

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. Our network of outside creative talent is vast, if needed for copywriting, photography, video, or custom illustration.

We Know A/E/C

You won't need to waste time onboarding us about the nuances of A/E/C marketing. Our 25 years of expertise shared with firms like yours provides a benchmark to surpass.

You'll Enjoy the Process

We're committed to making our work together fun. You'll appreciate our efficiency and love of sharing best practices for project management. Clients tell us we communicate well—listening closely, while challenging 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

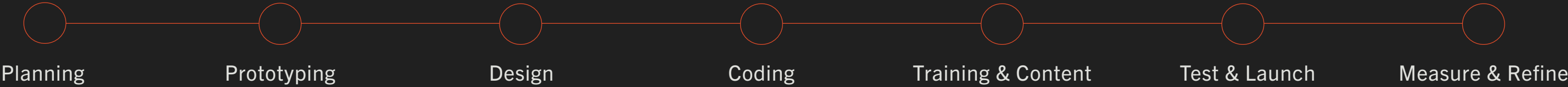
Two directions of
initial 3 pages:
Home
About
Project

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



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

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 committee2–3 PersonasSite MapStrategic BriefRough 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 layoutsWireframe 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 layoutsDesign all unique page layoutsShow 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 websiteAll unique page templates editable within open-source CMSInstall 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 training1 hour of SEO TrainingPopulation 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, viewportsLaunch 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:</p> <p><i>Web hosting, photography, illustration, video, copywriting, & ongoing maintenance.</i></p> <p><i>After launch: an optional maintenance plan is available.</i></p>		<p>\$50K–\$120K</p> <p><small>*Range depends on number, and complexity of unique page templates that need to be prototyped, designed and coded.</small></p> <p><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 and 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 you 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



Psomas

Digital Marketing Strategy, Website Design and Development, & Custom Illustrations

Objectives

After designing the two previous versions of the Psomas website, LecoursDesign were thrilled to design and develop the latest iteration. Goals of the new site:

- A more immersive, user experience.
- Simplify the services for this multidisciplinary firm.
- Feature their people, but not all 600 people.

Solutions

- Either full-width images or a layering of graphics and images to give the illusion of full-width for immersion.
- Narrowing to four main service areas, each with a custom designed icon.
- Every quarter, four new people are featured on Home.

Results

*3 months before (OLD) vs. 3 months after (NEW)

