

PAGE Blog Recommendations

May 2014

Report for <http://pagethink.com/>

The following document provides recommendations for SEO based content alternatives on the Page website along with some reasoning. Red text indicates additions, and red brackets indicate redactions.

Section: Thinking – Blog

Article URL: <http://pagethink.com/v/blog-detail/Wichita-State-University/4c/>

Current Title: Wichita State University

Recommended Title: Page Brings Architectural Expertise to Wichita State University

Current Meta Description: An example of how the firm's values influence our work is Wichita State University Housing and Dining Project, a case study in the PSP design process, providing vision and leadership.

Recommended Meta Description: Page's values have influenced our work in bringing architectural design expertise to the WSU Housing and Dining Project, a case study in the Page design process.

Image URL: http://pagethink.com/media/uploads/news-images/lg_wsu_exterior_blog.jpg

Current Image Filename: lg_wsu_exterior_blog.jpg

Recommended Image Filename: page-architecture-design-wsu-housing-dining.jpg

Current Caption: Wichita State University Housing and Dining Project

Recommended Caption: Page Designs Wichita State University's Housing and Dining Project

Page Brings Architectural Expertise to Wichita State University

An example of how **Page's culture and** [the firm's] values influence our work is **the newly designed** Wichita State University Housing and Dining Project, a case study on how Page provides vision and leadership in the **architectural** design process.

Regarding the Georgian Architecture of the new residence and dining hall project at WSU, our natural instinct, aesthetic preference, and philosophical stance is toward modern architectur[e](al) **design**. Listening to the client, and understanding their campus aesthetic, we realized that in this case the act of designing a building on a college campus is not always about the "signature" building. Sometimes it is about reinforcing the college vernacular, building on the fabric of the context, and drawing from the campus architecture. At WSU, the original buildings were built in the late 1890's in a collegiate Georgian style. Subsequent buildings were decreasingly supportive of the original core campus, trending toward modernism and the architecture of the day. Our approach was to break down the Georgian style in an academic way, and reassemble it in a modern building, within the constraints of our project's budget and schedule. The result is a **functionally designed** building, which is connected to its place in terms of its materials, proportions, and detailing which give it an appropriate residential character, without becoming simply a revival of Georgian Architecture.

This process was the result of careful study of the context, research into Georgian Architecture, and working interactively with our clients to produce a **practical and aesthetically appropriate** building, which met their needs and resonated with their understanding of their campus.

We exerted our **architectural** expertise at key points in the process, to keep it on track without being patronizing. We strove to facilitate meetings and workshops, so that **design** solutions were generated by group interaction. Most often, this was achieved b[u]y presenting options, weighing pros and cons, and returning to later meetings with schemes that reflected stakeholder input.

We provide leadership that can, through critical analysis and an iterative exploration of solutions in a collaborative environment, bring order to complex and contradictory design challenges.

We bring order to complex and contradictory design challenges through critical analysis and an iterative exploration of solutions in a collaborative environment.

Careers spent working with the built environment have trained our collective intuition, so that a generative design impulse is instinctive, not forced.

We are experts in abstract thinking, and constant students of the process of **architectural** design. We intuitively see connections, patterns, order, and grace in complex, three-dimensional problems.

Our culture breaks creative complacency, as we use a process that shifts accepted awareness to produce results that **[that] challenges conventional wisdom [conventions] and exceeds expectations. [Contact Page for more information about architectural design and sustainable building practices.](#)**

Basis of Recommendation: While it is great to mention for whom the work was done, our main focus for SEO is putting Page and architectural design in the spotlight. It is important for an effective SEO structure for the search engines to find Page before they find Wichita State University. A search for 'Wichita State University' would not be beneficial to our cause, but an article about 'Page' and 'architectural design' related to Wichita State would be. The recommended modifications to the page title, meta description, image filename, and caption all reflect this. In addition, the keyword injections into the content help to associate page with terms important in your industry.

