

WEBSITE QUALIFICATIONS



LECOURS
DESIGN

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LecoursDesign is a digital marketing and branding agency helping A/E/C* firms attract great clients and talent.

Nice to Meet You

Based in sunny San Diego, CA, we work with clients across the country. We have a team of four: two senior designers, a strategist and a web developer. We work consistently with select creative partners if needed for copywriting, photography, video, or custom illustration.

We Know A/E/C

You won't waste time onboarding us about the nuances of A/E/C websites. Our 25 years of expertise provides your firm with benchmarks to surpass your peers.

You'll Enjoy the Process

We're committed to making our work together fun & efficient. You'll appreciate our systems and love of sharing best practices for project management. Clients tell us we communicate well—listening closely, while respectfully challenging their long-held assumptions.

* A/E/C = architecture, engineering, construction, but you already knew that!

Process

Strategy Audit
 Marketing Audit
 Competitive Audit
 Goals & Tactics
 Personas
 SEO Review
 Compliance
 Strategic Brief
 Site Map
 Rough Budget

Two directions of
 initial 3 pages:
 Home
 About
 Project

Refine all pages
 Icons, Illustrations
 Photo/Video
 Writing
 Establish Style Guide

Recorded training
 session on your
 custom CMS.

Place final copy and
 imagery into CMS for
 each page.

Review goals
 Review analytics
 Review CMS
 Review user feedback
 Refine



Planning

Prototyping

Design

Coding

Training & Content

Test & Launch

Measure & Refine

Refine Site Map
 Page Outlines
 Wireframes
 Hire Photo/Video
 Hire Writer
 Refined Budget

Code custom content
 management system
 (CMS)
 Integrations

Test on OS, screens
 Redirects
 Soft Launch
 Hard Launch
 Announce

Scope of Work Example

SAMPLE WEBSITE ESTIMATE



PHASE		DELIVERABLES	INVESTMENT
Planning	Review existing website navigation, content, overall brand impression, and analytics. Share planning questionnaire with web committee. Review competitive and admired websites. Review SEO keywords/phrases. Establish site goals and tactics in relation to overall strategic/marketing plan. Establish content management needs. Develop user personas. Review thought leadership/content marketing and social media needs.	<ul style="list-style-type: none"> 2 Workshops with web committee 2–3 Personas Site Map Strategic Brief Rough Budget 	\$10,000
Prototyping	First, we outline content for each unique page. Then, we create wireframe layouts of all unique page templates to evaluate content hierarchy and user experience. Time to hire a writer, photographer, and videographer.	<ul style="list-style-type: none"> 2 wireframe options for 3 key pages = 6 layouts Wireframe all remaining unique page templates. Includes two rounds of revisions if necessary. 	
Design	Design exploration and refinement of each unique page template created in Adobe XD and presented within a browser. We use placeholder imagery and copy as a style guide.	<ul style="list-style-type: none"> 2 design options for 3 key pages = 6 layouts Design all unique page layouts Show or describe interactions, animations, linking, integrations 	
Coding	Based on the approved page designs, code all unique page templates within the custom content management system (CMS). Plan for any content migration and legacy URL redirects.	<ul style="list-style-type: none"> Fully coded website All unique page templates editable within open-source CMS Install Google Analytics and SEO capabilities. 	
Training & Content	Recorded training session on your new CMS. This empowers you to populate content and perform ongoing site updates. Content population and SEO optimization of each page and image to be handled by client after training.	<ul style="list-style-type: none"> 2 hours of recorded CMS training 1 hour of SEO Training Population of each unique page template 	
Testing & Launch	Testing of the new site on major browsers on desktop, tablet, and mobile viewports. Soft launch = site is live. Hard launch = client announces new site to the world.	<ul style="list-style-type: none"> Testing on OS, viewports Launch advisement 	
Measure & Refine	Review and measure goals, analytics, CMS and user feedback from client.	<ul style="list-style-type: none"> Findings & Recommendations 	
	<p>Not Included: <i>Web hosting, photography, illustration, video, copywriting, & ongoing maintenance.</i> <i>After launch: an optional maintenance plan is available.</i></p>		<p>\$50K–\$120K <small>*Range depends on number, and complexity of unique page templates that need to be prototyped, designed and coded.</small> <small>\$10K for Phase 1: Planning included</small></p>

Recent Case Stories

WEBSITE DESIGN & DEVELOPMENT



AEC Advisors

Services: Discovery & Recommendations, Brand Foundation, Brand Identity, Messaging, Collateral, Web Design and Development, Email Marketing, Event Marketing



Thank you all for making this happen for our company, helping to elevate our brand, and doing it all to hit our goal of rolling it out at our biggest event of the year: the CEO Summit.

