Case Study

Kirksey Architecture Website

Through Clustaar keyword analysis, impactful visual design and a solid architecture, Hexagroup creates an award winning website.

Background

Based in Houston, TX, Kirksey is a true, multidisciplinary firm with a diverse portfolio of projects in architecture, design, interior design, master planning, and programming. Since 1979 Kirksey has grown into a leader in Texas' architectural field, designing and managing thousands of projects in more than 10 different markets.

2017 Crystal Awards
Website: Most Improved: Agency
www.kirksey.com

Objectives & Challenges

While Kirksey had flourished as a firm, its website had become outdated and was not reflective of the caliber of their work. It was challenged with the following:

- **Website Management Issues:** Their website lacked functionality, wasn't easy for visitors to navigate, and the site UI/UX were in need of improvements. The pages in CMS lacked formatting and did not have the option to preview the pages before they were published, making maintenance of different projects very cumbersome. Kirksey could not control the top navigation, could not easily add new pages, and working in the CMS was limited by practical inconveniences such as having to click

See Hexagroup Portfolio:
https://goo.gl/X73wg2

through 700 projects in a small field available to tag a project or news item. Their blog was also being managed on a separate CMS from the other content.

- **Not User Friendly:** The navigation pane was not functioning properly and the search box was not easy to find. Projects were not easy to explore and lack of crosslinking made it difficult for users to discover related content.

- **Lacking in Visual Appeal:** As a design firm, having a visually appealing website is anticipated; however, their site's appeal and distinction were not reaching the standards they had set for themselves.

- **Content:** Kirksey's site had shallow and uninformative content that was not optimized for search engines. It lacked visual appeal and the remaining body copy was neither compelling nor representative of the Kirksey brand, culture or expertise. In addition, while Kirksey specializes in 10 different markets, the site was not ranking for keywords related to these practice area specialties.
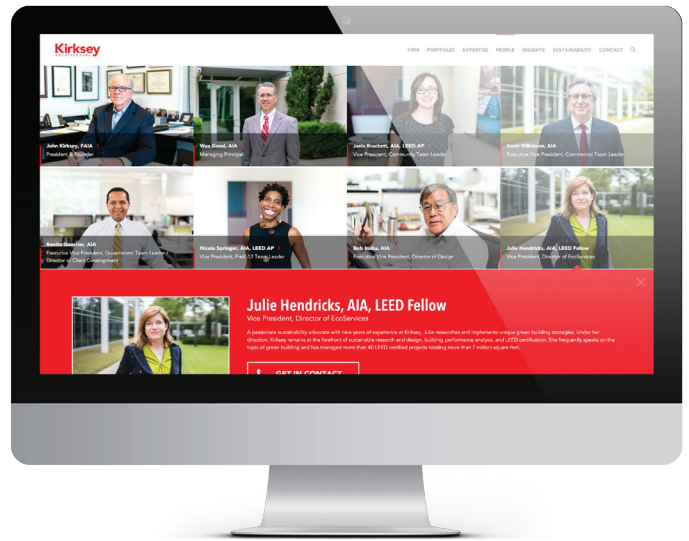
Solution

Improved Website Management and Usability

HexaGroup replaced the outdated CMS with Kentico Web Content Management System allowing the client to easily update all aspects of their website and tag related content, such as projects and news items to improve visitors' usability. Kentico also made project maintenance easier as the client can now search in the CMS for one of the more than 700 projects, rather than manually looking. In addition, an image cropping tool was developed that could resize all large project images "on the fly" based on device resolution.

The website was programmed to be responsive and redesigned with user-friendly navigation and layout. An updated top navigation uses mega menus for quicker access to key content, including a new portfolio mega menu where users can search projects by keyword and category. Crosslinking and features, such as a related projects pane, are used throughout the site so users can quickly access relevant pages.