Section: Stories – Media

Article URL: <http://pagethink.com/v/blog-detail/OBO-Announces-LEED-Platinum-Certification-for-Major-Renovation-in-Finland/70/>

Current Title: OBO Announces LEED Platinum Certification for Major Renovation in Finland

Recommended Title: Page Architect of Choice for LEED Platinum Certification Project at US Embassy

Current Meta Description (This meta description is an example of there being no meta description and the system pulls in the teaser instead – which can be too long for search engines to read): The U.S. Department of State reached a major milestone recently, certifying the 20th LEED® facility within its overseas portfolio, which includes five prestigious LEED Gold certifications in Brazzaville, Bujumbura, Dubai, Manila, and Monrovia. Now it has added its first LEED Platinum certification with the Innovation Center at the U.S. Embassy in Helsinki, Finland. Page is the architect of record as part of B.L. Harbert International, LLC's design/build team, which included the design architect Moore Ruble Yudell.

LEED® certification is an internationally recognized standard for measuring building sustainability. LEED® certified buildings are designed to lower operating costs while increasing asset value, reduce waste sent to landfills, conserve energy and water, be healthier and safer for occupants, and reduce harmful greenhouse gas emissions.

Recommended Meta Description: Page has been announced as the architect of choice by the Bureau of Overseas Buildings Operations for LEED Platinum certification for the US embassy in Finland.

Image URL: http://pagethink.com/media/uploads/news-images/lg_us_department_of_state_leed_certified.jpg

Current Image Filename: lg_us_department_of_state_leed_certified.jpg

Recommended Image Filename: page-architect-leed-certification-us-embassy-finland.jpg

Current Caption: None

Recommended Caption: Going Green - Page participates in LEED Certified Diplomatic Missions Abroad.

Page Architect of Choice for LEED Platinum Certification Project at US Embassy

Page is proud to have worked with (t)he U.S. Department of State as they have reached a major milestone recently, certifying the 20th LEED® facility within its overseas portfolio, which includes five prestigious LEED Gold certifications in Brazzaville, Bujumbura, Dubai, Manila, and Monrovia. Now it has added its first LEED Platinum certification with the Innovation Center at the U.S. Embassy in Helsinki, Finland. Page is the architect of record and is providing their professional design services for the over \$80 million dollar renovation as part of B.L. Harbert International, LLC's design/build team, which included the design architect Moore Ruble Yudell.

LEED® certification is an internationally recognized standard for measuring building sustainability and requires an increased understanding of green technology, of which Page is uniquely familiar. LEED® certified buildings are designed to lower operating costs while increasing asset value, reduce waste sent to landfills, conserve energy and water, be healthier and safer for occupants, and reduce harmful greenhouse gas emissions.

The Bureau of Overseas Buildings Operations Announces LEED Platinum Certification for Major Renovation Project in Helsinki, Finland

Media Note
Office of the Spokesperson
Washington, DC
March 26, 2014

Basis of Recommendation: This article puts Page in an elite club of architectural designers who have worked with the U. S. State Department in order to drastically modernize embassy buildings around the world. Since they only have 20 LEED certified buildings globally, it is worth placing Page at the center of attention in this and all related articles.

Section: Stories – News

Article URL: <http://pagethink.com/v/blog-detail/Topping-Out-Gayle-Greve-Hunt-School-of-Nursing-at-Texas-Tech-El-Paso/5g/>

Current Title: Topping Out: Gayle Greve Hunt School of Nursing at Texas Tech El Paso

Recommended Title: Topping Out With Page: Gayle Greve Hunt School of Nursing at Texas Tech El Paso

Image URL: http://pagethink.com/media/uploads/news-images/lg_tx_tech_gayle_greve_hunt_school_of_nursing_topping_out.jpg

Current Image Filename: lg_tx_tech_gayle_greve_hunt_school_of_nursing_topping_out.jpg

Recommended Image Filename: page-finishing-touches-gayle-greve-hunt-school-of-nursing.jpg

Current Meta Description (Pulled from teaser): Have you ever seen a topping out ceremony? It's a traditional commemorative moment during construction when the framework of a structure is virtually completed. Architects, engineers, clients, contractors - everyone involved in the project - gather to watch the final beam, often painted a distinctive color and signed by the key participants, hoisted into place. Some bigger topping-out ceremonies will include media, guests and refreshments for all. Take a look at the images of the Gayle Greve Hunt School of Nursing topping out as well as a rendering of the final design from Page.