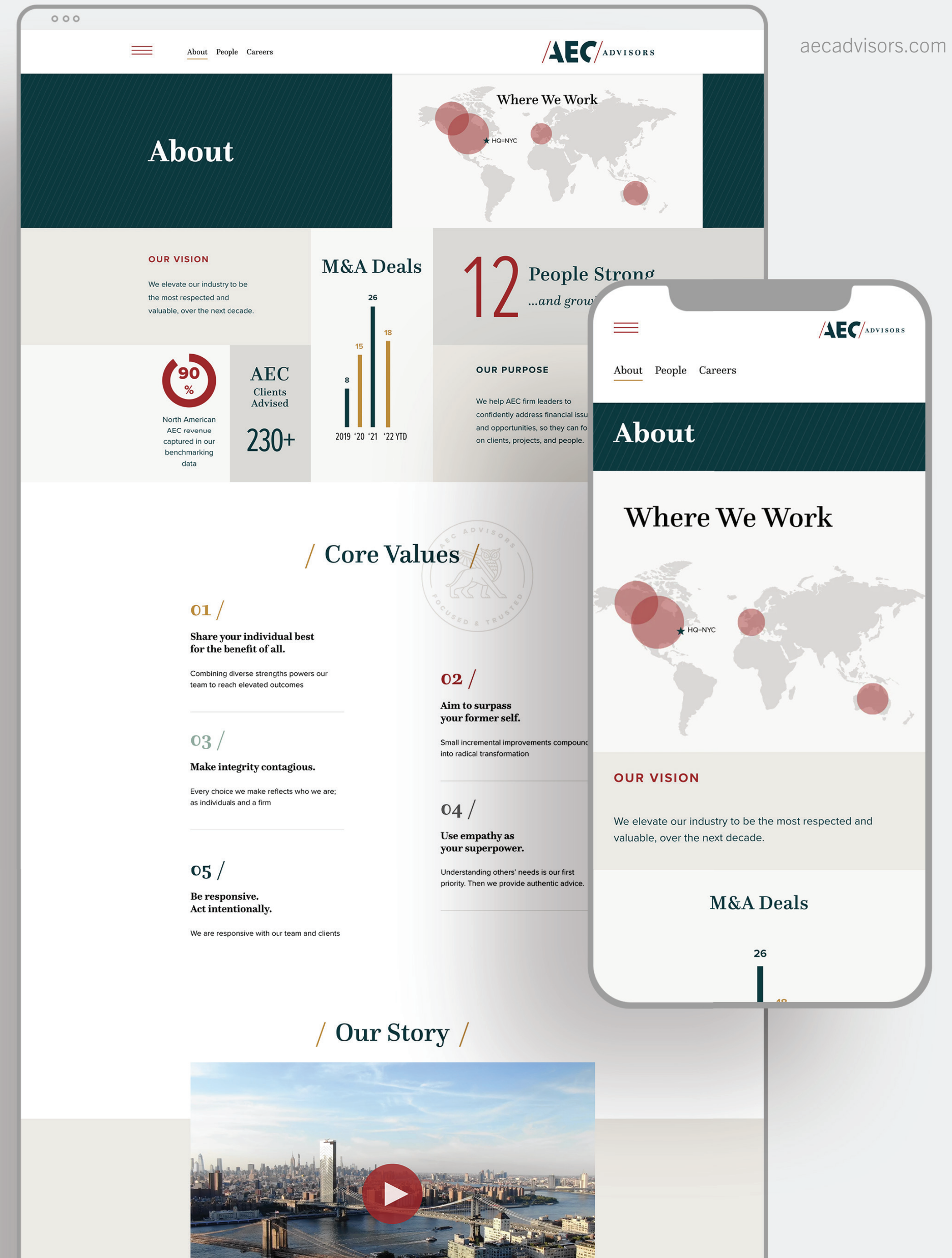
I tell people that hiring LecoursDesign was the best decision we made to take us to the next level.

