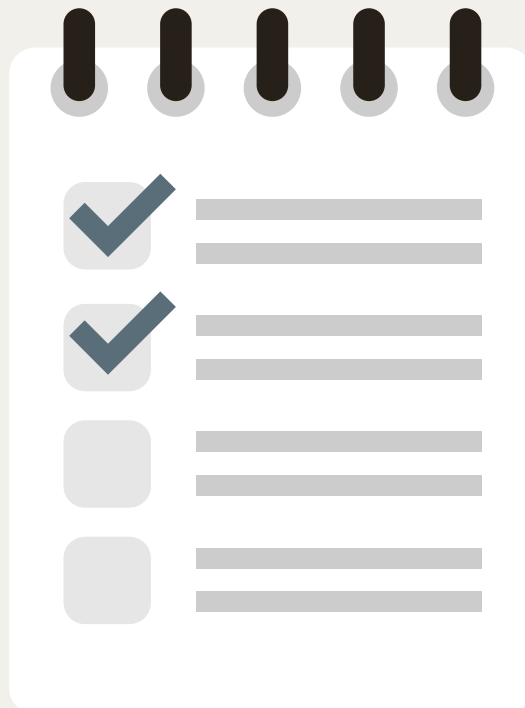
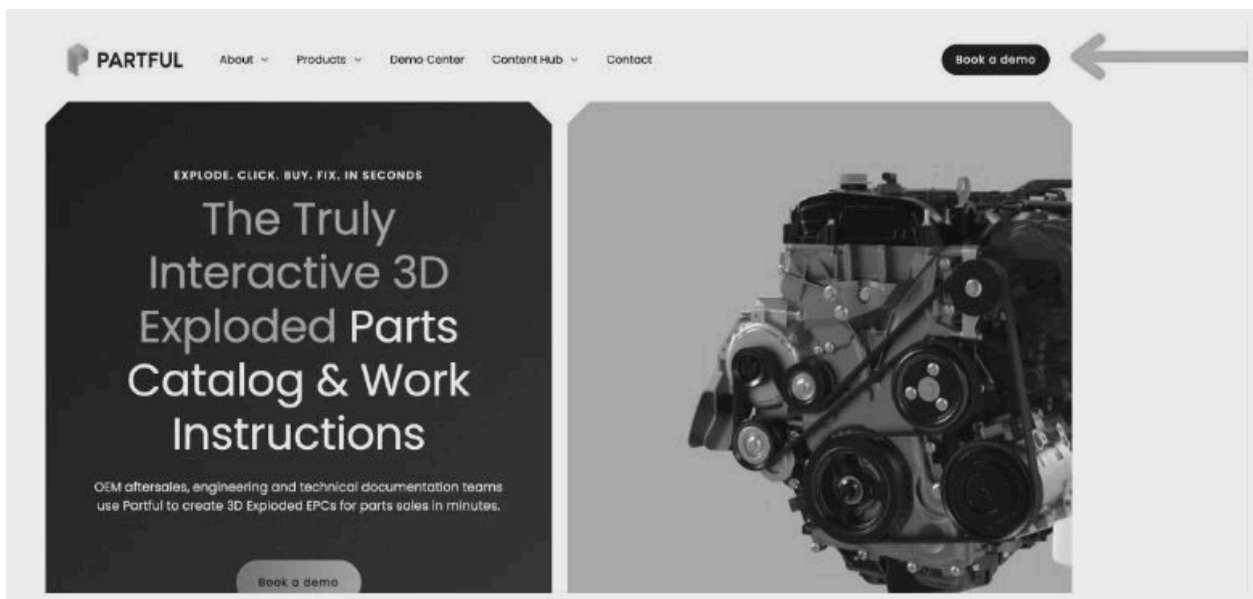


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1. MAKE A GREAT FIRST IMPRESSION



Your homepage should immediately convey who you are and how you help clients.