The new 35,000-square-foot School of Nursing sits on the Texas Tech Health Sciences campus in the Medical Center of the Americas in El Paso. The facility design includes instructional spaces and teaching labs as well as a Simulation Center to teach essential nursing skills in actual clinical settings. A dean's suite, faculty offices and student services also will be housed in the building, which has been designed to reflect the Spanish Renaissance style of Texas Tech's main campus in Lubbock.

Recommended Meta Description: Page architectural designers celebrate the topping-out of the new Gayle Greve Hunt School of Nursing.

Current Caption: Workers look on as flags fly on the ceremonial topping out beam painted Page red.

Recommended Caption: The ceremonial Page red topping-out beam is placed on the Gayle Greve Hunt School of Nursing.

Topping Out **With Page:** Gayle Greve Hunt School of Nursing at Texas Tech El Paso

Page is proud to be a part of the topping out ceremony celebrating the new Gayle Greve Hunt School of Nursing at Texas Tech. Have you ever seen a topping out ceremony? It's a traditional commemorative moment during construction when the framework of a structure is virtually completed. Architects, engineers, clients, contractors - everyone involved in the project - gather to watch the final beam, often painted a distinctive color and signed by the key participants, hoisted into place. Some bigger topping-out ceremonies will include media, guests and refreshments for all. Take a look at the images of the Gayle Greve Hunt School of Nursing topping out as well as a rendering of the final design from Page.

The new 35,000-square-foot School of Nursing sits on the Texas Tech Health Sciences campus in the Medical Center of the Americas in El Paso. [The facility design] **Page's design of the facility** includes instructional spaces and teaching labs as well as a Simulation Center to teach essential nursing skills in actual clinical settings. A dean's suite, faculty offices and student services also will be housed in the building, which has been designed to reflect the Spanish Renaissance style of Texas Tech's main campus in Lubbock.

More details **about Page's design and the Gayle Greve Hunt School of Nursing with [and]** images are available at the [Gayle Greve Hunt School of Nursing Facebook page](#) where they're showcasing the progress by Vaughn Construction. The school is proud **of the collaborative work they and Page have accomplished, [of the project]** and rightfully so! [<https://www.facebook.com/GayleGreveHuntSchoolOfNursing>]

Basis of Recommendation: This story hardly mentions Page or their involvement with the project. Again, we need to put Page front and center of each article/post. This is good for SEO as well as proper promotion of Page's relationship with the project and University.

Section: Thinking – Expertise

Article URL: <http://pagethink.com/v/blog-detail/A-Page-Green-Tip-of-the-Month-Active-Design/72/>

Current Title: A Page Green Tip of the Month: Active Design

Recommended Title: Page Green Tip of the Month: Active Design

Image URL: http://pagethink.com/media/uploads/news-images/lg_april_gtotm.jpg

Current Image Filename: lg_april_gtotm.jpg

Recommended Image Filename: page-active-design-green-tip-of-the-month.jpg

Note: This image file renaming gets the search engine relevant keywords (active design) to the front, and spells out the acronym to be more usable by search engines. When possible, content should not be included in images.

Current Meta Description: Active Design supports the theory that the design of the built environment has a direct impact on public health, and specifically today's public health epidemics of obesity and related chronic diseases. It calls on the architect, urban planner, landscape architect, public official and building owner to help contribute to the solution.

Recommended Meta Description: Page architects are leaders in the development of Active Design practices in an effort to have a positive effect on the public health and the built environment.

Current Caption: None

Recommended Caption: Page is a leader in active design – the theory that the built environment has a direct impact on the public health.

[A] Page Green Tip of the Month: Active Design

Page has been at the forefront of green architectural design and the implementation of sustainable practices, including Active Design. Active Design supports the theory that the design of the built environment has a direct impact on public health, and specifically today's public health epidemics of obesity and related chronic diseases. It calls on [the] architects like Page, urban planners, landscape architects, public officials and building owners to help contribute to the solution. In doing so, Active Design focuses on four primary ways by which healthier habits may be introduced and fostered: alternate transportation, active buildings, active recreation and, although not covered in this piece, access to healthy nutrition.

Learn more from [our] the Page Green Tip of the Month about out how we can help create healthier buildings and neighborhoods and what other cities around the country are doing to promote Active Design.