Objectives

- Evolve from start-up branding to best-in-class branding
- Use the website to promote our research, events, and webinars
- Brand their signature marketing event of the year: The CEO Summit

Solutions

- We designed a new logo, seal, colors, typography, illustrations and photography
- The new website can handle event registration and Salesforce integration
- The latest CEO Summit was their most attended event to date



aecadvisors.com

BSB Design

Digital Strategy, Web Design, Web Development, & Content Management

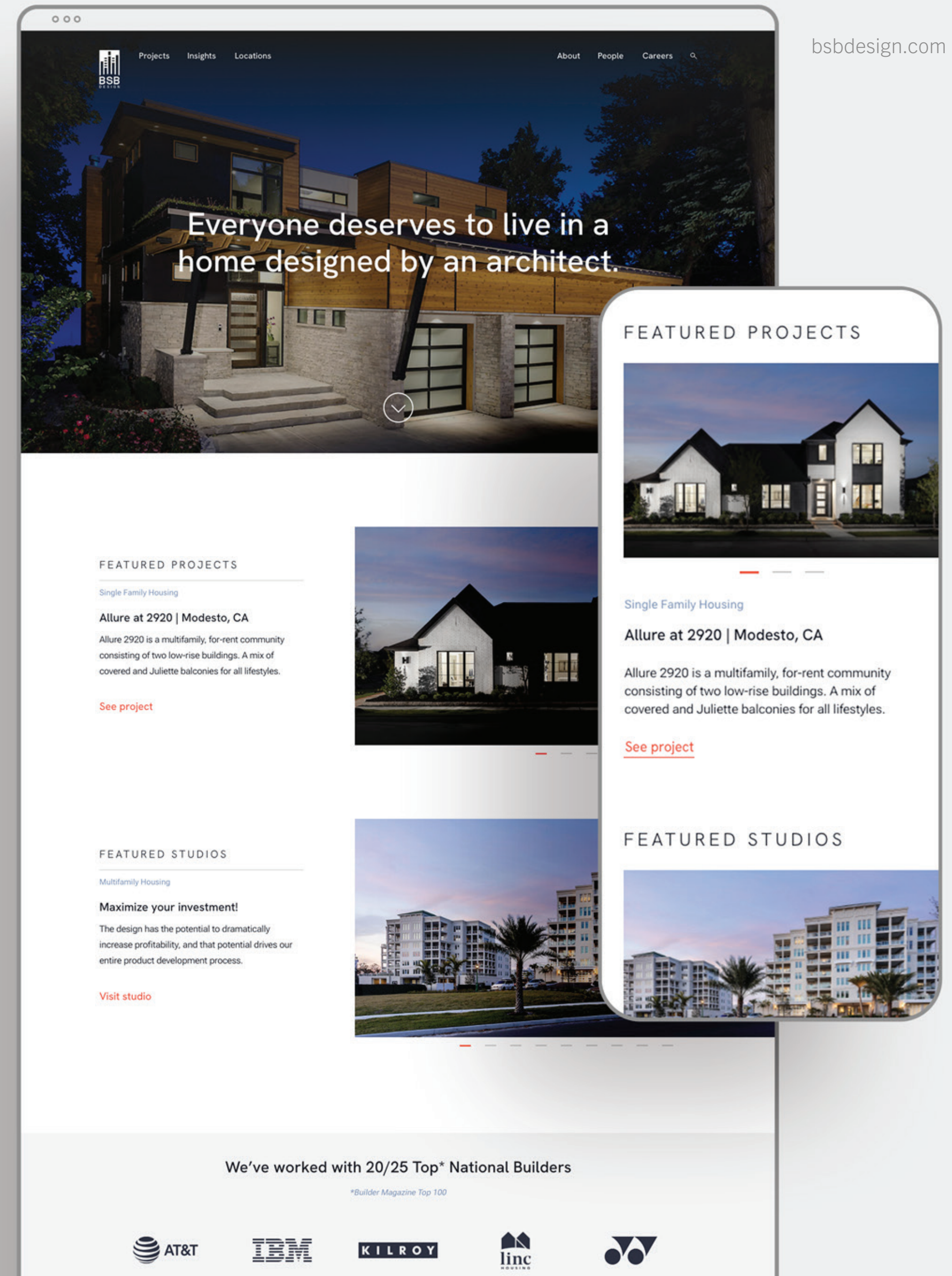
We worked with LecoursDesign on the merge of two websites into one seamless website redesign. Their knowledge of the industry and website development process was critical to the success of our new website. Throughout the process, David & Emily were great; clear communication and keeping the schedule on track. I would 100% recommend LecoursDesign to any AEC company!

