

The background is a photograph of a city skyline at dusk. On the left, a tall, curved glass skyscraper is illuminated with blue light; the words 'Northwestern Mutual' are visible near the top. To the right, several birds are flying in a V-formation against the dark sky. In the foreground, the Water Tower Place building is visible, and the modern, white, ribbed structure of the Pritzker Pavilion is prominent. The scene is reflected in the water in the foreground.

# GILBANE BUILDING COMPANY

CASE STUDY

## ABOUT THE COMPANY

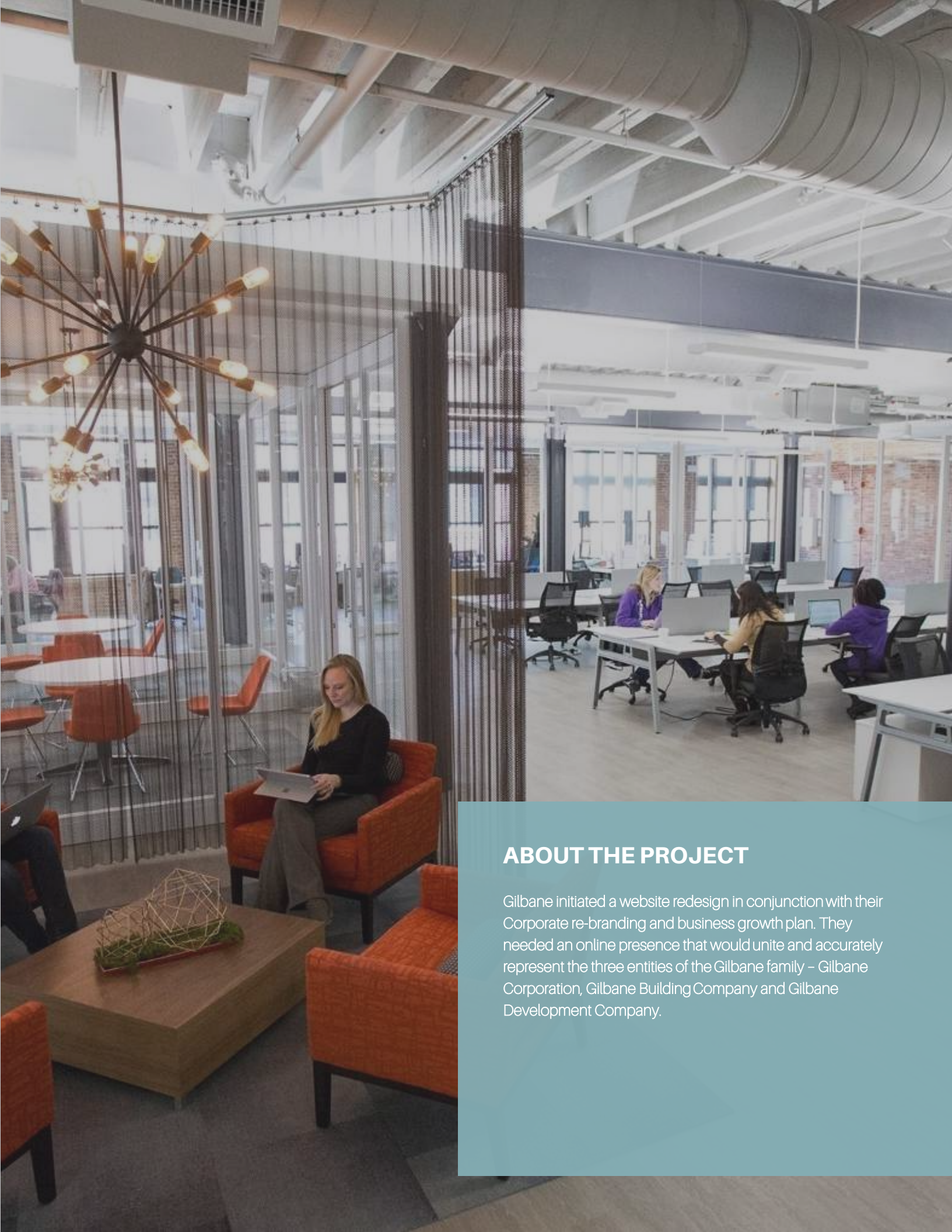
Gilbane, Inc. is a builder and developer of some of the most highly visible projects domestically and internationally. Gilbane is one of the largest privately held family-owned construction and real estate development, investment and property management firms in the industry. With a global footprint of more than 50 offices and the talent of more than 2,500 people, Gilbane is motivated by a commitment to quality and excellence with a determined effort to exceed client expectations.

