Website Copywriting 101 for Architects

with Nikita Morell

3 ways copywriting can help your practice...

01

Attract & connect ideal clients.

02

Build trust & credibility.

03

Make your practice stand out.

5 practical ways to improve your copy....

01

Make it about THEM not YOU.

Make sure you have more “you” than “we”.

Think about what your ideal client *really* needs & solve THEIR problem.

5 practical ways to improve your copy....

02

Turn Features into Benefits.

Make sure you are not just listing facts & features → turn these into appealing benefits for your reader/ideal client.

5 practical ways to improve your copy....

03

Ditch the Archibabble.

Do the jargon test.
Read your copy to a non-architect friend/family member.
Record a conversation with a non-architect friend/family member.
Keep revising until you have clear, simple copy that your ideal client can understand.

5 practical ways to improve your copy....

03

Include Social Proof.

Request testimonials from all past clients.
Weave these testimonials into all your marketing & communication material.

5 practical ways to improve your copy....

03

Tell ideal clients what to do next.

Clearly tell your ideal clients what you want them to do next.

5 practical ways to improve your copy....

BONUS: Write for scanners

Use formatting to make your copy more scannable.
Include headings, sub-headings, captions, etc.

Presentation Links.

https://www.elizablair.com.au/
https://qwarchitect.com.au/
https://thosearchitects.com.au/Practice
www.sissons.com.au
https://richardsstanisich.com.au/our-practice/
https://www.mos.nyc/
http://www.reddoorproject.com.au/about.htm
https://nightingalehousing.org/l
http://meaghanwhite.com/
https://wolveridge.com.au/
https://www.mihalyslocombe.com.au/about/

NIKITA MORELL ARCHITECTS WORDSHOP™

If you don't have the budget right now to engage in the services above, check out the Architects WordShop.

It's stocked with affordable toolkits to help you write —so you can get a steady stream of dream clients.

Thank you.

NIKITA MORELL
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WORDSHOP™