



# Custom Website Redesign + Integrated Digital Marketing Strategy

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plaine studios

2521 Daniel Island Drive

Charleston, SC 29492

## Ryan-Marie Design & Decor + Plaine Studios

Thank you for the opportunity to collaborate with Ryan-Marie Design & Decor on a new, custom-designed website that will elevate your online presence and showcase your unique approach to creating spaces that are both beautiful and practical. After enjoying lunch with you, we were struck by the care and expertise you bring to your work, seamlessly blending sophistication with accessibility. We're thrilled at the opportunity to help your business grow by creating a digital platform that beautifully reflects your refined yet approachable style.

At Plaine Studios, we specialize in blending data-driven strategies with visually stunning design, and we see this as a true partnership. Much like you educate and guide your clients throughout the design process, we'll keep you informed and involved every step of the way. This ensures that your new website is not only a reflection of your brand but also a tool that drives real results, from enhanced visibility in the Charleston area to increased engagement with your audience.

This proposal outlines our vision for your website redesign, the strategies we'll use to achieve measurable results, and the collaborative process that will bring it all together. We're confident that our shared commitment to thoughtful design and clear communication will result in a website that you'll love and that will serve as a powerful resource for your business.

We look forward to the opportunity to work with you and are excited about the potential of what we can create together. Please don't hesitate to reach out with any questions or to discuss the next steps.

Warm regards,

**Chris & Jacee Brown**

Plaine Studios

## Overview

Plaine Studios proposes a comprehensive redesign of the Ryan-Marie Design & Decor website to elevate its online presence and align it with the high standards of the interior design industry. The new site will showcase your refined, yet practical and accessible design philosophy while incorporating top-notch search engine optimization (SEO) to help potential clients in the Charleston, SC region easily discover your services. Our goal is to create a digital platform that reflects the sophistication of your work, communicates your brand effectively, and drives measurable growth.

The redesign will utilize your existing collection of high-quality, professional photography to highlight the beauty and detail of your designs. We will work collaboratively with you and your team, ensuring the site's design and functionality align with your preferences and draw inspiration from sites you admire. Built to modern, responsive design standards, the site will provide a seamless user experience across devices and browsers, ensuring accessibility for all your visitors.

In addition to the site redesign, Plaine Studios offers ongoing maintenance and support to accommodate your evolving needs. This includes continuous SEO monitoring through our advanced tools to identify opportunities for updates or changes based on current search trends in the Charleston region. Our aim is to position Ryan-Marie Design & Decor as a go-to provider for interior design services in the area by maintaining a competitive edge online.

To further enhance your digital presence, we recommend a partnership for content development and deployment. By collaborating with us to develop your online voice, you can streamline the creation of engaging blog posts, social media content, and other materials. Using cutting-edge AI tools, we will analyze current search trends, keywords, and popular yet achievable topics to generate ideas for high-ranking content. Over time, this approach will establish a consistent and authentic voice for Ryan-Marie Design & Decor, reducing the workload for your team while delivering impactful, audience-focused content.

This project is designed to provide you with a competitive, user-friendly, and growth-oriented online presence, empowering your business to thrive in a competitive industry while staying true to your relaxed yet refined style.

## Plaine Studios: Design With Intent

We understand that your business isn't just a name or a number; it's your passion, your purpose, and your livelihood. That's why we treat every project with the same care and commitment we would give to our own. Whether we're designing a website or crafting a digital campaign, we're dedicated to helping you succeed in a way that's accessible, affordable, and deeply personal. We design with intent, and our goal is to help you reach new levels of success while building a lasting partnership rooted in trust.

When you work with us, you're working with a family who cares about your story and your success.

### Jacee Brown

Jacee's expertise combines design with a deep understanding of the social impact of visual communication. She studied Graphic Communication and Sociology at the University of Southern Mississippi, then joined Neill Corporation, creating web and print media for Aveda lifestyle salons and spas. At Loyola University New Orleans, Jacee rose from lead web designer to Director of Web Communications, responsible for the entire online presence of the university. Now Principal UX Designer at Voya Financial, she brings her extensive background in user experience and design strategy to Plaine Studios, ensuring that every project is crafted with intention, usability, and beauty.