Objectives

- Two firms; One website
- Merge two websites & brands into one cohesive site
- Communicate the best of both brands

Solutions

- Creating a clean, contemporary & elegant site
- Incorporating subtle movement, powerful imagery with concise visual messaging
- Allowing their projects to stand out from the crowd



bsbdesign.com

SC Builders

Website Planning, Prototyping, Design, Illustration, & Development, Style Guide

Objectives

- Create a site that helps hire and retain top commercial construction talent.
- Use the website design to establish branding for all marketing communications
- Boost repeat business from existing clients.

The new website looks AWESOME! It's honestly, hands down, one of the best ones I've seen in the past few months. Vibrant, easy to read, easy navigation, and great employee testimonials. I hope you get huge kudos and positive response because I was blown away... and I've seen a lot of websites.

Results

*6 months before (OLD site) vs. 6 months after (NEW site)

880%

Increase in careers section page views

30%

Increase in top young hires

422%

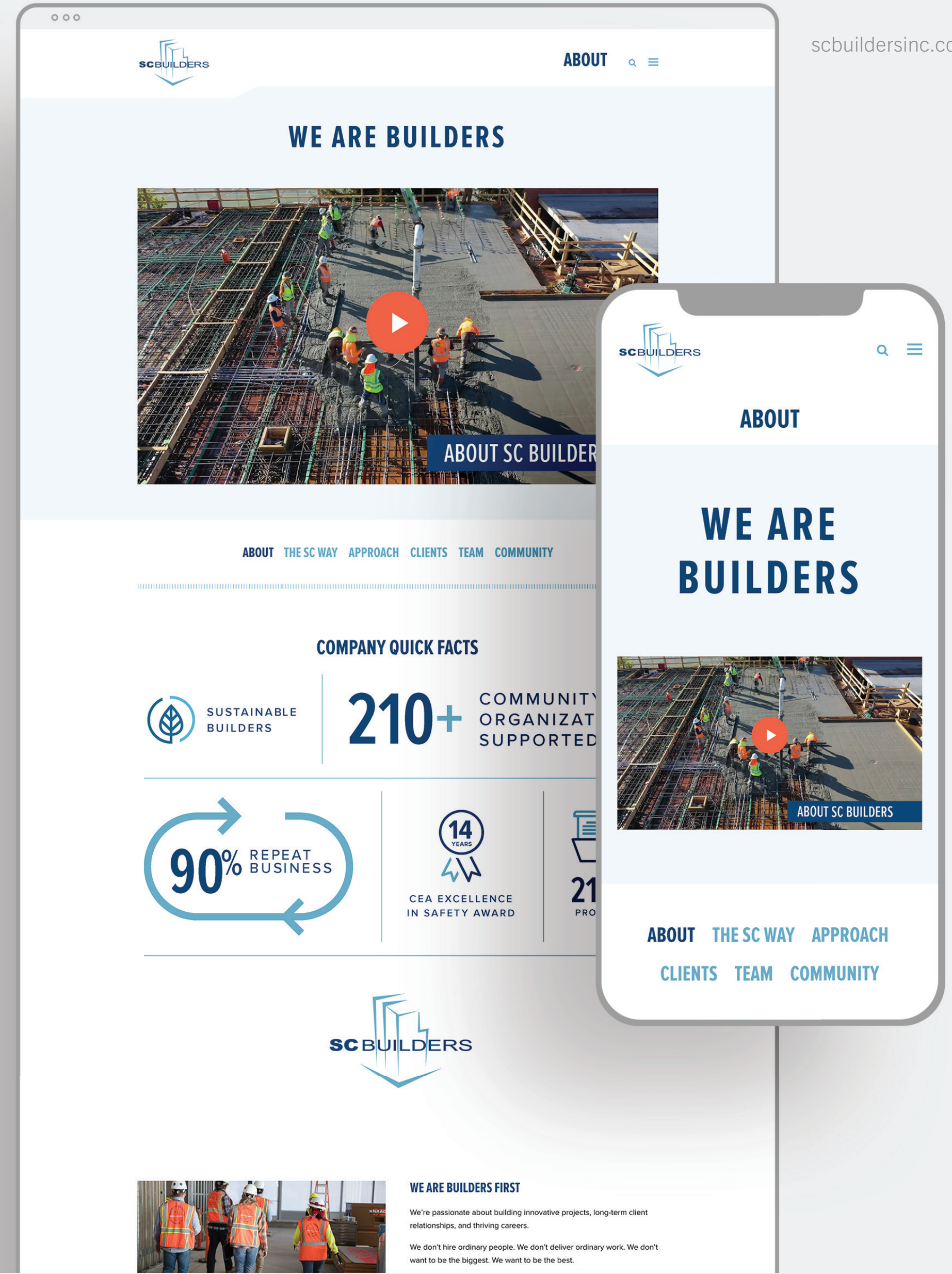
Increase in projects page views

9%

Increase in repeat business revenue



Best Website SMPS National MCA Awards



scbuildersinc.com

Why Hire Us?

OUR DIFFERENCE, TEAM, AND CLIENTS



01

100% Focused on Architecture/Engineering/Construction (A/E/C)

LecoursDesign is a national brand and culture agency helping only A/E/C firms attract great clients and talent. You won't waste time onboarding us about the nuances of the A/E/C industry. We know what it takes to create an exceptional A/E/C brand and firm culture. LecoursDesign was honored by SMPS for four national awards: Best Rebrand (2018), Website (2018 & 2020), and Print Recruitment Promotion (2018).

