

CASE STUDY

# Website Redesign for Architecture Studio

Web Design · Digital Branding · Conversion

Complete digital transformation for a premium architecture studio, tripling inbound inquiries and positioning the brand as a leader in high-end residential design.

*\* This case study uses modified representative data to protect client confidentiality. Metrics reflect real results but have been adjusted.*

**3.2x**

increase in  
inquiries

**94**

Lighthouse  
performance

**2.4**

min. time  
on site

CLIENT	DURATION	SCOPE	STACK
Architecture Studio	8 weeks	Design + Dev	Next.js + Sanity

## The Challenge

An architecture studio with 15 years of experience and high-end residential projects faced a paradox: their portfolio was exceptional, but their digital presence didn't reflect it. The website, built on WordPress 6 years ago, had become an obstacle to growth.

The partners recognized that 70% of their potential clients researched online before making contact. However, most new projects still came through direct referrals—the website wasn't capturing demand.

*"Our projects speak for themselves when clients visit them. But on the website, the photos didn't do them justice and the navigation was confusing."*

— Founding Partner, Client

## Poor Performance

The site loaded in **8.2 seconds** on mobile, with a Lighthouse score of 34. Images weren't optimized and shared hosting couldn't handle traffic spikes.

## Outdated Portfolio

Only **8 of 45 projects** were documented online. The process of uploading a new project required intervention from the original developer, creating dependency and costs.

## No Lead Capture

The contact form was buried on a secondary page. There were no **clear call-to-actions**, no conversion tracking, and no CRM integration.

## Our Approach

We designed a digital experience that reflected the quality of the studio's work, focusing on performance, autonomous content management, and converting visitors into inquiries.

### Week 1–2: Strategy and Information Architecture

We conducted interviews with the partners and analyzed 5 reference studio websites globally. We defined a portfolio-centric information architecture with simplified navigation: Projects, Studio, Process, Contact. We mapped the user journey from discovery to inquiry.

### Week 3–4: Visual Design

We created a minimalist design system that prioritizes architectural photography. Palette reduced to white, black, and a warm accent. Serif typography for headlines that conveys sophistication. Asymmetric grid that breaks monotony without sacrificing legibility.

Element	Decision
Typography	Cormorant Garamond (titles) + Inter (body)
Images	WebP + lazy loading + blur placeholder
Interactions	Smooth transitions, scroll reveal, custom cursor

### Week 5–7: Development and Integration

We implemented in Next.js with Sanity CMS for content management. The client can add new projects without technical knowledge: upload photos, fill in fields, and publish. We integrated the form with HubSpot for lead tracking and analytics with custom events.

### Week 8: Optimization and Launch

Performance testing, Core Web Vitals adjustments, CDN configuration (Vercel Edge), and domain migration. Training for the client's team on CMS management and process documentation.

## Results

The new site launched with all 45 portfolio projects documented. In the first 90 days, metrics exceeded expectations:

Metric	Before	After
Lighthouse Performance	34	94
Load time (mobile)	8.2s	1.8s
Average time on site	0:48	2:24
Monthly inquiries	5	16
Projects published	8	45

The client has added 6 new projects autonomously since launch, without requiring technical support. Hosting cost dropped from USD 85/month to USD 20/month thanks to the Vercel migration.

## **Deliverables**

- **Complete website** — 12 pages + 45 individual project pages
- **Design system** — Components documented in Figma
- **Configured CMS** — Sanity with custom schemas for projects
- **Integrations** — HubSpot + Google Analytics 4 + Search Console

## **Does your website reflect the quality of your work?**

[leonardo@lgf-consulting.com](mailto:leonardo@lgf-consulting.com)