### Chris Brown

Chris's journey began with a Communications degree from Lock Haven University of Pennsylvania, where he developed a strong foundation in broadcast journalism. His passion for digital design and storytelling flourished after moving to New Orleans in 2001, where he had the opportunity to work alongside acclaimed designer Brett Calzada at New Emit. Together, they built a respected web design firm serving the Gulf South, an experience that inspired Chris to launch Plaine Studios in 2005 as a side project focused on digital video production. After Hurricane Katrina devastated New Orleans and brought an end to New Emit, Chris returned to New Orleans with a renewed vision to grow Plaine Studios into a full-service creative digital marketing agency with Jacee, dedicated to helping clients craft distinctive and impactful digital presences.

Married since 2007, the couple now resides in Charleston, South Carolina with their three sons. In her free time, Jacee enjoys sewing and tending to her plants, while Chris spends his time writing music and tackling DIY home projects.

## Ryan-Marie Design & Decor: Project Goals

Our primary objective for this project is to redesign and optimize your website to reflect the quality and accessibility of your work while enhancing its functionality and performance. Below are the key goals we aim to achieve:

### 1. Contemporary Website Design

We will collaborate with you to redesign your website with a modern, clean aesthetic that aligns with current design trends and your unique brand identity. Our design will be fully custom, created specifically for your brand, without relying on templates or pre-purchased designs. The new site will feature a visually compelling layout and design that showcases your work effectively, creating a strong first impression for potential clients. The design will comply fully with responsive design standards, ensuring a seamless browsing experience across all devices, including desktops, tablets, and smartphones.

### 2. WordPress Integration for Flexibility and Ease

Your redesigned site will be built within the WordPress content management system, providing a user-friendly platform for managing and updating content. This will allow you to easily add new featured projects, blog posts, or updates as your business evolves, without requiring technical expertise. If preferred, Plaine Studios can also handle these updates quickly and efficiently, giving you the flexibility to choose the level of involvement that works best for your team.

### 3. Comprehensive Search Engine Optimization (SEO)

We will focus on optimizing the site for organic search visibility in the greater Charleston, SC area. This includes researching and identifying top keywords relevant to your services and target audience, and creating content and pages optimized for these terms. Our approach ensures the site covers your intended service areas comprehensively, positioning your business to canvas the entire region effectively at launch.

Unlike gradual SEO strategies, we will build all relevant pages at launch, providing initial traction in Google's organic search results. This approach helps you hit the ground running, establishing a competitive edge from day one. However, ongoing content creation and optimization will remain an essential part of any long-term SEO strategy. As such, we will include an optional plan for continuing to support your content creation and optimization efforts post-launch.

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#### **4. Local Search Engine Optimization (Local SEO)**

To further enhance your visibility in the Charleston market, we will implement targeted local SEO strategies. This includes optimizing your Google Business Profile and ensuring your website aligns with local search best practices. We'll also create location-specific pages and content to attract clients searching for interior design services in the area. These efforts will position your business in local search results, increasing the likelihood of connecting with nearby clients who are actively looking for your services.

#### **5. Balanced Usability and Performance**

Extensive testing and auditing will be conducted to ensure the site strikes the perfect balance between usability for human visitors and optimization for Google's search algorithms. This dual focus will result in a high-quality, visually stunning website that not only captivates your audience but also begins to rank effectively in organic search results.

By achieving these goals, your new website will provide a competitive and professional digital presence that reflects your brand's relaxed yet refined style while driving growth and visibility in the Charleston market.

## Key Features + Deliverables

The following is an overview of the methods and technologies we will utilize to build your new website.

### Modern, Responsive Web Design

Your website is often the first impression customers have of your brand. A modern, responsive design ensures that this impression is not only positive but also memorable. Our approach focuses on creating a website that is visually stunning, user-friendly, and optimized for all devices—whether desktop, tablet, or mobile.

#### Key Features of Our Web Redesign Strategy:

1. **Responsive Design for All Devices**

Your new website will adapt seamlessly to various screen sizes, providing a consistent and intuitive user experience across desktops, tablets, and smartphones.

2. **Modern Aesthetic and Branding**

We'll create a design that reflects your brand's unique identity while staying current with modern design trends. Expect clean layouts, engaging visuals, and thoughtful use of typography and color schemes within the Ryan-Marie style. Our designs are fully custom, crafted specifically for your brand and we never rely on templates or pre-purchased designs, ensuring a truly unique and tailored result.

3. **Enhanced User Experience (UX)**

By prioritizing easy navigation, fast load times, and clear calls to action, your website will be a pleasure for visitors to use, increasing engagement and conversions.

