



THE OPPORTUNITY

One brand. Three front doors.

Ambient is splitting into three focused business lines — **for three completely different customers**. A church facilities director, a bride's event planner, and a homeowner building a dream theater **wouldn't be served with one website**. They search differently, they buy differently, and they should each land on a site that speaks only to them.



NEW BUILD

Live Event Support & Equipment Rentals

Production support, on-site execution, and rental gear

Who lands here: event planners, venues, production managers, touring acts — people who need gear and a crew, on a date.

EXISTING • REFOCUS

Commercial Design & Installation

ambientavl.com — the flagship, sharpened

Who lands here: churches, corporations, schools, and venues investing in permanent, engineered AVL systems.

NEW BUILD

High-End Residential Design & Installation

Home theaters, whole-home AV, lighting design

Who lands here: homeowners, builders, and interior designers who expect a premium, white-glove experience.

Search engines reward focus

A site that's 100% about one service, for one audience, outranks a page buried inside a general site — especially for local "near me" searches.

Premium buyers expect premium

A residential client comparing you against custom-integration firms judges the website first. It has to look and feel like the homes you'll work in.

The brand family stays connected

All three sites share the Ambient mark, palette, and voice — cross-linked so credibility flows between them, but each sells its own thing.



What we'll build

Three web properties, one connected brand family — designed, written, built, and launched.

SITE 1 Live Events & Rentals — new build

- Custom design from the ground up — no templates, no page builders; built in the Ambient brand with its own energy
- Services & rental inventory pages structured so every category can rank on its own
- Event portfolio & photo galleries from your real productions
- Quote-request form tuned for event inquiries (date, venue, headcount)
- Fast, secure, mobile-first — no WordPress maintenance burden

SITE 2 High-End Residential — new build

- Premium, editorial design language — the calm, luxury counterpart to the events brand
- Project showcases built around large photography
- Process page that sells the white-glove experience (design → install → support)
- Consultation-request flow that pre-qualifies serious inquiries
- Fast, secure, mobile-first — same modern foundation

SITE 3 ambientavl.com — refocused as the commercial flagship

- Copy and navigation updated so the existing site reads as the **commercial design & installation** brand — no more carrying all three stories at once
- Brand-family navigation added: clear paths to Events/Rentals and Residential for visitors who belong there
- Light SEO tune-up: titles, descriptions, and structured data aligned to the new positioning

Built to be found — by Google and by AI

Every site ships with real SEO architecture: keyword-mapped pages, local optimization for the Dayton region and your service radius, schema.org structured data, and performance scores Google rewards. And because buyers increasingly ask ChatGPT and AI-powered search instead of Googling, all three sites are structured for AI discovery too — clean crawlable content, FAQ markup, and machine-readable service descriptions, so when someone asks an AI "who does AV installs near Dayton?", Ambient is the answer it finds.

STEP 1

Discovery

Brand split strategy, domain plan, sitemaps, and content gathering for all three properties.

STEP 2

Design

Mockups for both new sites in the Ambient brand family — you approve before we build.

STEP 3

Build

Both new sites developed; ambientavl.com edits staged alongside.

STEP 4

Launch

All three go live, cross-linked, indexed, and submitted to Google.



The investment

One flat project price covering all three properties — spread out so it never strains cash flow.

COMPLETE PROJECT — ALL THREE SITES

\$4,500 one-time

Two brand-new custom-built websites + the ambientavl.com refresh, including all design, development, copywriting support, SEO, and AI-discovery optimization described in this proposal.

Billed as **\$500/month** for 9 months — no big upfront check.

HOSTING & CARE

\$50/month

- Covers **all three** sites
- Managed hosting + SSL certificates
- Nightly backups
- Uptime monitoring & software updates
- Direct line to your developer — no ticket queues

You own everything

Your domains, your content, your sites. No proprietary platform lock-in, ever.

One partner, three brands

Same developer across all three properties keeps the brand family consistent as it grows.

Room to grow

Rental inventory systems, booking, client portals — the foundation supports whatever comes next.

What happens next

1. **Say go.** A reply to this proposal is all it takes to reserve the build slot.
2. **Discovery call.** We settle the domain strategy and naming for the two new brands, and I collect photos, service lists, and rental inventory.
3. **Design first.** You'll see and approve mockups of both new sites before a single page is built.
4. **First invoice at kickoff.** \$500/month starts when the work does.