The Gilbane logo is displayed in a large, white, sans-serif font. The letters are slightly transparent, allowing the cityscape visible through the window behind them to be seen through the text. The logo is positioned in the upper right quadrant of the image, above a red sofa.

# Gilbane







## ABOUT THE PROJECT

Gilbane initiated a website redesign in conjunction with their Corporate re-branding and business growth plan. They needed an online presence that would unite and accurately represent the three entities of the Gilbane family - Gilbane Corporation, Gilbane Building Company and Gilbane Development Company.



The background of the slide is a photograph of a modern city street at dusk. On the right, a tall, modern building with a glass facade reflects the sky. On the left, a multi-story building with a grid-like facade is visible. The street is filled with cars, including several yellow taxis, and pedestrians are walking on the sidewalks. Trees line the street, and the sky is a mix of blue and orange from the setting or rising sun.

# OBJECTIVES

- Engaging, professional, and easy-to-use website with an enhanced overall aesthetic and user experience.
- Improve site navigation to support content viewing and accessibility across devices and screen sizes.
- Increase on-site conversions and serve as an effective lead generation tool.
- Reduce the time it takes a user to find the appropriate business entity and service by improving site search functionality.
- Empower Gilbane's in-house Marketing team to efficiently update and manage all content and images on a secure Content Management System.
- Implement a fully responsive design.

## AN AWARD-WINNING COMPANY DESERVES AN AWARD-WINNING SITE

There were several reasons Gilbane was ready for a refreshed online presence. For one, Gilbane just completed their Corporate re-branding initiative and needed a website that reflected the update identity.

Simply put, the previous website was outdated aesthetically and ineffective from a technological and business development perspective. Gilbane's website was not functioning properly as a marketing and sales machine and, as a result, their online presence did not accurately position Gilbane, Inc. as a global leader.

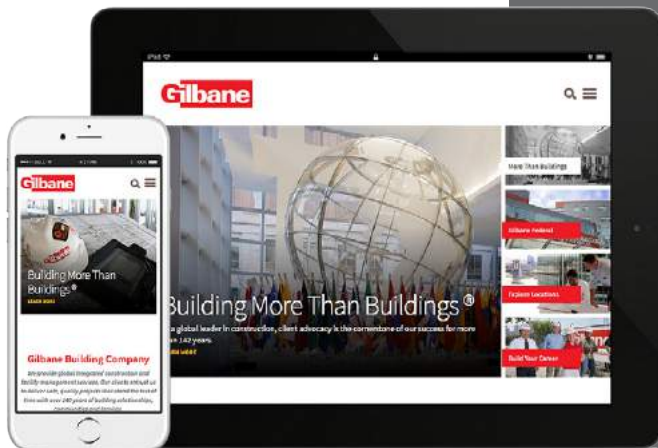
The overall look and feel was too generic for a firm as design-forward Gilbane and a sophisticated visual upgrade was crucial. The organization of their impressive visual portfolio of work left the more substantial projects buried and often unseen by potential clients.

However, the greatest challenges went beyond aesthetics. For example, Gilbane maintained an established global presence for several services across various markets, but the separation on the website between markets, locations and services wasn't conducive to an intuitive website journey.