4. **Professional Content Creation**

We will write all the content for your new website, working closely with Ryan-Marie to ensure it authentically reflects your brand's voice, values, and design philosophy. We don't charge based on the number of pages, allowing us the flexibility to build a site that aligns with the insights gathered from our keyword research and service area data. Based on our initial analysis, we anticipate creating a streamlined site with a compact main navigation for ease of use, while potentially including up to 50 total pages to accommodate locally-focused service content and optimize for regional visibility.

5. **Optimized for Search Engines (SEO)**

Your redesigned site will be built with SEO best practices, helping improve your visibility in local search results and driving more traffic to your site. This includes keyword optimization, metadata enhancements, and the creation of local service pages.

#### 6. **Scalable and Future-Ready**

The website will be designed with scalability in mind, allowing for future updates, features, and integrations as your business grows.

#### 7. **Content Management System (CMS) Flexibility**

Your new website will be built on WordPress, a user-friendly CMS that allows your team to easily manage and update content like blog posts, project showcases, or team updates. This flexibility ensures your site stays fresh and relevant, while also allowing Plaine Studios to quickly and easily assist with updates when needed.

#### 8. **Analytics and Performance Tracking**

The website will integrate tools like Google Analytics to monitor site traffic, user behavior, and conversions. This data will empower you to measure the site's performance and make informed, data-driven decisions for continuous improvement.

#### 9. **Accessibility Compliance**

The site will be designed to meet modern web accessibility standards (WCAG), ensuring inclusivity for all users, including those with disabilities. This approach broadens your audience while demonstrating a commitment to accessibility and usability.

#### 10. **Secure and Reliable**

Built with the latest security measures, your new site will protect user data and maintain trust with your customers.

Our goal is to create a website that not only looks great but also works hard for your business. By combining cutting-edge technology with thoughtful design, we'll deliver a platform that represents your brand with excellence and drives measurable results.



## Search Engine Optimization

We will leverage advanced tools and data-driven strategies to optimize your website, ensuring its content and structure are tailored to achieve strong local visibility and drive meaningful results in the Charleston region.

### 1. On-Page SEO

- Includes keyword research, meta title/description optimization, URL structuring, internal linking, image optimization, and technical fixes.

### 2. Technical SEO

- Includes optimizing site speed and mobile-friendliness, crawlability, indexability, schema markup and core web vitals.

### 3. Google Business Profile (GBP) Optimization

- Optimizing your Google Business Profile will ensure consistency, improve visibility, and strengthen your digital presence.

### 4. Online Directory Optimization

- In addition to optimizing your website, we will identify and enhance your presence on key online directories that can boost your visibility and improve your Google organic ranking. By ensuring accurate, consistent information across other relevant directories, we'll help drive more local traffic to your site and strengthen your overall online presence.

## Hosting + Security

The website will be hosted on a secure, dedicated server located at a state-of-the-art data center in Virginia, with our team managing all aspects of server uptime, maintenance, and updates. We will also be responsible for core updates to the WordPress platform and its plugins to ensure the most secure environment possible. We will also make regular backups of the site, which will also be accessible to you. We do not offer email account setup or management as part of our hosting services. Clients are responsible for securing their own email hosting. However, we're happy to provide recommendations for reliable email hosting providers if needed.

## Continuing Performance Reporting + Marketing Support

Ongoing support after the site launches is essential for sustaining and growing your marketing and brand awareness efforts. By continuously refining strategies, updating content, and analyzing performance, we ensure your online presence evolves alongside your business, keeping you competitive and top-of-mind for your target audience.

## Search Engine Optimization + Reporting

As part of our ongoing SEO services, we will conduct a comprehensive monthly evaluation to ensure your website continues to perform optimally and adapts to evolving market trends. This includes:

1. **Performance Tracking and Reporting**

We will analyze key metrics like website traffic, keyword rankings, click-through rates (CTR), bounce rates, and conversions using tools like Google Analytics and Search Console. This helps us identify areas of success and opportunities for improvement.

2. **Keyword Analysis**

Our team will review and refine targeted keywords based on current performance and emerging search trends in the Charleston area. We'll also identify new opportunities to target high-impact keywords and fill gaps in your strategy.

3. **Content Audit and Optimization**

Existing content will be evaluated for relevance, engagement, and optimization. We'll suggest updates or recommend new content—such as blog posts or additional pages—to maintain freshness and improve search visibility.