18%

Increase in
website sessions

22%

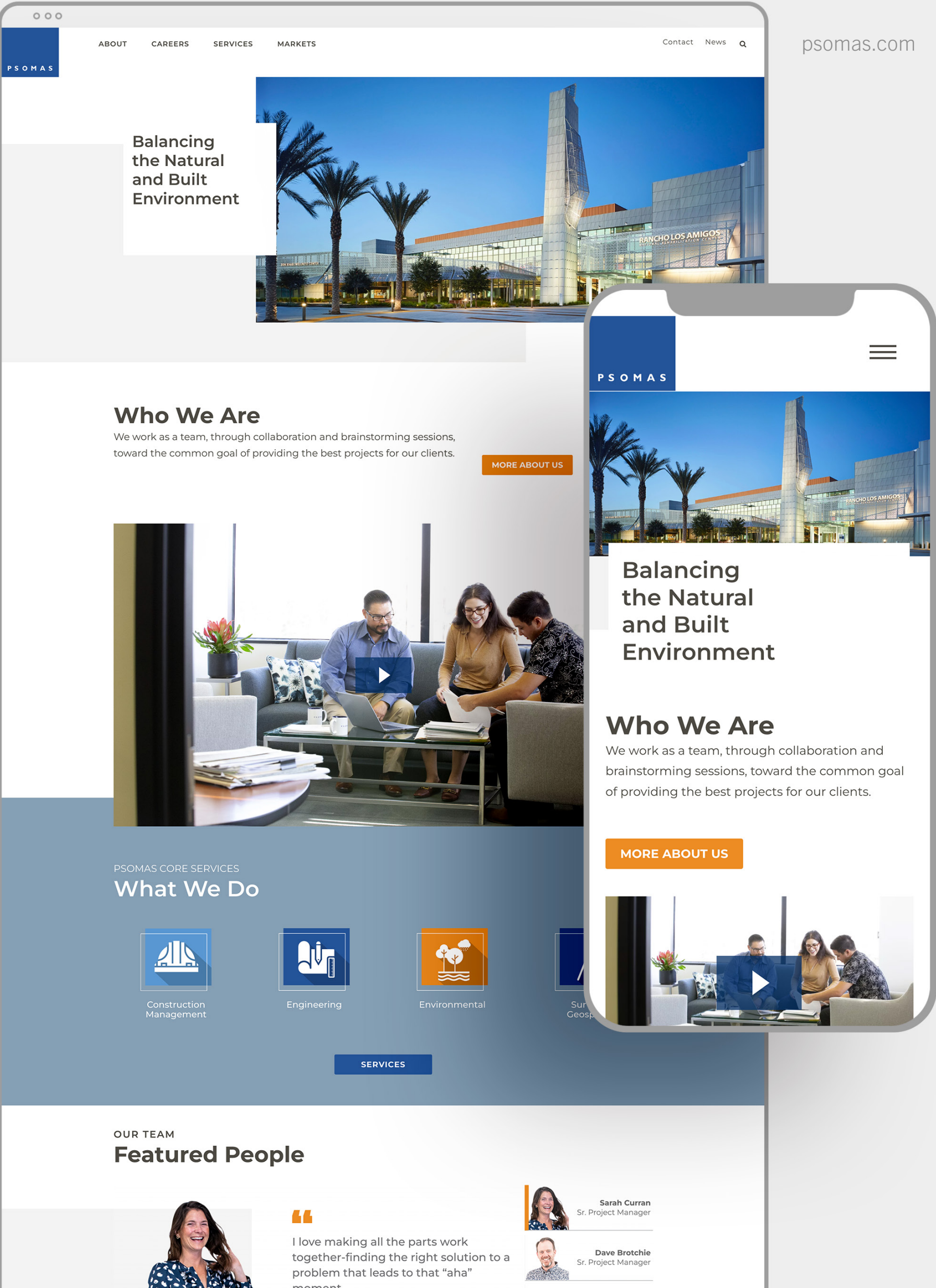
Increase in
session duration

38%

Increase in
page views

17%

Increase in
page per session



Michael Wall Engineering

Brand Foundation, Website Design and Development

Objectives

The old site LecoursDesign designed for MWE in 2012 was dated, especially on mobile. Goals of the new site:

- A responsive website experience on desktop & mobile.
- Easy to add fresh thought leadership content.
- Feature other leaders beyond Michael Wall.

Solutions

- Custom WordPress site that is fully responsive for a great user experience on desktop, tablet, and mobile.
- As a nod to electricity, we named the blog section of the website Currents.
- Ambassadors for each market & service are featured to position other thought leaders in the firm.

Results

*3 months before (OLD) vs. 3 months after (NEW)