02

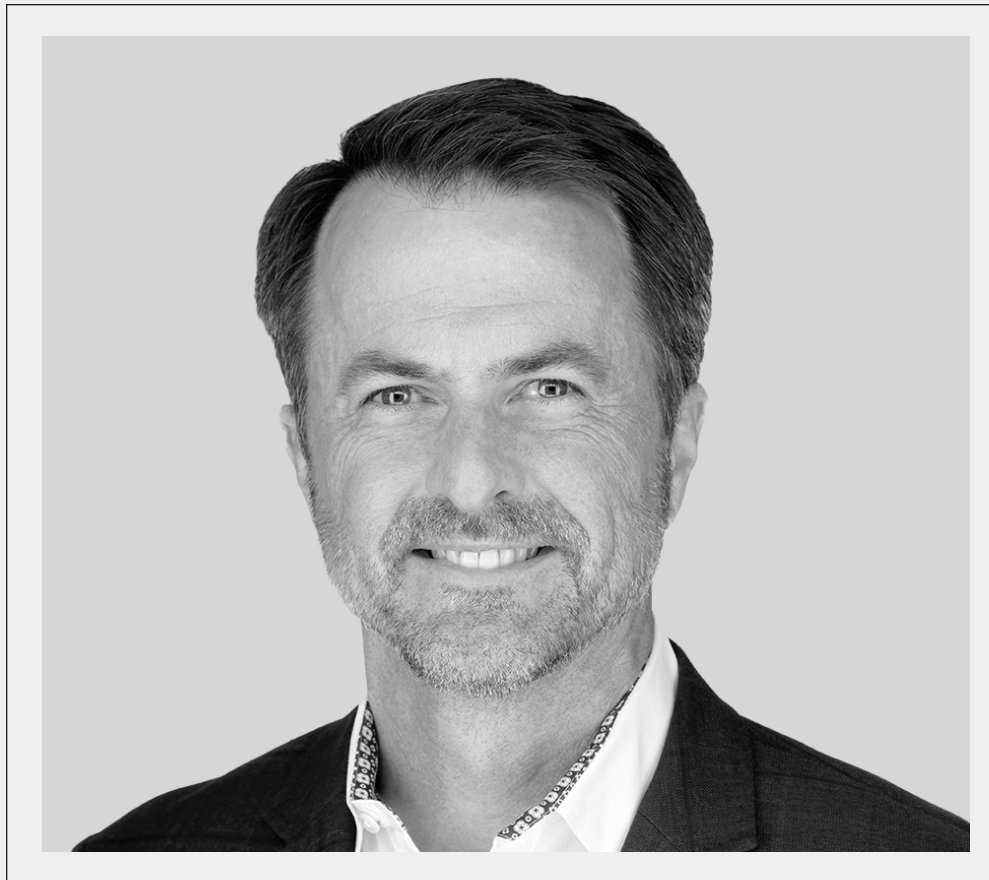
You'll Work With an Elite Team

All we have is a focused, elite team. Get to know them on the next page. There's no bait-and-switch handoff to junior staff doing the work. Staying small allows us to be selective and focused on a few projects at a time. Our proven alliances with senior consultants and craftspeople ensure top-notch, reliable creative work.

03

Proven Process and Peer Endorsements = Low Risk

We understand that hiring a creative agency that you've never worked with is risky. You don't have time or budget to fire the agency and start over. But we come highly recommended by many of your AEC marketing peers. LecoursDesign offers a proven process and a track record of successful branding projects. We're committed to making our work together equally successful and fun.



David Lecours

Principal

As a strategist, designer, writer and speaker, David is on a mission to help A/E/C firms attract great clients and talent.

David graduated from the University of Southern California thinking he would become an architect. But, he discovered a passion for marketing while working for Paramount Pictures and Reebok. David attended UCLA to study—and eventually teach—graphic design. David achieved his Certified Professional Services Marketer (CPSM) designation from SMPS and was named “Marketer of the Year” by SMPS San Diego.

David is a two-time TEDx presenter and former co-host of the PSM show podcast. David and his wife have a young son and also loves pickleball, succulents and skateboarding in his hometown of Encinitas, California.