4. **Technical SEO Checks**

We will ensure the technical foundation of your site remains strong by monitoring site speed, mobile responsiveness, and core web vitals. Regular checks will be performed to address any crawl errors, broken links, or indexing issues.

5. **Local SEO Maintenance**

Local visibility is crucial, so we will monitor and optimize your Google Business Profile and other local directories to ensure consistency and accuracy. We'll also track the performance of locally-focused content to improve rankings in location-based searches.

6. **Competitor Analysis**

To keep you ahead of the competition, we will evaluate competitor performance in the Charleston area and adjust strategies accordingly to maintain your edge in rankings and visibility.

## 7. **Backlink Monitoring and Strategy**

We will assess the quality of your backlinks and identify opportunities to build high-value links that enhance your domain authority.

This monthly evaluation ensures that your website remains competitive, adapts to changes in the market, and continues to drive meaningful traffic and conversions, keeping your online presence strong and effective. We will provide you with a detailed report each month and are always available to meet with you to discuss strategy or provide any needed clarifications.

## Content Strategy + Brand Voice Development

An effective content strategy is essential for building strong SEO, enhancing brand awareness, and creating meaningful connections with your audience. As part of our services, we'll provide comprehensive support in content development for both blog posts and social media by leveraging regional data, current trends, and cutting-edge AI tools. Here's how we'll help:

- **Data-Driven Content Suggestions**

Using access to regional search data and Google trends, we'll identify topics with high search interest and relevance to your audience. By focusing on keywords and subjects that are not only popular but also attainable in the Charleston region, we'll ensure your content resonates with local clients while boosting organic search visibility.

- **SEO-Optimized Blog Content**

Blog posts are a critical part of any SEO strategy. We'll help you create engaging, search-engine-friendly content tailored to the topics that matter most to your audience. This will not only improve your rankings but also position your brand as an authority in interior design. We will include support in creating up to 4 SEO-optimized blog posts per month. Writer's block? We can help identify and recommend topics based on relevant local search trends, ensuring the content aligns with your audience's interests. Each post will be carefully optimized for search engines to enhance visibility and drive traffic. Over time, our AI tool will adapt to your brand voice and preferences, streamlining the content creation process.

- **Social Media Content Guidance**

Social media is a powerful tool for building brand awareness and engaging directly with your audience. We'll suggest timely, relevant topics for social media posts that align with current trends, regional interests, and your brand's identity.

- **AI-Enhanced Content Creation**

We'll incorporate artificial intelligence to streamline the content development process. By analyzing trends, search data, and audience behavior, AI can suggest highly relevant topics while also learning and refining Ryan-Marie's brand voice over

time. This approach allows for the efficient creation of blog and social media content that feels authentic and aligned with your brand.

- **Audience Connection**

By staying current with trends and focusing on topics that matter to your audience, we'll help you connect with potential clients in a way that feels personal and relevant. This builds trust, increases engagement, and strengthens your overall brand presence.

By combining data-driven insights, SEO expertise, and advanced AI tools, we'll ensure your content strategy drives traffic, enhances visibility, and fosters a lasting connection with your audience—all while streamlining the content creation process for your team.

## **Additional Services**

Plaine Studios also offers a range of optional services on an à la carte basis to further support your brand and ensure consistency across all platforms. These services include consulting, professional photography, video creation, music composition, print design, identity design, and other graphic design projects. By leveraging our expertise in these areas, we can help maintain a cohesive and polished brand presence that reflects your unique style and resonates with your audience. Whether you need fresh visuals, promotional materials, or additional branding elements, our team is here to deliver high-quality results tailored to your needs.

## Milestones

### I. Proposal Acceptance

Upon acceptance of the terms outlined in this proposal, we will promptly begin scheduling the project milestones detailed below. Before moving to the next phase, we will collaborate closely with you to discuss and finalize the design direction, ensuring a shared vision and alignment on creative goals. Timelines will be clearly communicated throughout the project.

### II. Content Strategy and Site Architecture

We will begin by meeting to review our keyword and service area research, which will serve as the foundation for developing a strategic sitemap and content structure for the site. Prior to starting the design phase, we'll carefully plan the content and site flow to ensure that the design aligns with the site's SEO and content objectives. Once the overall structure and page layout have been finalized, we'll move forward with creating the homepage design, setting the tone for the entire site.