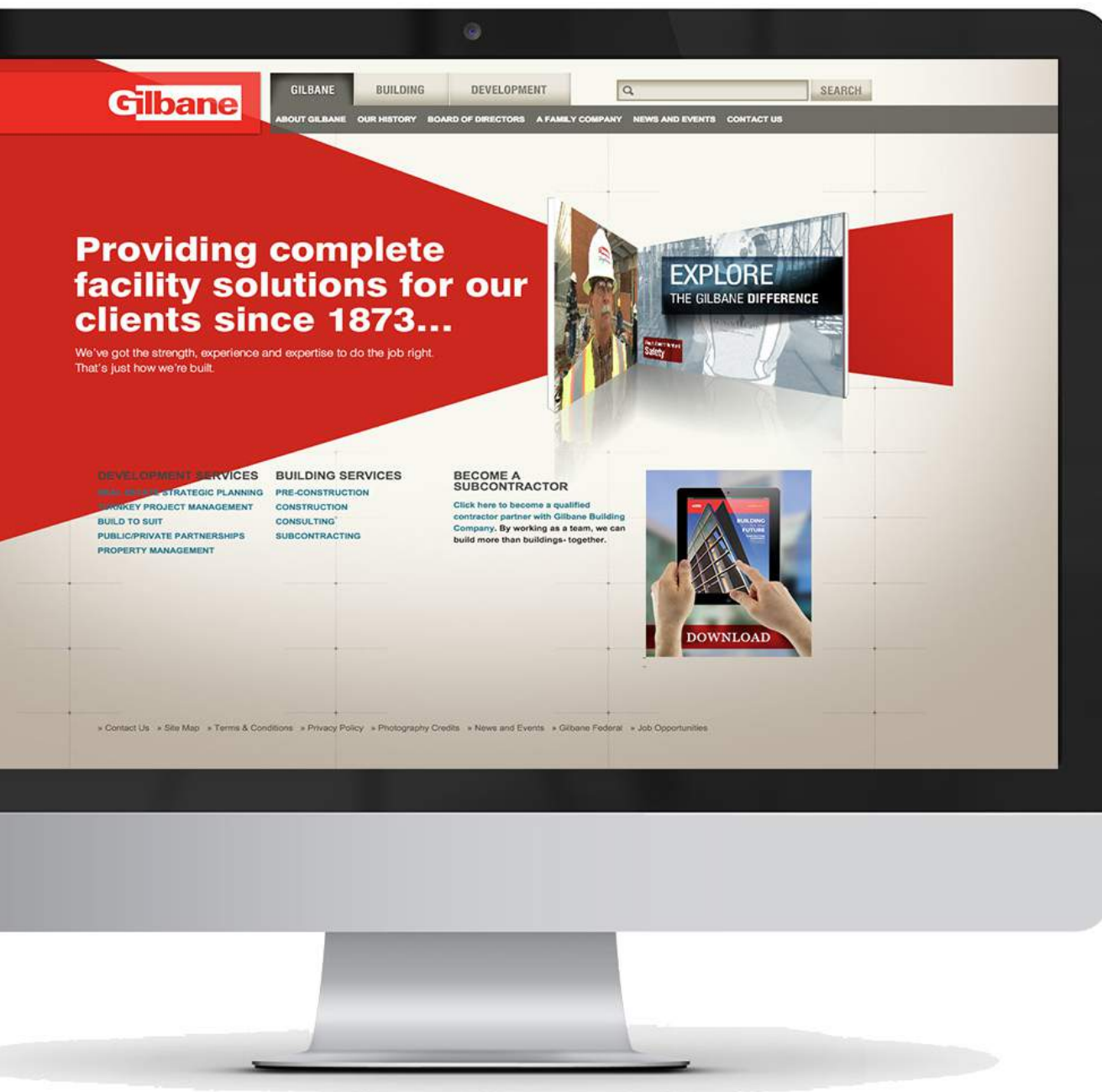
Another challenge to overcome was the lack of a well-organized site architecture. Search engines, like Google and Bing, favor websites that have a logical architecture that is easy to index and navigation naming conventions incorporating relevant keywords. Recommendations were made to improve naming conventions site-wide. A new URL would give the main domain crawl priority on already optimized content – which would ultimately benefit the additional sub-directories.

Gilbane's previous website lived on a proprietary Content Management System, making it essentially impossible for the in-house marketing team to make updates without the help of the original developer. With WordPress, the Gilbane team would benefit from having control over making updates and changes to their website.

A full-scale redesign and rebuild for Gilbane included mapping the information architecture and page flow for a seamless user experience, designing an online presence that accurately represented their expertise and global presence, creating a focused keyword strategy to improve Search Engine Optimization and rebuilding it on a CMS that empowered the Sales and Marketing teams to seamlessly make updates and changes.







From the start, it was clear that Gilbane required realistic imagery to separate their brand from competitors. New branding and messaging guidelines from Gilbane's branding partner, Gensler, were applied to the website and combined with sophisticated visual design, customized content development and strategic call-to-action (CTA) placement. Communications with Gilbane's branding partner from the very earliest planning stages was critical to properly executing the brand position. Significant time was spent talking through design conventions and extra-functional visual behaviors that made sense as a part of the overall visual experience Gilbane envisioned.

