

## CASE STUDY: RATIOARCHITECTS.COM

### ABOUT RATIO ARCHITECTS:



RATIO

RATIO Architects ([www.RATIOarchitects.com](http://www.RATIOarchitects.com)) is an award-winning design and planning firm with studios in Indianapolis and Champaign, IL offering services in architecture, historic preservation, interior design, landscape architecture and urban planning. Founded in 1982, its collaborative studios combine professionals from all disciplines to work on higher education, community, life science, workplace, lifestyle and cultural projects.

### CHALLENGE:

The RATIO website had several technical issues that were hindering the firm from utilizing the site as a primary means for attracting new business. First, the site was built entirely in Flash, so it was impossible for RATIO to make quick, timely updates themselves or post recent project news. As a result of the Flash-based site, their website content was essentially invisible to search engines like Google and Yahoo. On top of that, the site had no analytics package, so the RATIO team couldn't really see how the site was performing. And their signature projects were difficult for visitors to locate—a real problem for a high-end architectural firm with a portfolio of impressive work.

### SOLUTION:

Miles Design worked closely with RATIO's marketing team to design and develop a dynamic new web presence. The entirely redesigned site utilized a custom Content Management System (CMS) and showcased RATIO's considerable expertise through videos, a blog, news updates and other social media. It also leveraged impactful project photography and a clean, crisp design—a much more fitting approach than the previous site.

The custom CMS allows the RATIO marketing team to update projects across multiple categories from a single entry. For instance, a single project can be associated with a practice area, industry, geographic location, and be featured on a particular landing page—all from a single interface.

**“The end result is a website that has proven results, with visitors spending an average time of three minutes and 24 seconds on the site—two times the industry average.”**

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Utilizing Google Analytics, the RATIO marketing team now understands which pages, articles, and features users are most likely to respond to. They're also able to see which areas draw the greatest search traffic volume.

The RATIO blog runs on a separate blogging engine and URL, both for advanced controls and search engine optimization benefits. To the user, however, the experience on the front end of the website is seamless from website to blog and back again.

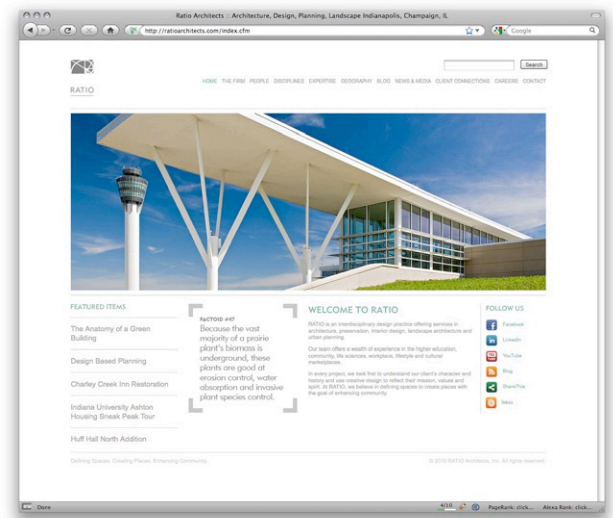
Since the site's re-launch in February of 2009, Miles Design has made ongoing functionality improvements, such as additional social media features and other CMS features as requested.

## RESULTS:

RATIOarchitects.com took home first place honors in the Society for Marketing Professional Services (SMPS) Marketing Communications Awards website category. Awards were handed out in Boston, MA at 2010 Build Business: Reinvent, Retool, Rebound, SMPS' national conference.

Winning entries were judged relative to the project's marketing objectives, content, measurable results and overall budget.

RATIOarchitects.com beat out more than 35 national and international entries.



“RATIO collaborated with Miles Design to develop a website that showcases our expertise in the higher education, community, life sciences, workplace, lifestyle and cultural marketplaces,” said Tony Steinhardt, FSMPS, CPSM, principal, RATIO Architects. “The end result is a website that has proven results, with visitors spending an average time of three minutes and 24 seconds on the site—two times the industry average.”

RATIOarchitects.com consistently ranks on the first page of a local search for “Indianapolis Architects” on Google.

***For more information, visit:***

<http://www.RATIOarchitects.com>

<http://www.milesdesign.com>

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