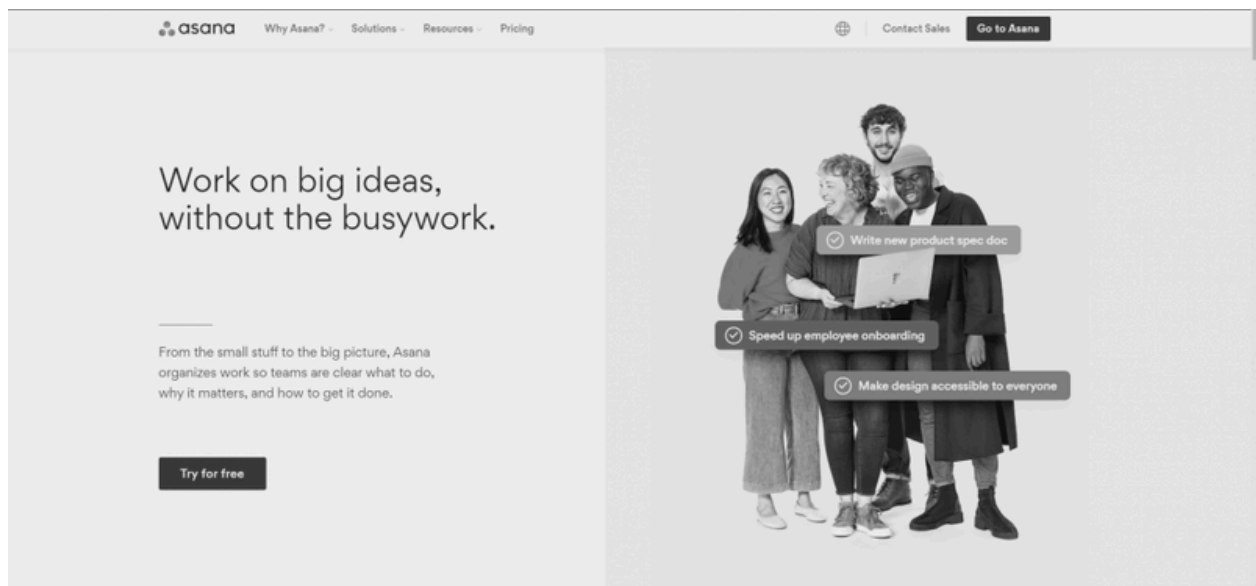
Ask yourself:

- What do you do? Make it clear that you're an architect or design professional.
- Why should visitors care? Highlight what makes you different—years of experience, unique approach, or results.
- What should they do next? Include a call to action, like "Schedule a Consultation" or "Download Our Project Guide."



PRO TIP: KEEP THIS ABOVE THE FOLD (THE PART OF THE PAGE VISITORS SEE FIRST, WITHOUT SCROLLING).

2. A CLEAN AND HELPFUL HEADER



The top of your homepage should include:

- **Your Logo:** Use a professional, clean design that reflects your brand.
- **Easy to Use Navigation:** Stick to common menu options like "Home," "About," "Portfolio," and "Contact."
- **Contact Button:** Add a "Schedule a Call" or a clickable phone number at the top right to make it simple for clients to reach you.

Search 🔍

AVOID THIS: DON'T PLACE SOCIAL MEDIA LINKS AT THE TOP. YOU WANT VISITORS TO STAY ON YOUR SITE, NOT GET DISTRACTED.



3. USE PROFESSIONAL IMAGERY (BEYOND JUST PROJECTS)



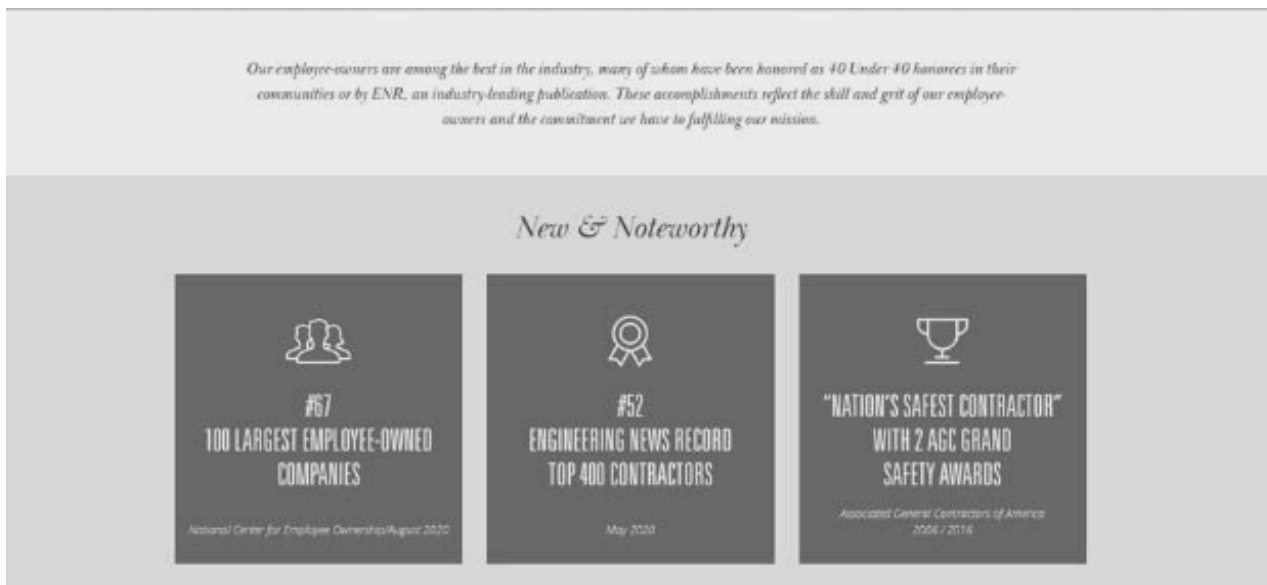
Your homepage shouldn't feel like just another portfolio.
While project photos are important, show a bit more of you:

