



Website Audit

4.11.2025

Plaine Studios

2521 Daniel Island Drive

Charleston, SC 29492

Chesapeake Landscape Group + Plaine Studios

We appreciate the opportunity to present our SEO and website audit proposal for Chesapeake Landscape Group. At Plaine Studios, we are committed to helping businesses like yours enhance their online visibility and attract more customers through strategic search engine optimization and quality design that ensures a visually compelling and user-friendly experience.

Through our audit, we will thoroughly evaluate your website's SEO performance, identifying strengths, areas for improvement, and opportunities to increase traffic and conversions. Our analysis will cover technical SEO, keyword effectiveness, content strategy, local search presence, and competitor insights, providing you with a roadmap for growth.

We look forward to the possibility of working together and helping you achieve your digital marketing goals. Please don't hesitate to reach out with any questions. We're excited to support your success.

Warm regards,

Chris & Jacee Brown

Plaine Studios

Scope of Website Audit

Our audit will provide a detailed analysis of your website's SEO performance, leveraging powerful data insights along with our years of hands-on experience to deliver actionable recommendations, focusing on the following key areas:

Current Website Performance

- Page speed analysis (desktop & mobile)
- Mobile-friendliness and responsiveness evaluation
- Overall user experience (UI/UX) assessment

Keyword Effectiveness

- Analysis of current keyword rankings
- Identification of keyword gaps and opportunities
- Suggestions for improved keyword strategy

On-Page SEO Analysis

- Evaluation of meta titles and descriptions
- Proper use of header structure (H1, H2, etc.)
- Image optimization for SEO and load speed
- Internal linking strategy

Technical SEO Issues

- Identification of broken links and crawl errors
- Duplicate content issues
- Indexability and sitemap review
- Structured data and schema markup analysis

Backlink Profile

- Assessment of current backlinks and referring domains
- Analysis of backlink quality and authority
- Recommendations for building high-quality backlinks

Competitor Analysis

- Benchmarking against key competitors

Content Effectiveness

- Review of website content quality and relevance
- Blog and service page optimization
- Identification of content opportunities to attract organic traffic

Conversion Rate Optimization

- Analysis of calls-to-action (CTAs)
- Lead form usability and effectiveness
- User pathways and engagement review

Recommendations & Next Steps

- A comprehensive list of prioritized SEO and design improvements
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Deliverables

- A full SEO audit report with detailed findings
- An actionable SEO improvement plan
- An optional follow-up consultation of up to 30 minutes to review findings and discuss strategic recommendations.

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.

Investment

Plaine Studios proposes to deliver this website audit at a total cost of \$550.

Terms of Payment

Plaine Studios proposes the following payment schedule:

Upon Completion of audit: \$550.00

Conclusion

Thank you for considering Plaine Studios for your website audit. We appreciate the opportunity to help Chesapeake Landscape Group improve its online presence and reach more customers. Our goal is to provide you with valuable insights and actionable recommendations that drive real results. If you have any questions or would like to discuss the next steps, please don't hesitate to reach out. We look forward to working with you!