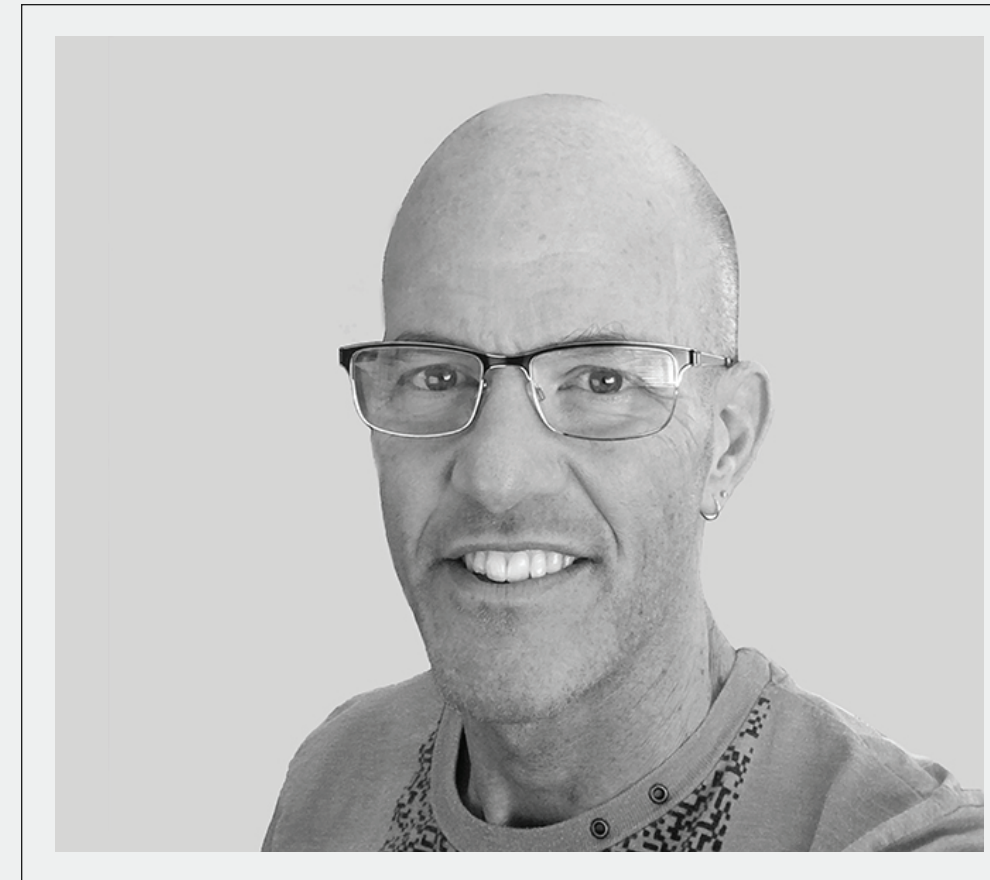


Petra Ives

Design Director

Shortly after finishing Design School in Munich in 2000, love transplanted Petra from her orderly and rainy home of Germany to laid-back, easy-living San Diego. She embraced Southern California wholeheartedly and picked up hiking, surfing, and the taste for sushi. She went back to school to expand her design education and polish her English skills starting at San Diego City College and finishing at San Diego State University. Petra joined AIGA to network, lead events, and extend her creative family.

Now, fully rooted, Petra splits her time between branding and design strategy, teaching design at the City College, traveling, and spending time with her husband and two kids.



John Dennis

Web Developer

John Dennis has been a digital designer and developer for 25 years. He is past president of AIGA San Diego. John holds a Bachelors and Masters degree in Fine Arts from the University of Wisconsin. John worked at two international media development and marketing teams, Time Warner Interactive and Qualcomm. His strong background in graphic design, multimedia interface design and content planning, makes John comfortable working with engineers, marketing managers and the zaniest of designers. In addition, John has dedicated many years to an intensive investigation of design and development with WordPress.

John is married and enjoys yoga and music in his hometown of La Jolla, California.



Emily Castillo

Senior Designer

Emily’s love for art and design has been a defining aspect of her life since an early age. Her exceptional creative projects have been recognized with numerous accolades in various art competitions throughout her school years. Her unwavering dedication and tireless efforts have paid off, as she gained invaluable experience in Design & Marketing over the course of her seven-year career in Texas. Driven by her ambition to make her dreams a reality, she earned a BFA in Communication Design from Texas State University with honors in 2015.