Content Optimization

Website content was rewritten for a better user experience and optimized for search engine rankings. An SEO strategy was developed through our Clustaar market analysis, which allowed us to gain insight into the size of Kirksey's market, key search trends, and competitor positioning. Based on this research, we added new pages on practice area specialties allowing for additional ranking opportunities.

Enhanced Visual Design

HexaGroup developed the visual design based on Kirksey's corporate identity giving the site a cleaner and more modern look that visually represented the breadth of Kirksey's architectural experience.
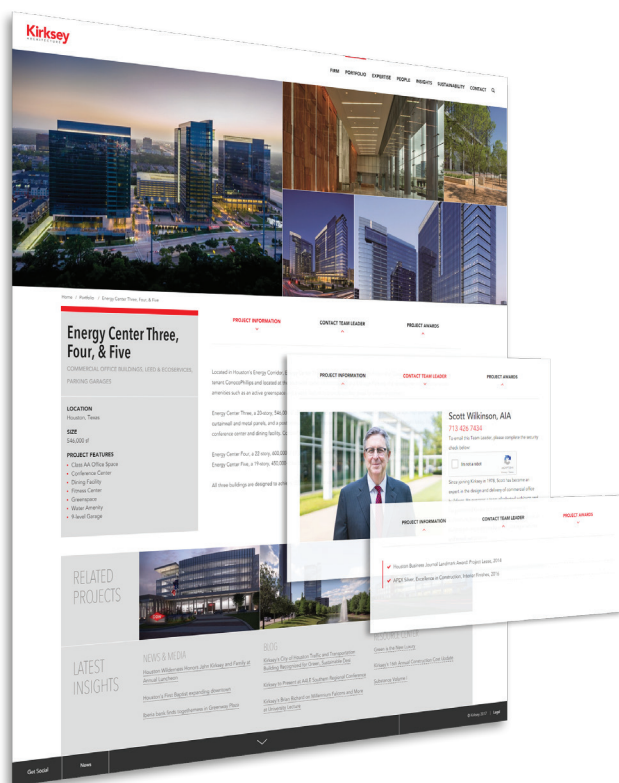
The homepage was redesigned with larger full width imagery for a greater visual impact. The landing page for the projects section now features a prominent photo gallery mosaic showcasing Kirksey's large portfolio of projects, while individual project detail pages can be easily scanned for project information and images.

Results

Since its launch at the end of Dec 2016, the website has already achieved the following successes:

- Increase in Average Monthly Traffic:

  - Pre-launch: 3644 (2016)

  - Post-launch: 3827 (2017)

- Increase in overall Keyword Positioning

- Ranking for keywords in practice area specialties

- Client satisfaction with website management and marketability.

"Our new website has brought us up to par with—if not ahead of—our competitors. As architects, we are expert space planners and so we are always trying to streamline every process to achieve beauty and simplicity. Our website reflects that. From its conception, our website has been customized through every aspect of our CMS; the development team has listened to every mundane request from our marketing team and responded with a design that makes updating/uploading as efficient as possible. The design is clean & user-focused, with an emphasis on the beautiful photography of our projects. In the few months since launch, we've received two very promising, large project leads directly from our site. That's the proof of our website's success in a nutshell."

**Stacy Odom, Senior Associate
& Marketing Art Director**
Kirksey Architecture

Strategize

Clustaar Digital Market Analysis

Market Segmentation

Competitive Analysis

Market Trends

Digital Strategy Planning

Strategy

Strategic Planning

Marketing Communications Planning

Branding / Messaging

Develop

Marketing Anchors

Visual / Messaging Themes

Print

Digital Media

Mobile Apps

Growth Driven Website

Information Architecture

Visual Design / UI / UX

Technical Implementation

Content Development

Hosting Maintenance

Perform

Marketing Technology

Marketing Automation

CRM

Lead Sourcing

Analytics

Enterprise Content Management

Marketing Performance

Inbound / Content Marketing

Lead Generation

Social Media

SEO

Events

Advertising