

WJ  
ARCHITECTS

## THE STORY

### Outdated Design

WJ Architects is well known throughout the Tampa Bay and Miami areas. As a growing and premier firm that provides architecture, construction, development, and interior design services, they needed a new and updated website that showcased their capabilities and expertise.

The old WJA site featured a single-panel home page. The outdated layout provided a poor user experience and did not highlight the firm's award-winning work.



# THE GOAL

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## Highlight WJA Projects & Provide Improved UI/UX

The team at WJ Architects wanted to highlight their portfolio and drive users to engage with multiple pages of their website. With the recent growth from 2 to 4 Florida locations, the website needed to do three things:

- \* Provide amazing imagery of the firm's work
- \* Attract highly qualified architecture leads
- \* Attract top talent from across the state of Florida



# DISCOVERY

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## Measure, Analyze, Strategize, Succeed

A detailed analysis of the user behavior and analytical reports from WJA's old site helped to identify some of the most needed changes to the design. Accordingly, these updates would improve user behavior, user flow, time on page, and call attention to the award-winning work of the WJ Architects team.

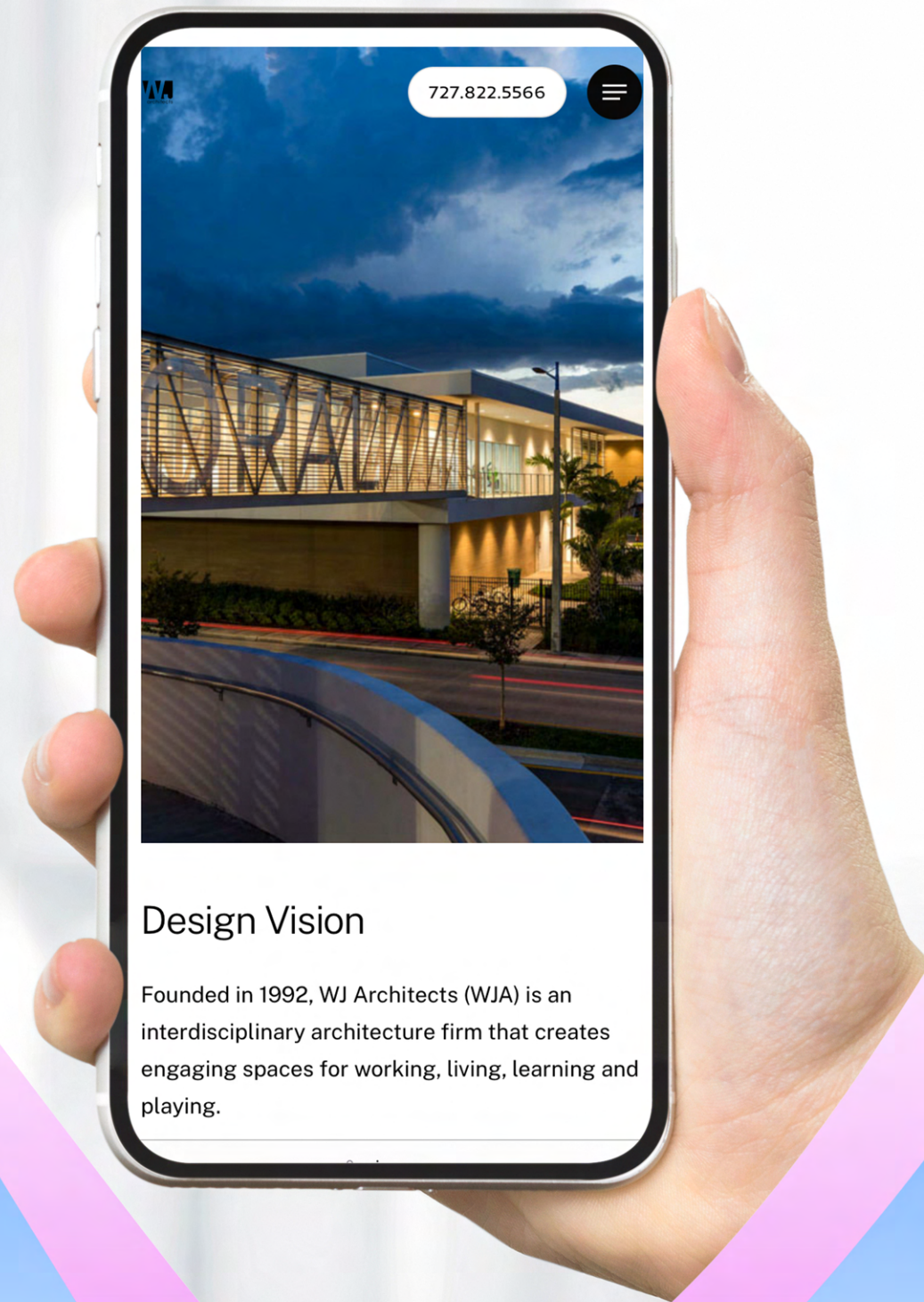
# THE SOLUTION

## SHOWCASE AWARD-WINNING PROJECTS

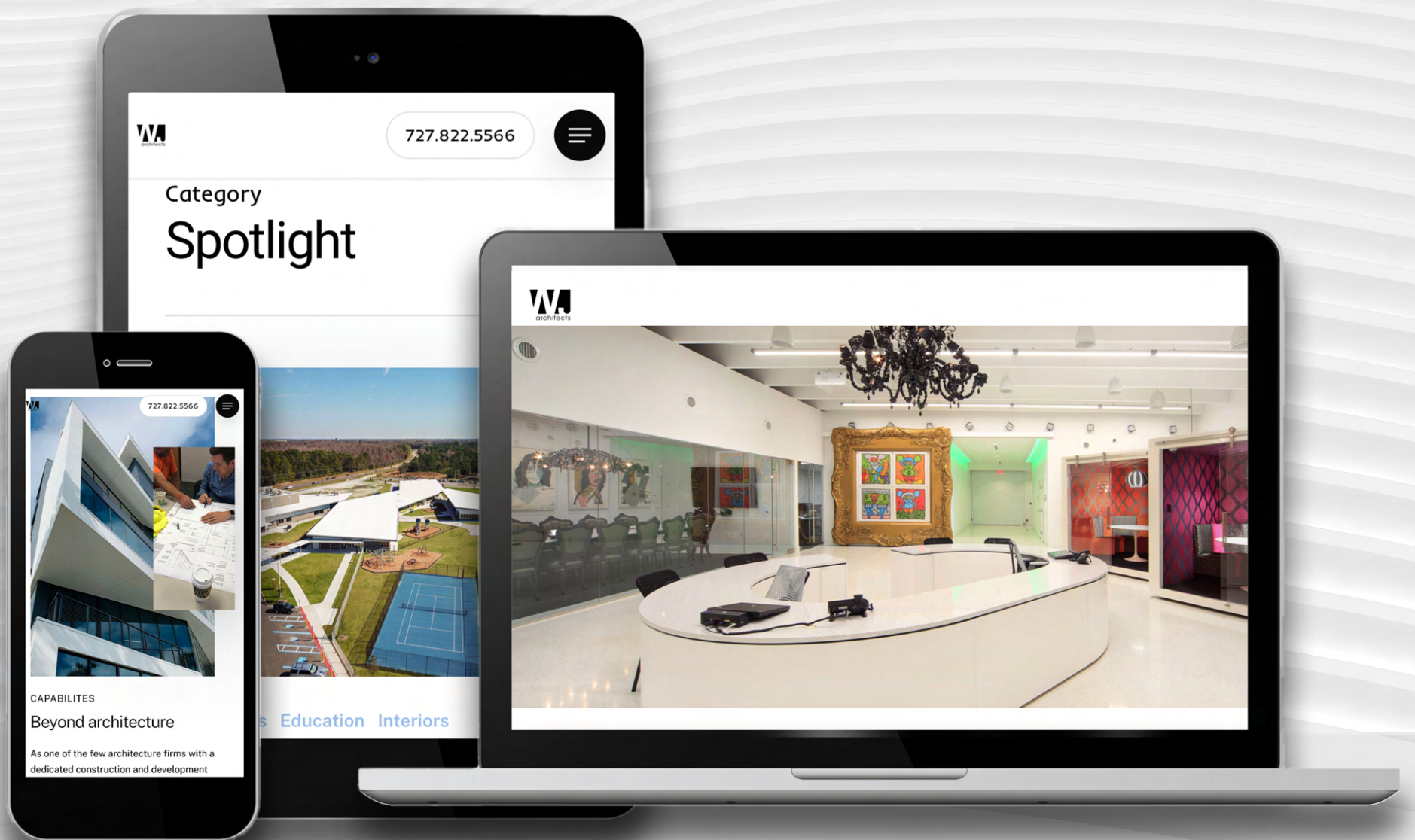
The new homepage layout puts the shine on WJA's 30th anniversary year in 2022. It also highlights more than 70 firm awards that the WJA team has received for innovation and excellence. At the same time, users are immediately reassured of the firm's credibility and longevity with this homepage layout.

