



AI Readiness Assessment for **Harlow & Park Studio**

(<https://www.harlowandpark.com/>)

Harlow & Park Studio (Margot Harlow & Daniel Park) — 2.2/5.0

● STRENGTHS

Exceptional Credentials & Awards:

- 21 Years in Business (Founded 2004) — two decades of Charleston historic preservation expertise
- AIA South Carolina Design Excellence Award — 3 consecutive years (2021, 2022, 2023)
- Architectural Digest Featured Firm — regional showcase of luxury coastal residential work
- LEED AP Certified — credentialed sustainable design leadership
- Principal team educated at Clemson University School of Architecture

Elite Client Portfolio:

- Kiawah Island Club — one of the Southeast's most exclusive private golf communities
- Wild Dunes Resort (Isle of Palms, SC) — landmark coastal resort residential expansion
- Historic Charleston Foundation — preservation partner on 12+ registered landmark properties
- Battery District private residences — ultra-high-net-worth historic renovation clients
- Projects in SC, NC, GA, and expanding to FL

Professional Digital Foundation:

- Clean, visually strong website (harlowandpark.com) — portfolio-forward design
- Active on Houzz with project photos and client reviews
- Charleston Business Journal feature (2023) — regional authority citation

● CRITICAL GAPS — THE VISIBILITY CRISIS

Harlow & Park Studio is functionally invisible to AI search engines despite having elite credentials and a 21-year track record.

When ultra-high-net-worth clients ask AI platforms:

- "Best historic preservation architect Charleston SC?" — Harlow & Park DOES NOT appear
- "Top architect for Battery District renovation?" — Harlow & Park DOES NOT appear
- "Best coastal luxury home architect South Carolina?" — Harlow & Park DOES NOT appear
- "AIA award-winning architect Charleston?" — Harlow & Park DOES NOT appear
- "LEED certified architect historic preservation Southeast?" — Harlow & Park DOES NOT appear

Who Appears Instead? Competitors with less experience and fewer elite credentials dominate AI results:

- **Appears for Charleston historic preservation:** Rosenblum Coe Architects
- **Dominates "Charleston luxury residential architect" searches:** Beau Clowney Architects
- **Owens "historic architecture Southeast" category:** Historical Concepts (Atlanta)
- **Captures "Battery District renovation" results:** G. Frank Hart Architect
- **Appears for coastal South Carolina residential:** Liollo Architecture

The Brutal Reality: Harlow & Park has 3 consecutive AIA SC Design Excellence Awards. Competitors with a fraction of that track record rank higher because they have optimized for 2026 AI discovery patterns.

● SPECIFIC AI VISIBILITY FAILURES

1. ZERO Thought Leadership Content

- No blog post: "Designing for the Historic Charleston Battery: What Landmark Preservation Requires"
- No article: "Coastal Modern vs. Traditional Charleston: How to Choose Your Architecture Style"
- No guide: "Building in Charleston: Historic District Permits, Site Constraints, and Design Review"
- No case studies: "How We Restored [Property Name] on Meeting Street in Under 14 Months"
- Missing all FAQ content that AI platforms prioritize when answering user queries

2. NO Answer Engine Optimization

Current site fails to answer questions prospects actually ask:

- "What does it cost to hire a historic preservation architect in Charleston?"
- "How long does it take to design a luxury coastal home in South Carolina?"
- "What is the difference between historic renovation and adaptive reuse?"
- "Harlow & Park Studio reviews"
- "How to choose an architect for a Battery District home?"