Currently based in Santa Fe, her passion for design and creativity continues to flourish, and she draws inspiration from activities such as longboarding, gaming, and different art forms during her late-night hours.

Architecture

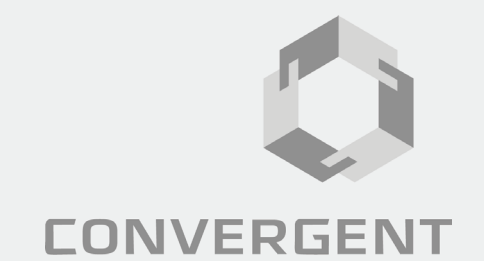
Aquatic Design Group
 BSB Design
 Chris Barrett Design
 Evens Architects
 Hoerr Schaudt
 Ike Kligerman Barkley
 International Parking Design
 Island Architects
 Johnson Wen Mulder Architects
 KAA Design Group
 Kelly & Stone Architects
 Kirkpatrick Architects
 Kligerman Architecture & Design
 KTUA
 Marc Appleton & Associates
 Miller Design
 Schmidt Design Group
 Sillman Wright Architects
 Toll Hammerschmitt Design
 Tucker Sadler Architects
 Vasquez Marshall Architects

Engineering

Ascent Environmental
 Akela Engineering
 Brummitt Energy / Støk
 BSE Engineering
 Dibble
 ESA
 Geocon
 Geotek
 LSA
 MA Engineers
 Michael Wall Engineering
 Murraysmith
 Nasland Engineering
 Psomas
 R&M Consultants
 Randall Lamb
 Rick Engineering
 Salas O'Brien
 TK1SC
 Vertex

Construction

The Ambrose Hotel
 Anderson Woodworks
 Bay Shades
 Bergelectric
 Convergent
 Drew George & Partners
 Everyday Energy
 Grunow Construction
 Lang Contracting
 SC Builders
 T.B. Penick & Sons
 Schnetz Landscape
 Shawn Nelson Builders
 W.E. O'Neil
 Wermers General Contractors



AEC Related

AEC Advisors
 Bullivant Houser
 Ameritech / Joyce School of Nursing
 U.S. Green Building Council (USGBC)
 SMPS
 USC Keck School of Medicine
 Pfizer



Thank you for considering LecoursDesign as your website partner.
We're excited to work together.