- Team photos e.g., working in the studio or on site.
- A welcoming shot of you meeting with clients.
- A behind the scenes look at your process like sketches, charrettes, or site visits.



WHY THIS WORKS: PEOPLE HIRE PEOPLE.
SHOWING YOUR PERSONALITY BUILDS TRUST
AND SETS YOU APART FROM OTHERS.

4. BUILD CREDIBILITY WITH SOCIAL PROOF



Clients want to know they're in good hands.

Add these to your homepage to build confidence:

- **Awards and Recognition:** Highlight achievements that showcase your expertise.
- **Client Testimonials:** Include short, impactful quotes that describe how you solved a client's problem.
- **Client Logos:** For commercial projects, display recognizable brands you've worked with.



PRO TIP: USE A MIX OF WRITTEN AND VIDEO TESTIMONIALS FOR GREATER IMPACT.

5. ANSWER THEIR QUESTIONS CLEARLY

TOP FAQs

- + Do you franchise? Can I open a Jeni's?
- + Where can I buy Jeni's?
- + How much does shipping cost?
- + What's your return policy?
- + Do you have gift cards?
- + Where can I check the balance of my Online Gift Certificate?
- + Do you have any gluten-free flavors?
- + Do you have dairy-free flavors?
- + I have a copy of Jeni's cookbook. How can I get it signed?
- + What does it mean to be a Certified B Corporation?

Your homepage should guide visitors by answering three key questions:

- What do you do? Clearly state your services e.g., residential design, commercial interiors, or renovation expertise.
- Why should they hire you? Share what makes you different—timely delivery, attention to detail, or a collaborative approach.
- What's next? Guide visitors to book a call, download a resource, or explore your portfolio.



6. INCLUDE A STRONG CALL-TO-ACTION (CTA)



Make the next step obvious and easy. Your CTA could encourage visitors to:

- Schedule a Free Consultation.
- Download a Helpful Guide like a project checklist or “How to Hire an Architect”.
- Contact You Directly.



PRO TIP: A FREE DOWNLOAD IS A GREAT WAY TO CAPTURE LEADS AND CONTINUE THE CONVERSATION THROUGH EMAIL.

7. KEEP IT SIMPLE AND EASY TO USE



Busy clients don't want to waste time figuring out your site. Make sure your homepage is:

- **Clean and Uncluttered:** Use simple, easy to read fonts and minimal text.
- **Mobile Friendly:** Most visitors will view your site on their phones, so test how it looks on smaller screens.
- **Fast Loading:** Slow websites lose visitors quickly.



PRO TIP: AVOID AUTOPLAY VIDEOS OR POP-UPS THAT CAN FRUSTRATE VISITORS.

8. UPDATE REGULARLY



Your homepage isn't "set it and forget it." Regular updates keep it fresh and relevant. Schedule time each quarter to:

- Add new client projects.
- Refresh team photos or testimonials.
- Test your calls to action for better results.



WHY THIS MATTERS: A CURRENT, ACTIVE WEBSITE SHOWS CLIENTS YOU'RE ENGAGED AND SUCCESSFUL.

NEED MORE HELP?

We know creating the perfect homepage can feel overwhelming, especially when you're focused on designing and building. That's where we step in.

At ATRIUM, we specialize in helping architects like you:

- Design professional websites that attract clients.
- Create branding assets that showcase your firm's expertise.
- Provide tools like social media templates, project guides, and marketing materials to save you time.

If you're ready to elevate your website and online presence, we're here to help.

Let's Talk About Your Homepage.

