

Ninety days, *and who does what.*

What to do first once the brand foundation is live, in the order that matters, with a name against every line. Plus a website playbook Candice can work through on her own, built from an audit of what is actually on studiockd.com today.

RUNS

90 days

OWNERS

Five, named

SITE FIXES

14, prioritised

POINTS AT

CKD at 40, 2028

01 · THE SHAPE OF IT

Three phases, *in this order*

The sequence matters more than the list. Phase one makes CKD say one thing. Phase two makes CKD easy to find. Phase three builds the habit that carries you to the anniversary. Doing them out of order is how firms end up with beautiful marketing nobody can maintain.

Every line has an owner. **IG** means we do it and it costs you nothing but a review. **CKD** means Amy or Keith. **MARK** is social. **CANDICE** is the website.

02 · THE PLAN

What happens *week by week*

PHASE ONE

Days 1 to 30 · Say one thing

The whole studio leaves this month able to describe CKD the same way. Nothing else in the plan works until this does.

Agree the positioning line. Two versions are in the brand platform, with and without "sustainably." Amy decides. This unblocks the website, LinkedIn and every proposal.

AMY

The 75-minute studio session. Play the brand back, put it in everyone's own words on camera, define what green means, and collect client stories. This is the last thing we need the whole team for.

IG

Send two or three client remarks. Not testimonials. The thing a client said that stuck, or the reason somebody gave for choosing CKD. This is the only input we have none of, and it blocks three other pieces.

AMY, KEITH

Fix the homepage headline and the page titles. Six titles, six descriptions, one headline. All written for you in section 03. Roughly an hour of work in Squarespace.

CANDICE

Rewrite the LinkedIn company page and hand Mark a starter batch of posts so the feed keeps moving without adding to anyone's plate.

IG

Confirm the ASLA conference date. If it is inside 30 days, the LinkedIn work moves to week one.

AMY

Checkpoint at day 30. Every person can give the same ten-second answer. The homepage says what the firm does. LinkedIn matches. Client quotes exist.

PHASE TWO

Days 31 to 60 · Be findable

Fix what is broken, then make the work visible. Most of this month is Candice working through a checklist we have already written.

Work the priority-one site fixes. Duplicate project pages, the misspelled URL, the placeholder page, and the shop. All listed with instructions in section 03.

CANDICE

Add the missing structured data. One block of code, supplied by us, that tells Google CKD is a landscape architecture practice in Oakland rather than a generic website.

IG

Alt text on the team and homepage images. Fifteen of seventeen team photos have none. It is an accessibility issue before it is an SEO one.

CANDICE

Rewrite three project pages using the four-sentence structure in the brand platform. We write the first, Candice publishes, then the pattern repeats.

IG

Start the posting habit. One project or one idea a week. Not a campaign, a rhythm. Every post is a piece of the 40th later.

MARK

Decide on AI crawlers. A real decision with a real trade, explained in section 05. Twenty minutes of conversation, not a technical question.

AMY, KEITH

Checkpoint at day 60. No duplicate or broken project URLs. Search results show a real description. Three project pages read the way the brand says they should. Four weeks of posts published.

PHASE THREE

Days 61 to 90 · Build the habit

Turn the month-two work into something that runs without a push, and put the first stake in the ground for the anniversary.

Choose the award projects. ASLA opens its call in January and both national and chapter close in late February. Choosing in month three is what makes February calm instead of frantic.

AMY, KEITH

Start the anniversary capture. Photographs, short video, client quotes, gathered while the work is fresh rather than scrambled for in 2027. The kit tells you exactly what to collect.

MARK, TEAM

Write one specific conference submission. You already have the subject: the new state water rules forcing finished planting drawings at concept stage. Specific, current, and genuinely useful to every firm in the room.

IG

Set the monthly website routine. Thirty minutes a month, listed in section 04, so the site never drifts back.

CANDICE

Review, and decide what comes next. What worked, what did not, and whether the 40-for-40 campaign starts in 2027 as planned.

ALL

Checkpoint at day 90. Award projects chosen. Twelve weeks of posts live. A conference submission written. The site maintains itself. The anniversary has started quietly.

What we found *on your site*

We audited studiockd.com on 17 September. It is a Squarespace site with 25 pages in the sitemap. Some of what follows is awkward reading, but all of it is fixable, most of it quickly, and none of it requires a rebuild. Candice can work straight down this list.

Priority one, fix this month

HIGH

Every project exists at two different web addresses

You have eight project pages. **Five of them are published at two different addresses at the same time**, and both versions return a live page. Google treats those as two competing pages and splits the credit between them, so neither ranks as well as one would.

Fix: keep the `/portfolio/` version of each, redirect the other to it. The complete list of pairs is written out for you below.

HIGH

Fremont High School is spelled "Freemont" in its web address

The live page is `/freemonthighschool`. It is in your sitemap, so it is what search engines have indexed, and it is one of the strongest projects in the portfolio.

Fix: create the correctly spelled address, move the page, and redirect the old one so no link breaks.

HIGH

A Squarespace demo page is live and linked

`/portfolio-2/project-one-f5w4d-z9nem-s3jda-x8w73-nzmgk` is a template placeholder that was never removed, and the portfolio page links to it.

Fix: delete the page and the link.

HIGH

No page on the site has a search description

Not the homepage, not About, not Portfolio, not Team. When there is none, Google writes its own from whatever text it finds first, which on a Squarespace page is often the navigation. Six descriptions are written for you below.

HIGH

The homepage headline is "Innovative landscape solutions"

It is also the page's main heading, so it is the single strongest signal on the site. It contains two of the most crowded words in the category and nothing a competitor could not also say. It does not mention landscape architecture, Oakland, or the Bay Area.