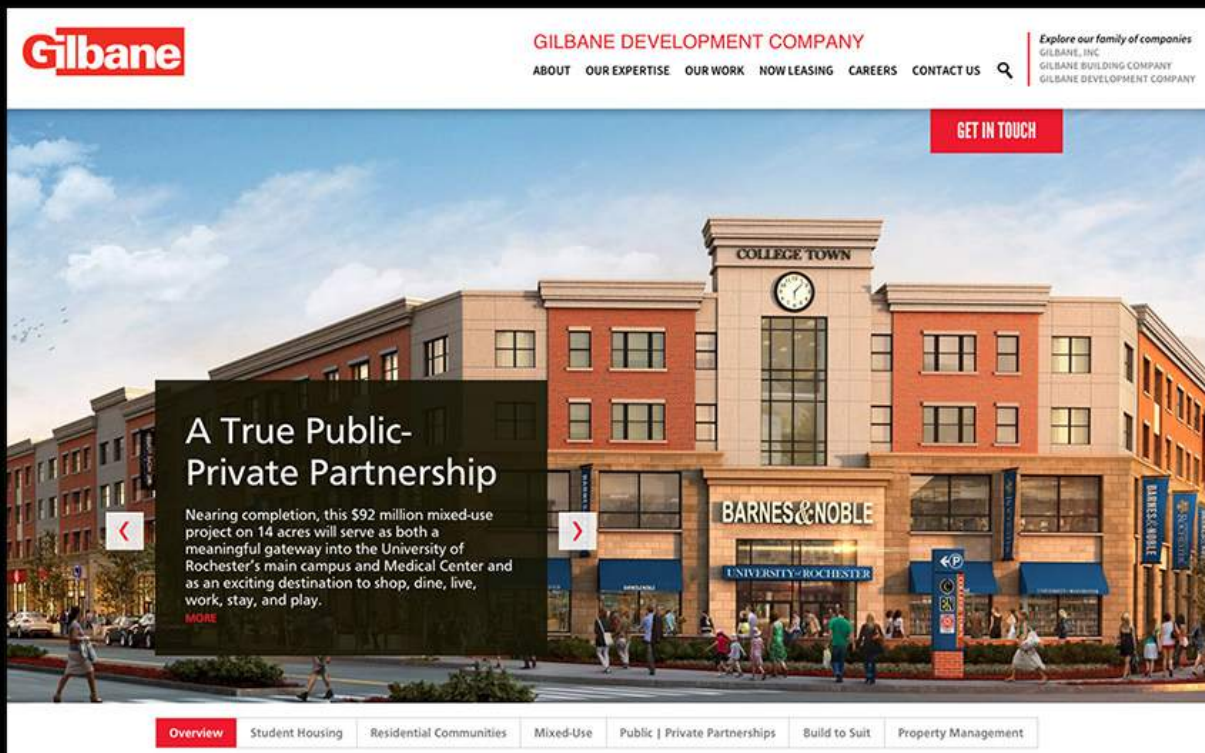
## BUILDING MORE THAN A WEBSITE

An extensive evaluation of the former Gilbane website revealed their root domain, [www.gilbaneco.com](http://www.gilbaneco.com), was the ranking authority domain name and housed all content for the three entities: Gilbane Corporation, Gilbane Building Company and Gilbane Development Company. Ranking power relied heavily on the 'Building' page content because most pages featured content relating to Gilbane Building Company.

Search engines have a defined algorithm to index web pages and an optimized URL structure that afforded the new website the best opportunity to rank well for the non-branded target terms included in the keyword strategy was imperative. Targeted keywords were given a logical place to live within the site - whether in the main navigation or on pages within the architecture to support target terms.

*Your team's extensive knowledge of Search Engine Optimization (SEO) strategies helped us understand our options and maximize Gilbane's domain history. – Gilbane*

Satisfying search engines and users is a balancing act. The new URL was restructured to mimic the structure already in place. All optimized content was positioned as close to the root domain as possible. Content closest to the root domain is crawled first by search engines followed by subdirectories located on the domain. This approach also ensured that neither Gilbane Building nor Gilbane Development would lose any ranking power or momentum.



GET IN TOUCH

## A True Public-Private Partnership

Nearing completion, this \$92 million mixed-use project on 14 acres will serve as both a meaningful gateway into the University of Rochester's main campus and Medical Center and as an exciting destination to shop, dine, live, work, stay, and play.

[MORE](#)

Overview Student Housing Residential Communities Mixed-Use Public | Private Partnerships Build to Suit Property Management

At Gilbane Development Company, our experience runs as deep as our commitment.