3. MISSING Schema Markup

- No LocalBusinessSchema connecting office location to AI geographic queries
- No ArchitectSchema establishing Margot Harlow and Daniel Park as expert authorities
- No FAQPageSchema that AI engines prioritize for "best architect" queries
- No ReviewSchema surfacing AIA SC Design Excellence Award recognition
- No AwardSchema showcasing Architectural Digest feature

4. TECHNICAL SEO DEFICIENCIES

- Homepage title/meta descriptions do not capture high-value search intent keywords
- No dedicated landing pages for service areas (Charleston, Kiawah Island, Wild Dunes, Hilton Head)
- Portfolio project pages are visually strong but content-thin — AI cannot parse what makes each project exceptional
- ZoomInfo signals "very low digital activity compared to architecture sector peers"

5. NO Competitive Comparison Content

- Prospects search: "Beau Clowney vs Harlow & Park", "Best architect Charleston Battery District", "Harlow & Park Studio reviews"
- Result: Competitors control the narrative. Harlow & Park is not mentioned in any AI comparison or recommendation
- Margot Harlow's authority as a 21-year Charleston architecture expert is invisible to AI systems

• AI VISIBILITY SCORE: NEEDS URGENT INTERVENTION

Current State: Harlow & Park Studio operates the digital equivalent of a world-class historic estate — hidden behind an unmarked gate with no street address.

Traditional Reputation	A+	21 years, 3x AIA SC, Architectural Digest, LEED AP
Website Design	B	Clean portfolio, good UX, mobile-friendly
Website Content Depth	D	No thought leadership, thin project descriptions
SEO / Keyword Optimization	D+	No geographic landing pages, weak meta data
AI Visibility	D	Functionally invisible across all AI platforms
Schema / Technical Markup	F	No structured data of any kind detected
Thought Leadership	D-	No blog, no guides, no educational content
Social Proof in AI Context	C-	Awards exist but AI cannot find or cite them
OVERALL SCORE	2.2	Critical gap between reputation and AI visibility

Impact: A firm designing homes on Kiawah Island and winning 3 consecutive AIA SC Design Excellence Awards should dominate every AI search for luxury historic architecture in the Southeast. Instead, prospect clients with \$2M–\$15M+ budgets discover competitors first — daily, at scale, with no awareness it is happening.

Critical Priority: Content creation and schema markup **MUST** be the highest priority. Every day without FAQ pages, thought leadership, and structured data is qualified high-net-worth leads going to competitors.

• ROADMAP TO AI DOMINANCE



With aggressive execution, Harlow & Park can own its category:

Timeline	Milestone	Actions
30 Days	Basic AI Discoverability	FAQ pages for top 10 queries, schema markup (Local, Architect, FAQ, Award), title/meta optimization
60 Days	Competitive Positioning	Geographic landing pages (Charleston, Kiawah, Wild Dunes, Hilton Head) · Comparison content · Project case studies
90 Days	Thought Leadership Emergence	Monthly blog cadence · Margot Harlow personal brand content · Houzz optimization · LinkedIn strategy
120 Days	Market Leader Visibility	Ranking for all target keywords · AI engine citations established · Owing "best historic architect Charleston" in AI results

Investment Required:

- Content creation: 40–60 hours (FAQ pages, thought leadership articles, case studies)
- Technical implementation: 15–20 hours (schema markup, SEO fixes, geographic pages)
- Ongoing thought leadership: 3–5 hours/week (LinkedIn, blog updates)

ROI Potential:

Harlow & Park's average project ranges from \$800K–\$5M+ in total job cost. Even 2–3 additional qualified clients per year discovered through AI search represents \$1.6M–\$15M+ in additional project pipeline annually.

The firm's 3-time AIA SC Design Excellence recognition means the credibility is already earned. The only missing piece is making it discoverable.

● **BOTTOM LINE**

Traditional Reputation:	A+ (Elite — 3x AIA SC Award, 21 years, Kiawah Island, Architectural Digest)
Website Design:	B (Strong visual portfolio)
AI Visibility:	D (Functionally invisible)
Overall Score:	2.2/5.0
Where Harlow & Park Should Be	
AI Visibility Target:	A- (Owning "luxury historic architect Charleston" category)
Potential Score:	4.2/5.0 (achievable in 120 days)

The ultra-luxury Charleston home buyer today researches architects on ChatGPT, Perplexity, and Google AI before ever contacting a firm. Right now, that buyer finds Beau Clowney, Rosenblum Coe, and Historical Concepts — not Harlow & Park. That is a solvable problem.

Harlow & Park is one content sprint away from dominating AI search results in the luxury historic architecture category. The expertise and reputation are there. The visibility infrastructure is not.