For an even greater impact, our team updated the homepage layout by calling attention to WJ Architect's "Featured Projects" on panel 3 of the homepage. The improved user experience here allows users to swipe left/right to see more of WJA's award-winning projects.

Each featured project provides a brief description, a list of awards received, and highlights a variety of architectural typologies from the WJA portfolio. Users can therefore scan the featured projects, and easily link to the individual project page for more details by clicking on the project image, description, or awards text area. This significantly enhances the user experience.



# EMPHASIZE THE FIRM'S GROWTH



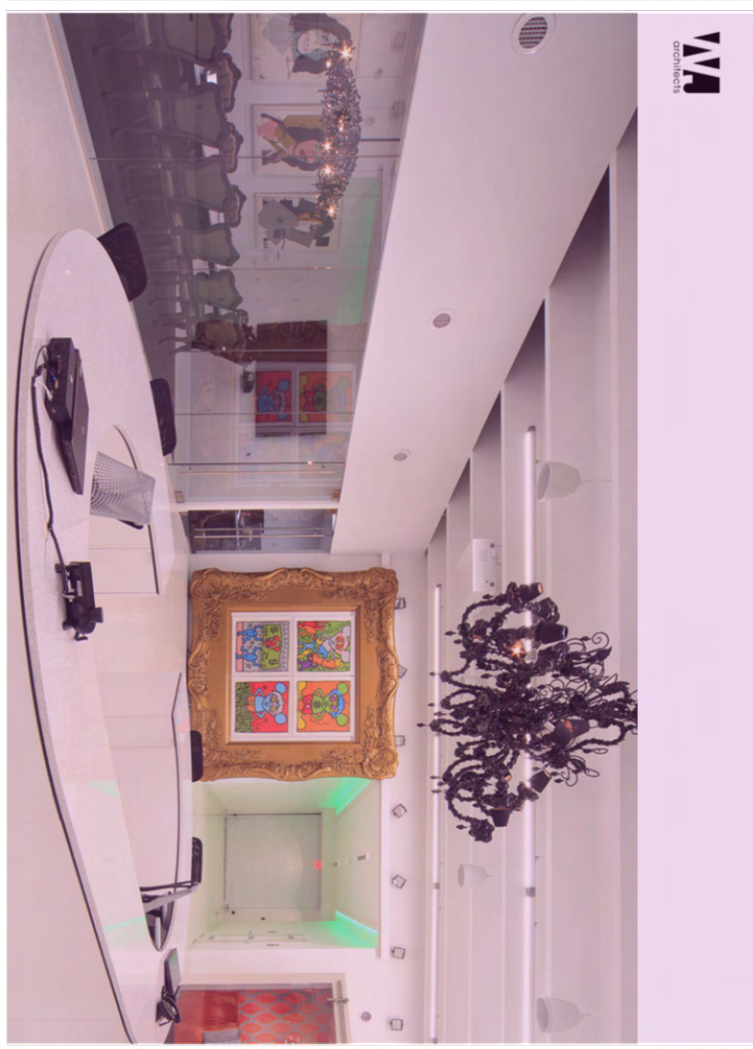
**As they celebrate their 30th Anniversary, it was important to showcase the firm's recent growth and expansion. Therefore, we chose to highlight their leadership team, design vision, and capabilities in an easy and organized page layout.**

**To support the firm's recent growth, we wanted to highlight that they are "now hiring." To do this we added scrolling text to the bottom panel of the home page and added a careers page to the website hierarchy. This page also displays the current job openings available at each studio location.**



# WJ Architects

Architecture | Interior Design | Entertainment | Construction | Development



727.822.5566



# EXCEEDING GOALS



SINCE 1992

## Inspiring positive change & building community

WJ Architects is an interdisciplinary architecture firm that creates engaging spaces for working, living, learning and playing.

30+  
Years in  
Business

70  
Firm  
Awards

4  
Florida  
Locations

— Learn More



# THE RESULTS



- Increase in organic search traffic by 9.98%
- Pageviews increase by 33.41%
- Pages/Session increased by 19.06%
- Avg. Session Duration increased by 62.41%



**The Cyberlicious team updated and modernized our company website. Throughout the entire process, they listened to our needs, addressed the best course of action, and have been by our side to help answer any of our questions. Once the website was complete, they made sure we were transitioned over seamlessly and set up for success. We are very appreciative of Cyberlicious and would highly recommend.**

**We continue to receive lots of compliments on our new website!**



**JASON JENSEN, CEO**



NOW THAT'S

CYBERLICIOUS