PITCH DOCUMENT

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Earned Visibility Method™

Get your practice found by the right people, through press, search and recognition you have earned, not bought.

October Communications
Marketing for architects and design-led brands

Built for
Architecture and design practices

Book a call
octobercomms.com/book

SECTION ONE

Good clients are searching for a studio like yours and finding someone else.

Referrals reach people who already know you. Search reaches everyone else.

1. **Referrals are passive**
   Most practices rely on a reputation built up over years. That is earned, but it only reaches people who already know someone who knows you.

2. **Search decides who gets considered**
   Someone looking for an architect starts by searching, not by asking around. The shortlist forms before anyone picks up the phone.

3. **Coverage in the wrong places does not fix it**
   In one engagement the previous agency had secured coverage in non-target publications, and enquiries fell.

Search now answers first. In October's tracking in September 2026, 66 of 80 search checks across this sector showed an AI overview above the results.

Serious Buyer Method improves what happens when an enquiry arrives. Earned Visibility Method changes who arrives. Buy either on its own, or both together.

SECTION TWO

One audit. One priority. Done properly.

Three stages, repeated every quarter. Nothing runs at low intensity across four channels at once.

Stage 01 · Month one

The audit

The survey before the build.

We check where the practice is invisible right now, rather than assuming. This sets the baseline every quarter after is measured against.

- Search and AI overview visibility check
- Press and media presence check
- Referral network and award audit
- Written plan of work delivered before month two begins

Stage 02 · Month two

The priority

One thing done properly, not four things done thinly.

The audit points to a single lever. That is what runs, with full attention, for the quarter.

- **Public relations:** press coverage in the outlets your future clients read, pitched into existing journalist relationships
- **Search engine optimisation:** rebuilt so the practice is the source cited, not a page that ranks and gets skipped
- **Content marketing:** the case studies and write-ups that give press and search something worth pointing to

Stage 03 · Month three

The review

The model for every quarter after.

Reported against the gap named in month one. The next quarter's priority is agreed before this one ends, so the cycle never stalls waiting on a decision.

- Reporting against citations, rankings and press mentions
- Decide: continue this lever, or move to the next priority
- Next quarter's plan of work delivered

SECTION THREE

Where the coverage appears

A selection of coverage October has placed for clients.



SECTION FOUR

Why coverage moves search

Press is not the goal. It is how a practice becomes the one that search engines trust.

Hollaway Studio, F51 skatepark, Folkestone (2022). The world's first multi-storey skatepark. 83 pieces of coverage, from The Guardian and BBC News to Dezeen and Wallpaper*. The outlets averaged a domain authority of 62 out of 100.

1
Coverage
A respected outlet publishes your project.

2
Authority
That article links to your site. Domain authority, a 0 to 100 score search engines use as a trust signal, rises with each link from a strong outlet.

3
Position
Higher authority lifts your pages in search results and makes you a source AI overviews cite.

4
Enquiries
Clients find you through search, without paying for each click.

Earlier results

CLIENT	WORK	DURATION	RESULT
Residential architects	Search	11 months	Organic traffic up 41% on £41,027 of marketing spend. Gross profit £186,473. **ROI 354%.**
Commercial architects	Press	6 months	22 features placed, 46% more than the previous period. Referral traffic up 116%, direct traffic up 18%.
Residential architects	Search and press	12 months	Organic traffic up 109% on £18,210 of marketing spend. Estimated lead value £557,500; gross profit £83,625. **ROI 359%.**

"We worked closely with October Communications on PR, Blogger outreach, eCommerce & SEO and saw a great ROI." Case Furniture. ROI is gross profit minus spend, divided by spend. Results are in pounds, as reported at the time.

SECTION FIVE

Two plans. Both start with the audit.

Pick the pace. The method is the same.

Basic

- Quarterly audit and priority plan
- A journalist and editor list built for your practice
- One press push a month
- One piece of SEO content a month
- Weekly reporting via automated dashboard

Advanced most popular

- Everything in Basic
- PR and press outreach at a higher cadence
- SEO and content cadence
- Paid amplification of earned coverage
- Priority response, weekly reporting and live dashboard

What a press push is. One story angle, written up and pitched to the journalists and editors on your list, with follow-up.

Both plans include monitoring, maintenance, reporting and a written plan of work every quarter. The audit comes first because it decides what the priority is. Without it, the first quarter's effort would be a guess.

No lock-in. You see the reporting every week and stop when it stops being worth it.

SECTION SIX

The cost, per month

Fixed monthly prices. No setup fee.

	USD	GBP	EUR
Basic	**$1,805**	**£1,345**	**€1,607**
Advanced	**$2,505**	**£1,870**	**€2,234**

Prices as at October 2026. octobercomms.com shows the currency for your location.

What one commission is worth. A typical project starts at £300,000 and the architect's fee is around 10% of it. That is a fee of $40,000, £30,000 or €36,000 or more. A year of Basic costs $21,660 · £16,140 · €19,284 and a year of Advanced $30,060 · £22,440 · €26,808. One fee at that level covers either.

Next step

Book a call to talk through the audit and which plan fits. If you would rather look first, the free growth snapshot shows where your practice stands today.

Book a call octobercomms.com/book

Free growth snapshot octobercomms.com/methods

More on the method: octobercomms.com/methods/earned