Active Design—Building Scale: Interiors

Page believes that (d)esign at the individual building scale plays an important role in Active Design. Ramps and monumental stairs encourage increased physical activity in commercial offices and in many other public spaces such as theaters, museums, and retail.

How can designers optimize a building's vertical transportation systems to promote wellness? The Active Design Guidelines offer the following recommendations:

Monumental Stairs

- Communicate between frequently occupied floors.
- Visible from the entrance (or center of activity)
- Design to be visually appealing.
- Provide a gentle rise/run slope.
- Locate adjacent to elevators.

- Include fire-rated glass enclosures for transparency.
- Make wide enough to accommodate expected flow.
- Locate in a naturally [daylit] **day lit** area.

Ramps

- Communicate between frequently occupied floors.
- Locate the primary lobby on the second floor nearest the monumental stair or ramp.
- Double height spaces: place work areas on an elevated platform accessible via ramp and elevator. (May help to capture additional storage space underneath, and enables the work areas to use [underfloor] **under floor** air distribution systems).

Elevators

- Place out of direct line of sight from building entrance.
- Program controls to run a bit slower than average.

Building Design

- Include shower areas for staff [who] **that** cycle to work.
- Include a park-like walking path outside to enable exercise before or after work (or during a break).
- Provide educational displays on how the building contributes towards wellness.

Active Design—Neighborhood Scale

How can designers / urban planners plan for a vibrant, useful and healthy public realm? The Active Design Guidelines offer the following recommendations:

Pedestrian Life

- Pedestrian zone is separate from bicycle and storefront zones.
- Wayfinding and security lighting minimize light pollution.
- Safe pedestrian crossings have markings and crossing islands.
- [If no street trees are required by local zoning] **If local zoning does not require street trees**, plant them anyway.

Riding Bikes

- Design bike lanes on secondary and tertiary roads in lieu of arterial roads (to maximize safety).
- Provide bike racks (of course).

Street Connectivity

- Avoid designing street networks with block lengths longer than 200-250 feet.
- Minimize the use of “closed streets” which prohibit traffic flow.
- Include local emergency personnel in vision sessions when laying out street structures to ensure safe travel of emergency vehicles.

Transit, Traffic and Parking

- Develop sites near public transit.
- Design attractive, shaded and accessible bus and rail stops, allowing users to view the system map or purchase tickets.

- Optimize traffic flow with bus drop off lanes.
- Utilize traffic calming measures such as curb extensions, and raised speed reducers.
- Coordinate traffic signals and pedestrian crossing phasing to protect pedestrian safety.

Parks and Recreational Space

- Ensure pedestrians have access to parks.
- Design parks to allow use by all age groups.

Plazas

- Design plazas as open spaces within the urban fabric along pedestrian routes.
- Provide sun-shading devices in hot climates; provide overhead coverage in rainy climates.
- Incorporate public art and/or areas for street vendors.

Focusing on Active Design has given Page a deep understanding of the benefits of sustainable design practices. With these practices in mind, Page aims to increase the wellness of the communities they impact in a long-term, positive way. Shaping the built environment with wellness in mind allows each person the opportunity to benefit from Page's design expertise while aiding in increasing the overall public health and bringing communities closer together.

Basis of Recommendation: Page's involvement with Active Design is an important aspect of the brand and, while this piece is full of information about Active Design, there wasn't much in the way of promotion of the company and the company's affiliation with Active Design. The Tip-of-the-Month should be directly attributed to Page and their take/understanding of these practices.

Section: Stories – News

Article URL: <http://pagethink.com/v/blog-detail/Urban-Design-Projects-in-China-Win-Texas-ASLA-Design-Awards/7b/>

Current Title: Urban Design Projects in China Win Texas ASLA Design Awards

Recommended Title: Page's Urban Design Projects in China Win Texas ASLA Design Awards

Image URL: http://pagethink.com/media/uploads/news-images/lg_lanzhou_1.jpg

Current Image Filename: lg_lanzhou_1.jpg

Recommended Image Filename: page-urban-design-lanzhou-city-urban-plan.jpg

Current Meta Description (Pulled from teaser or copy/pasted from article, too long): Two urban design projects in China recently received design awards from ASLA Texas. The Lanzhou City Urban Plan, which was the only project to receive an Honor Award in the “Unrealized (not yet constructed) Commercial” category, responded to the call to develop a master plan for the 60 kilometer River Edge as the Yellow River passes through Lanzhou. A Merit Award winner in the same category, the Taohua (Peach) Island Master Plan moves the economic heart of the Chongqing area to a low-carbon, mixed-use/live-work community on nearby Taohua Island.

