

Competitor Research

These three major international companies provide a similar range of services. Each has a slightly different vibe, but they all cater to a luxury audience and use concise, inspiring language throughout their websites.

AECOM

Website: <https://aecom.com/>

Overview: AECOM is a global infrastructure firm that provides architecture, engineering, construction management, and sustainability consulting. They have a strong focus on green building and large-scale infrastructure projects worldwide.

General notes:

- Service pages are less than 200 words.
- Leans heavily on “we” language.
- They often end services pages with lists of representative work they can do.
- The content aims to inspire.
- OK with convoluted language: “Thinking without limits is what keeps us at the vanguard. Ideas have no borders, and this ethos is embedded in our culture.”
- They focus on providing client education through reports, blog posts, and articles. Because they provide so many other kinds of content, they keep generic “about us” things very short and snappy.

Gensler

Website: <https://www.gensler.com/>

Overview: Gensler is one of the world’s leading architecture and design firms, offering services in architectural design, interior design, urban planning, and sustainable building solutions across multiple sectors.

General notes:

- Service pages are less than 100 words. Summaries are followed immediately by case studies, then blogs, then research about the future of that service.
- Heavy on content creation. The home page links to multiple press releases, blogs, and case studies.
- Uses “we” language throughout the site.
- The home page has a content carousel that is easy to update (and presumably changes really often).
- The content aims to inspire and is often verbose and a little flowery. “We are a constellation of stars invigorated by our incredible diversity and global reach.” “We aren’t just designing buildings — we are reimagining cities and places that make a difference in people’s lives.” We should echo this voice.

Perkins&Will

Website: <https://perkinswill.com/>

Overview: Perkins&Will is a global architecture and design firm headquartered in the U.S. They focus on sustainable, human-centered design across various sectors, including commercial, healthcare, education, and mixed-use developments.

General notes:

- They do not create explicit service pages. Instead, they lean heavily on case studies and photography.
- They also create something called “client insights,” which are a lot like blog posts. These pieces don’t talk about P&K work exclusively. Instead, the company’s clients are encouraged to discuss their work.
- The case studies do highlight the work the company does, and there’s a bit of boasting going on here.
- The language is both inspiring and flowery. “We aspire to create places where humanity thrives in harmony with nature. Our future depends on it.”