41%

Increase in
website sessions

53%

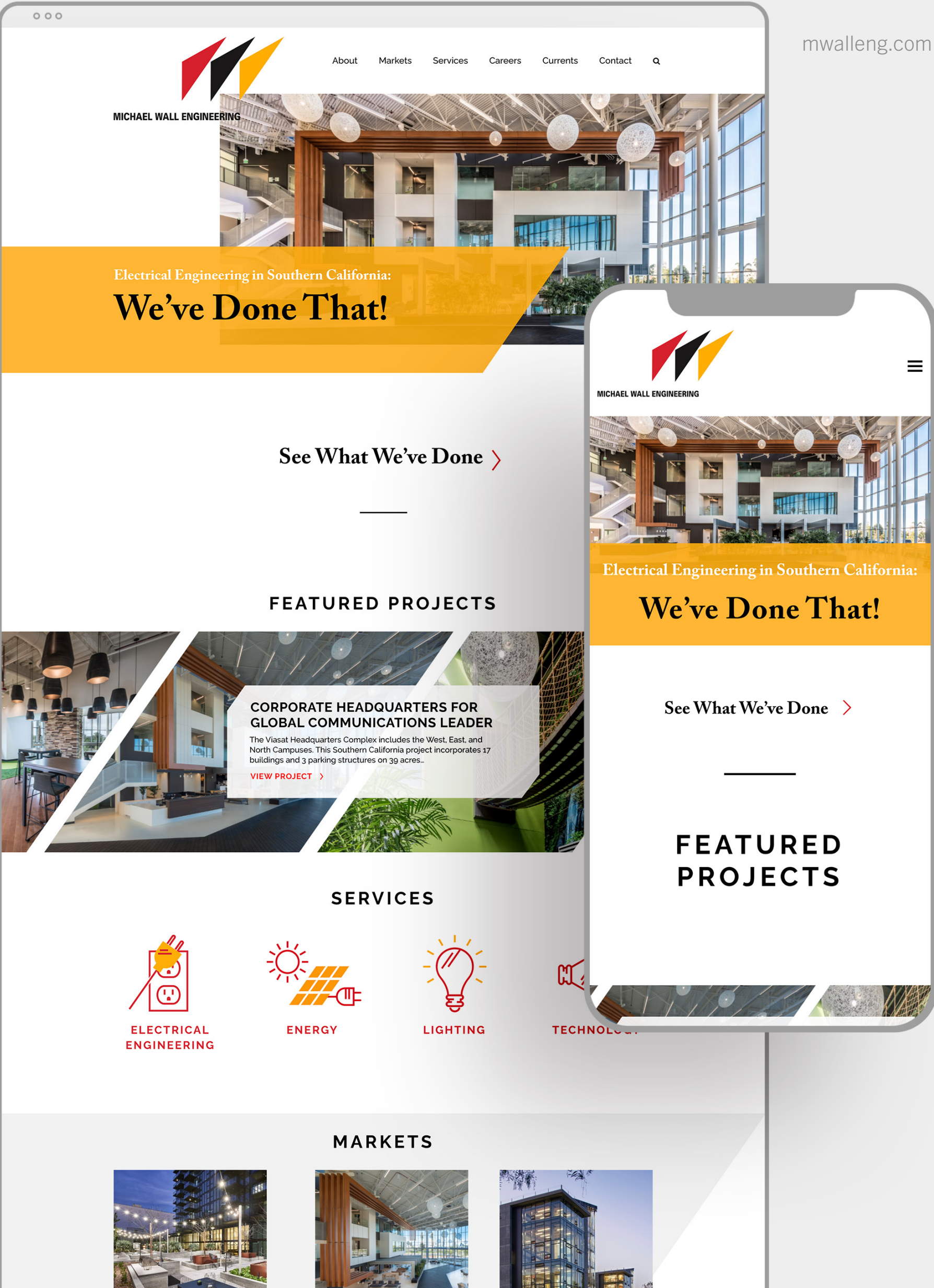
Increase in
session duration

2X

Increase in
page views

53%

Increase in
page per session



Why Hire Us?

OUR DIFFERENCE, TEAM, AND CLIENTS



01

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

LecoursDesign is a national branding and digital marketing agency helping only A/E/C firms attract great clients and talent. You won’t need to waste time onboarding us about the nuances of AEC marketing. We know what it takes to create an exceptional A/E/C website. LecoursDesign was honored by SMPS for four national awards: Best Rebrand (2018), Website (2018 & 2020), and Print Recruitment Promotion (2018). The award-winning Murraysmith site and SC Builders sites both use custom WordPress as the CMS.

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 web design. We’re committed to making our work together equally successful and fun. You’ll appreciate our efficiency and love of sharing best practices for project management. Clients tell us we communicate well—listening for what’s said and unsaid, challenging assumptions, and writing, and speaking with clarity.



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 found her love for art & design in her youth. Drawing constantly and excelling at any creative project. After winning many art competitions throughout school, she chose art to be her future, then pursued Communication Design at Texas State University. After graduating with her BFA and some honors, she moved slightly north to Dallas, Texas, where she learned the trade of Marketing and Advertising. Emily has seven years of design experience under her belt, and loves to talk *anything* design.

During the late hours of the night, she finds inspiration through longboarding, gaming, and many other forms of art. Currently, Emily is living in Houston with her partner and their two cats.

Architecture

Aquatic Design Group
Chris Barrett Design
Evens Architects
Ike Kligerman Barkley
International Parking Design
Island Architects
Johnson Wen Mulder Architects
KAA Design Group
Kelly & Stone Architects
Kirkpatrick Architects
KTU+A
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
Randall Lamb
Rick Engineering
Salas O’Brien
TK1SC

Construction

The Ambrose Hotel
Anderson Woodworks
Bay Shades
Bergelectric
Convergent
Drew George & Partners
Grunow Construction
Lang Contracting
SC Builders
T.B. Penick & Sons
Schnetzn 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.