Our integrated team of in-house experts will help navigate through the complexities of real estate development, while adding value to every phase of the project. [MORE](#)

## FEATURED PROJECTS



ALMERIA AT OCOTILLO



23 TWENTY LINE

## NEWS



257 Thayer Now Open to Students  
June 23, 2015

## STATE-OF-THE-ART DESIGN

Gilbane's website's design needed to properly reflect the global powerhouse they have become while showcasing their family-owned value. The design and layout is focused on highlighting significant accomplishments, showcasing projects beyond the high-profile ones and sharing the stories of their valued employees and communities they serve.

For the homepage, an entryway was created to feature the Gilbane entities and give visitors an understanding of the comprehensive expertise Gilbane offers. With a strong presence globally and domestically and a wide range of services and audiences, appropriate capabilities and projects were aligned with each target audience.

## GET IN TOUCH WITH GILBANE DEVELOPMENT

Name*	Company
Email*	Telephone

### ABOUT

Who We Are  
Team  
News  
Awards

### OUR EXPERTISE

Development  
Student Housing  
Public | Private Partnerships  
Residential Communities  
Build to Suit  
Property/Asset Management  
Advantages

### OUR WORK

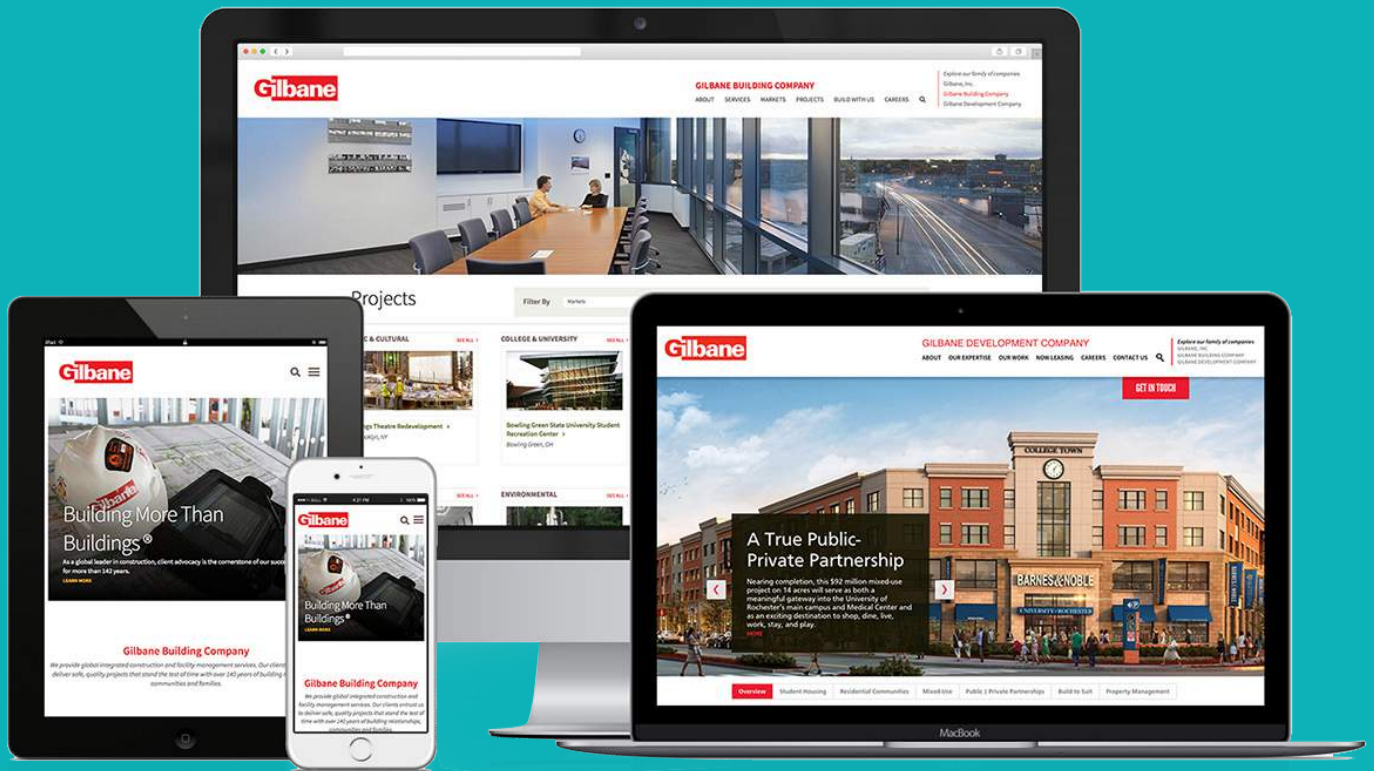
Student Housing  
Residential Communities  
Mixed-Use  
Public | Private Partnerships  
Corporate  
Healthcare