Recommended Meta Description: Page architectural design experts win Urban Design award from ASLA Texas for projects in China.

Current Caption: Lanzhou City Urban Plan

Recommended Caption: Page's ASLA Award Winning Lanzhou City Urban Plan

Page's Urban Design Projects in China Win ASLA Texas Design Awards

PAGE is excited to have been involved in two urban design projects in China recently and received design awards from ASLA Texas. The Lanzhou City Urban Plan, which was the only project to receive an Honor Award in the “Unrealized (not yet constructed) Commercial” category, responded to the call to develop a master plan for the 60 kilometer River Edge as the Yellow River passes through Lanzhou. A Merit Award winner in the same category, the Taohua (Peach) Island Master Plan moves the economic heart of the Chongqing area to a low-carbon, mixed-use/live-work community on nearby Taohua Island.

Lanzhou City Urban Plan / Lanzhou, China

The ancient city of Lanzhou, which lies in the western interior of China at the edge of the Gobi Desert and the headwaters of the Yellow River, is rapidly positioning itself to become the economic and touristic catalyst for the region. In doing so, the restoration and reclamation of the Yellow is paramount to the area's redevelopment. The Page team participated in a competition to develop a master plan for the 60 kilometer River Edge as it passes through Lanzhou. Touristic, entertainment and development zones were planned as a sustainable economic catalyst in support of the city's long-range plan. A new central business district was proposed on brownfield lands reclaimed from industrial sites. The Aqua Culture Research Park was planned along shoreline pedestrian paths and bikeways, and large entertainment and recreation venues were sited near proposed parks and urban gardens.

To help mitigate the poor air quality in the area, the team proposed a variety of interventions in the Lanzhou plan. From electric mass transit to urban forest ‘islands’, from gardens and wetlands to relocations of entire riverside industrial and manufacturing complexes, Page's plan for “greening” Lanzhou would have an enormous impact of the area's carbon footprint.

Taohua (Peach) Island Master Plan / Chongqing, China

The environmental and cultural challenges created by the construction of the Three Gorges Dam on the Yangtze River, along with the explosive growth of Chongqing—one of the five national central cities in China, prompted the local government to propose an international design competition to relocate the economic heart of the region to a low-carbon, mixed-use/live-work community on nearby Taohua Island. Incorporating a focus on optimizing density requirements and shared amenities, the Page team developed a design response that created a pedestrian-oriented residential urban center and tourist attraction surrounded by a protected environmentally sensitive ecosystem.

The metaphorical form of the island's urban core is an eight-petal peach blossom. The design team chose the number eight, a Chinese symbol of wealth and prosperity, as a symbolic representation of the financial district core. The area intended for the core was originally a quarry but had been severely altered both in topography and vegetation. The planned reclamation allowed the design team to reshape the site to reflect the peach blossom.

Recognizing the area's history and acknowledging the enormous cultural impact of the Three Gorges Dam, the Page team proposed in their plan that the historic village of Bayu on the riverbank adjacent to the island be restored into a cultural village.

Page's understanding of sustainable building practices and Active Design gave them a competitive advantage in being able to design for the natural environment. Page was able to accommodate the needs of the growing economy, as well as the native communities of the coastal regions by developing a plan for minimal intrusion and continued restoration of the native landscape. This project outlines many of the building and design practices close to the heart of every Page architect and employee. We could not be more proud of our team of dedicated architects and designers who contribute daily to elevate the entire Page family. Contact Page for information regarding our architectural design capabilities for sustainable living.

Basis of Recommendation: Promotion of Page's international successes allows us to show a global reach, but we must be more forward about our involvement with all projects listed on the site. References to Page are buried deep in the article and merely glanced over. This is a major win for Page and we should proudly promote the victory.