

CASE STUDY

BENJAMIN P. BUTERA, INC.

Florida Luxury Architecture Firm



OBJECTIVES

The goal was to increase website discoverability, views, and user experience. We focused on showcasing the decades of experience and extensive portfolio of the firm, enhancing its online presence and reputation. We also aimed to increase Facebook interactions and redirect that traffic to the website to help boost visits and ultimately conversions.

SOLUTIONS

We designed and built a new website on a flexible platform with 90% less maintenance costs that allows for easier updates and more control. We preserved legacy URLs, added pages, and crafted SEO-optimized content for better discoverability and to highlight company services, team, history, and awards.

We also curated and added an easy-to-navigate portfolio showcasing high-resolution, SEO-optimized photos and videos. To maximize impact and simplify social media management, we crafted and published SEO-optimized articles and provided the in-house team with a social media content calendar of pre-made posts promoting the new website and articles.

BENEFITS

Boosted Traffic & Visitors

More website traffic from search engines, leading to more views, visitors, and conversion opportunities.

Website Engagement

Increased time on the website exploring pages and reduced bounce rate, signifying more interest.

Social Media Impact

More followers, interactions, and traffic from Facebook to the company's website.

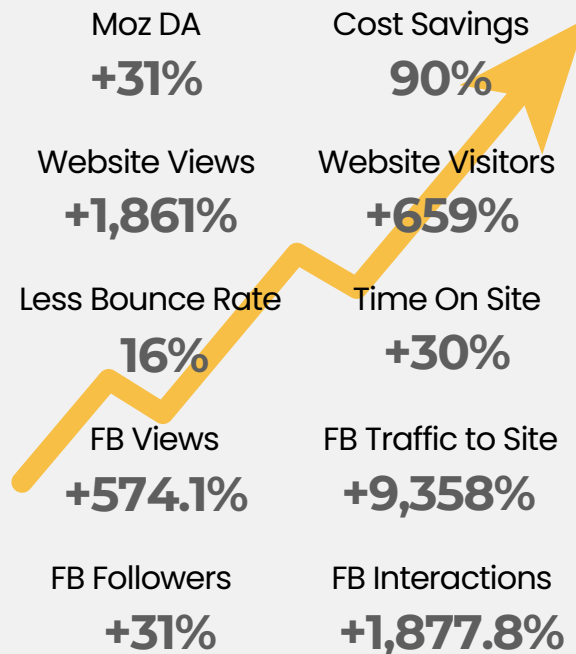
Higher Ranking, Savings & Flexibility

Increased domain authority (DA) and a 90% reduction of maintenance costs via a more flexible platform.

Brand Awareness & Recognition

Extra exposure via a feature in the American Institute of Architects' magazine on the firm's work and impact.

KEY METRICS



"The Mill Town team went above and beyond our expectations.

I would recommend their services to any aspiring business."

Benjamin P. Butera

Architect & Owner of Benjamin P. Butera, Inc.