### NOW LEASING

### CAREERS

### CONTACT US





## AN INTEGRATED HIGHLY-VISIBLE, ONLINE PLATFORM

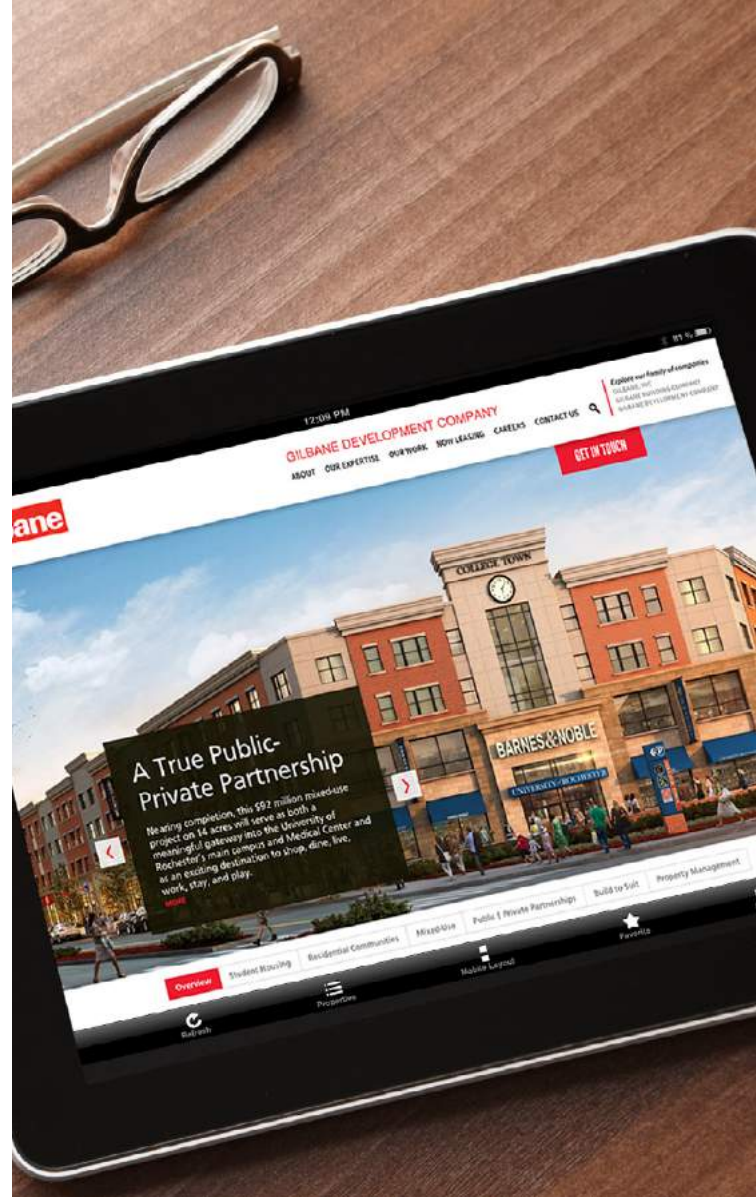
Visitors to the website needed to see content pertaining to a certain region or market sector. A custom project portfolio and a well-defined tagging structure for markets and locations was developed. This robust filtration provides users with a seamless, all-encompassing browsing experience. Improved support for easy access to location-based pages was achieved by a filter solution that was based on users' specified Country, State and City. Furthermore, with a CMS like WordPress Gilbane was given the ability to easily update content in sections of the website and facilitate changes without significant technical support or coding.

With 44% of Internet traffic coming from mobile devices, Gilbane's new website was designed and built to display fluidly and beautifully across all screen sizes. Detailed responsive design behaviors were defined to guarantee a seamless and cohesive experience that achieved the project's goals and objectives across all devices.

## RESULTS

Gilbane's new website launched in February 2015 and has seen impressive results:

- 10% increase in site traffic
- 200% increase in number of ranking keywords
- 157% increase in SEO clicks
- A responsive website that can be viewed seamlessly on any device.
- A dynamic, goal oriented website that can be efficiently managed by Gilbane's in-house team post-launch.
- An empowered Sales and Marketing team that can meet expectations of users.



“

*After meeting with several vendors, your team won us over with their well-developed proposal, presentation and big personality. Working with the emagine team, we were able to choose the appropriate CMS to meet our needs and provide flexibility for future growth. — Gilbane*