### III. Initial Homepage Design

We will begin by creating an initial homepage design tailored to the preferences and recommendations discussed with you in advance of starting. Two unique homepage design concepts will be delivered for review, with up to two rounds of revisions available for the selected design to ensure it aligns perfectly with your vision.

### IV. Interior Pages Design

Once the finalized homepage design is approved, we will move forward with designing up to three key page templates, determined collaboratively to best support your site's structure and functionality. We will deliver a single version of each page type, with up to two rounds of revisions included to ensure the designs meet your expectations.

### V. Design Approval

Once all page layouts have been finalized, we will request email confirmation of design approval before moving into the development phase.

## VI. Initial Build

Following design approval, we will begin the initial build of the site, focusing on the four core page types approved during the design process. Once the initial build is complete, Ryan-Marie will review the pages to either approve them or provide feedback for revisions before proceeding to full-scale development.

## VII. Initial Build Approval

Before proceeding with the full site build, we will seek approval of the initial build. Once Ryan-Marie approves the four-page templates, we will move forward with scheduling and commencing the full build.

## VIII. Full Build

We will proceed with building out the entire website, ensuring that when the full build is presented for review, it is a fully functional, launch-ready site.

## IX. Full Build Revisions

Two rounds of revisions to the full build will be included to address any necessary adjustments.

## X. Quality Assurance Testing and SEO Optimization

We will conduct thorough testing across a range of browsers and devices to ensure the site displays consistently and functions seamlessly. During this phase, all search engine optimization (SEO) tasks will be completed to prepare the site for a successful launch.

## XI. Website Launch

With your approval, we will proceed with launching the website, followed by comprehensive post-launch testing to ensure optimal functionality, performance, and speed tuning.

## Investment

Plaine Studios proposes a comprehensive redesign of the website that aligns with the outlined budget below, delivering a modern, responsive design and robust functionality.

### Website Design, Development, Content Creation and Search Engine Optimization

**Total Investment:** \$11,850

### Hosting + Security

*You may choose to host your website with a company of your choosing, however for speed and reliability of not only the server, but the actual website, we recommend hosting the site on our dedicated server and allowing us to keep WordPress and any plugins up-to-date. You will also have access to regular site backups for saving to your local computer. We do not provide email hosting or account management services, so you will need to use a third-party provider of your choice for email.*

**Total Investment:** \$55/month beginning at site launch

### Continuing Performance Reporting + Marketing Support

*The following services are optional and not included in the website redesign budget above, but highly recommended for ongoing growth and support of the site.*

**Search Engine Optimization + Reporting:** \$270/month after launch

**Content Strategy + Brand Voice Development:** \$675/month after launch

### Overages

Our current hourly rate for any work outside the project scope is \$135/hour. However, we are committed to flexibility and collaboration—if an out-of-scope request arises but the overall project remains under budget, we will not charge for the overage. Additionally, we will always seek your approval for any out-of-scope work or potential overages before proceeding, ensuring complete transparency and alignment.

## Terms of Payment

Plaine Studios proposes the following payment schedule:

**Upon Design Approval (Milestone V):** 33% of the total budget

**Upon Completion of Full Build (Milestone VIII):** 33% of total budget

**Upon Website Launch (Milestone XI):** Final 34% of total budget

*We gladly accept payments via checks or ACH transfers.*

## Website Ownership

Upon completion of the site and receipt of final payment, Ryan-Marie Preuss will retain full ownership of the website and will have the option to contract with us for future updates and support on an as-needed basis.

## Conclusion

At Plaine Studios, we are genuinely excited about the opportunity to partner with Ryan-Marie Design & Decor to create a website that reflects your relaxed yet refined approach to design while driving measurable growth for your business. As a team with a deep appreciation for great design, we understand the importance of balancing beauty and functionality—just as you do in your own work. This collaboration will be a truly shared process, combining your expertise and vision with our technical and creative skills to craft a site that feels authentic to your brand.

Guided by data and driven by strategy, the end result will be a visually stunning, user-friendly website that not only elevates your online presence but also delivers tangible results. Along the way, we aim to educate and keep you informed about the process and decision-making, just as you do with your own clients. By ensuring you understand the "why" behind every decision, we'll empower you to feel confident in the direction of your digital presence. Together, we'll build a platform that's as inspiring and practical as the spaces you create, while fostering a true partnership that reflects our shared love for great design.