



Website Takeover

3.18.2025

Plaine Studios

2521 Daniel Island Drive

Charleston, SC 29492

Green Lawn Underground Sprinklers + Plaine Studios

Thank you for the opportunity to partner with Green Lawn Underground Sprinklers. At Plaine Studios, we specialize in delivering custom design solutions that help businesses elevate their presence and achieve measurable results. With over two decades of experience in creative, digital design, we are confident in our ability to take over your website and support your continued growth.

As part of this collaboration, we will take over website hosting, ensuring a secure and reliable platform for your online operations. We will also create new pages or deliver other services as requested to effectively highlight your services and communicate your message. To further support your business goals, we will monitor the site's SEO performance monthly, providing optional detailed reports and offering tailored recommendations to drive increased traffic and engagement.

We're excited about the opportunity to contribute to the success of Green Lawn Underground Sprinklers and look forward to helping you strengthen your online presence. Please feel free to reach out with any questions or to discuss the next steps.

Warm regards,

Chris & Jacee Brown

Plaine Studios

Overview

This project includes moving the current Green Lawn Underground Sprinklers website to our secure and reliable hosting server, ensuring a seamless transition. By hosting the website on our platform, we can provide a stable foundation and optimized performance for your online presence, along with dedicated support when needed.

As part of this collaboration, we will also handle the creation of new pages on the website as requested. These additions will be designed to align with your brand's identity while effectively highlighting your services and engaging your target audience. Whether it's expanding service area pages, introducing seasonal promotions, or providing additional resources for customers, our goal is to ensure your site evolves alongside your business needs.

To support ongoing growth and visibility, we can offer monthly SEO performance monitoring. This includes tracking key metrics, analyzing search engine rankings, and providing detailed reports that outline your site's performance. Based on this data, we'll suggest actionable recommendations to increase traffic, improve search rankings, and attract more customers to your site. However, as discussed in our recent call, this is not likely to be necessary given you're already ranking extremely well and have such a focused service.

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.

Plaine Studios was founded in 2003 with the vision of making high-quality design and digital media accessible to businesses and individuals looking to tell their stories in a compelling way. While we began as a small side project focused on digital video production, the business truly blossomed in the wake of Hurricane Katrina in 2005. Returning to a rebuilding New Orleans, we embraced the challenge of helping local businesses and organizations reestablish their presence through thoughtful design and innovative digital solutions, cementing our role as a trusted creative partner in the community.

Plaine Studios has since evolved into a full-service creative agency offering web design, branding, and digital marketing services. Guided by a client-focused, collaborative approach, we pride ourselves on crafting work that is not only visually stunning but also strategically aligned with our clients' goals. Today, we continue to help businesses grow by providing tailored services and innovative solutions that reflect their unique identities and aspirations.

Plaine Studios has had the privilege of serving a wide range of clients across numerous industries, including real estate and apartment rental, government agencies, restaurants, entertainment venues, retail businesses, e-commerce companies, law firms, advertising agencies, higher education, non-profits, bands and musicians, resorts and spas, opera companies, and even railroads. Each project has been an opportunity to bring our passion for design and storytelling to life, crafting solutions that balance creativity with purpose.

Over the years, our work has earned recognition for its quality and impact. Plaine Studios was named a 2007 New Orleans CityBusiness Innovator of the Year and has been featured in industry publications such as the *New Big Book of Layouts* for our menu design and *Designing for the Greater Good* for our Greater New Orleans Youth Orchestra website in 2010. We've won two ADDY awards for website design and were profiled in *BusinessWeek* magazine for our contributions to post-Katrina New Orleans. These accomplishments underscore our commitment to delivering exceptional work that resonates with clients and their audiences alike.

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 digital 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 [Benefitfocus](#) (a Voya Financial company), she brings her extensive background in user experience and design strategy to Plaine Studios, ensuring that every project is crafted with intention, usability, and visual appeal.

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 and Jacee returned to New Orleans with a renewed vision to grow Plaine Studios into a full-service creative digital marketing agency 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.

Key Features + Deliverables

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

New Page Creation

We will build new pages upon request, adhering to the existing format and structure of the website to maintain consistency with your branding. This approach ensures a cohesive user experience while aligning with best practices for Google indexing and SEO. For each new page, we will provide copywriting, any high-quality photos needed to supplement your own photography, and implement all necessary technical SEO elements, such as metadata, headings, and keyword optimization, to ensure the page performs well in search results and meets user expectations.

Search Engine Optimization + Reporting

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 your 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. Backlinking Strategy

- We will also monitor backlinking opportunities, identifying high-quality links that can enhance your site's authority and improve its search engine rankings.

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.

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. Timelines will be clearly communicated throughout the project.

II. Pre-Migration License Acquisition and Setup

At the start of the project, we'll collaborate with you to ensure all necessary licenses are acquired to maintain the current functionality of your website. We will also coordinate access to your Google Analytics account, domain registrar account, and any other essential tools or platforms needed for a smooth transition. These initial tasks will allow us to efficiently migrate the site to our server while preserving its existing features and performance.

III. Site Migration

Once all assets are in place, a backup of your site has been provided to you, and the necessary preparations are complete, we will launch the site on our server to ensure a smooth and seamless transition between servers. We will closely monitor the launch process to minimize any downtime and verify that all functionality is preserved. This careful approach ensures your site remains fully operational and accessible to users throughout the transition.

Investment

Plaine Studios proposes to deliver this website migration according to the following terms.

Website Migration + Hosting

Website Hosting: \$405 per year, paid annually in advance. We do not offer partial refunds for unused time if you decide to switch hosting at any point during the year.

Website Migration: \$337.50 as a one-time fee to cover the labor cost of moving the site to our server.

Total Plaine Studios Required Investment: \$742.50

Continuing SEO Performance Reporting

The following service is optional and not included in the hosting budget above.

Search Engine Optimization + Reporting: \$202.50 per report after launch. If you'd like a report on how your site is ranking for the targeted keywords in the target areas, please let us know and we'll generate one within a week of your request. This report pricing is good for the remainder of 2025, but may change in 2026.

Additional Page Builds

Page Builds: \$202.50 per page, which includes copywriting and edits, search engine optimization and page builds. We will use existing Green Lawn Underground Sprinklers photography whenever possible, but will secure stock photography when necessary for no additional charge.

Website Plugin Licenses

Green Lawn Underground Sprinklers will be responsible for purchasing the plugin licenses required for the site to continue to function as it was built. These will include, but may not be limited to:

1. [Beaver Builder Starter License](#) - \$89/year
2. [Smush Pro](#) - \$36/year
3. [Repuso Basic License](#) - \$108/year

Repuso is not required, but would replace Ramblin Reviews which is more expensive

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 Completion of Migration: \$742.50

We gladly accept payments via checks or ACH transfers.

Website Ownership

Green Lawn Underground Sprinklers 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

Thank you for trusting us with your website and digital needs. We're excited to begin this new relationship and look forward to supporting Green Lawn Underground Sprinklers as you continue to grow and thrive. Our team is committed to delivering exceptional results and ensuring your online presence works as hard as you do. We're here every step of the way and are eager to get started!