Fix: replace with the positioning line once Amy has chosen the version.

HIGH

There is a shop on the site

`/cart` is live and linked from every page. Squarespace adds it by default.

Fix: disable commerce in the site settings.

Priority two, next month

MEDIUM

Four of your six main pages have no main heading

Portfolio, About, Contact and Team have no H1 at all. Only the homepage and Careers do. The heading is how a page tells a search engine what it is about, and four pages are currently silent.

MEDIUM

Fifteen of seventeen team photographs have no alt text

Twelve of twenty-nine homepage images are the same. Alt text is what a screen reader announces, so this is an accessibility problem first. For a studio whose work is about universal access and ADA compliance, it is also a slightly uncomfortable inconsistency.

MEDIUM

Page titles start with a plus sign

Your About page title is `+ABOUT – Studio CKD` and Careers is `+CAREERS – Studio CKD` . The plus is a navigation flourish that has leaked into the titles, which is what shows up as the clickable blue line in Google. The homepage title is just `Studio CKD` , which says nothing.

MEDIUM

Search engines do not know what kind of business this is

The only structured data on the site is the generic block Squarespace adds to every customer's site. There is nothing saying CKD is a landscape architecture practice, in Oakland, serving the Bay Area, founded in 1988, woman-owned.

Fix: we will supply one block of code to paste into the site header. Ten minutes, once.

MEDIUM

Three different portfolio structures

There is `/portfolio` , a separate `/portfolio-2` with healthcare, education and housing sections, and project pages sitting at the root of the site. Visitors will not notice. Search engines do, and so will you the next time somebody tries to add a project.

LOW

About and Contact have leftover addresses

`/about-1` and `/contact-1`. The suffix means the originals were deleted and rebuilt. Worth tidying when the portfolio structure is consolidated, not before.

WORKING

What is already right

The canonical tag is set correctly, the sitemap generates and is complete, the site is mobile-responsive, a social sharing image exists, and the language is declared. None of that needs touching.

Titles and descriptions, written for you

Paste these straight into Squarespace under Page Settings, SEO. Titles are under sixty characters and descriptions under 160, which is what fits in a search result.

PAGE	TITLE	DESCRIPTION
<code>/</code>	Landscape Architecture in Oakland Cupples Keller Designs	Cupples Keller Designs is a woman-owned landscape architecture studio in Oakland. We design everything outside the building, across the Bay Area.
<code>/portfolio</code>	Projects: Schools, Parks and Civic Landscapes CKD	Schoolyards, parks, civic plazas and healthcare campuses across the Bay Area. Selected work from a landscape architecture studio in Oakland.
<code>/about-1</code>	About CKD Woman-Owned Landscape Architects, Oakland	Founded in 1988. A woman-owned Oakland studio designing public space, from K-12 schoolyards to civic plazas and healthcare campuses.
<code>/team</code>	Our Team Cupples Keller Designs, Oakland	The landscape architects and designers behind CKD. Three generations of Bay Area public space design, based in Oakland, California.
<code>/careers</code>	Careers Join Cupples Keller Designs	Join a small Oakland studio designing public space across the Bay Area. Current openings, and what it is actually like to work at CKD.
<code>/contact-1</code>	Contact Cupples Keller Designs, Oakland CA	Talk to Cupples Keller Designs about a landscape architecture project in the Bay Area. Public and private work, from an Oakland studio.

Every one of these leads with what the firm does and where it is, because "landscape architect Oakland" and "landscape architecture Bay Area" are what somebody types when they are looking and do not already know your name. Right now the site does not answer either.

The redirect map, every pair

Squarespace, Settings, Developer Tools, URL Mappings. Paste the block below exactly as it is, one rule per line. The arrow and the 301 are part of the syntax. Verified live on 17 September, both sides of every pair currently return a page.

DELETE OR REDIRECT THIS	TO THIS	WHY
/441pagemill-2	/portfolio/441pagemill	Duplicate
/alamedahealthservices-2	/portfolio/ alamedahealthservices	Duplicate
/eastoaklandsportscenter-2	/portfolio/ eastoaklandsportscenter	Duplicate
/vapaloaltomedicalcenter	/portfolio/vapaloaltomedcenter	Duplicate
/freemonthighschool	/portfolio/fremont	Duplicate, and misspelled
/home	/	Duplicate homepage
/portfolio-2/project-one-f5w4d-z9nem-s3jda-x8w73-nzmgk	Delete the page	Squarespace demo content

PASTE THIS

URL Mappings block

```
/441pagemill-2 -> /portfolio/441pagemill 301  
/alamedahealthservices-2 -> /portfolio/alamedahealthservices 301  
/eastoaklandsportscenter-2 -> /portfolio/eastoaklandsportscenter 301  
/vapaloaltomedicalcenter -> /portfolio/vapaloaltomedcenter 301  
/freemonthighschool -> /portfolio/fremont 301  
/home -> / 301
```

Optional, and worth doing while you are in there. `/portfolio/fremont` is a thin address for one of the strongest projects in the portfolio. Renaming it to `/portfolio/freemonthighschool` and adding one more line to the block would be better, but it is a nice-to-have rather than a fix.

THEN THIS

The parallel portfolio

There is a second portfolio section at `/portfolio-2` with its own education, healthcare and housing pages. Visitors will not notice. It doubles the work every time somebody adds a project, and it is where the demo page has been hiding.

Fix, once the redirects are in: decide whether `/portfolio-2` is the future structure or the old one, move anything worth keeping, and redirect the rest. If the category pages are useful, keep those and fold them under `/portfolio/`.

The structured data block

This is the code I promised. It tells search engines that CKD is a landscape architecture practice in Oakland, founded in 1988, serving the Bay Area, rather than an unidentified website. Paste it into Squarespace under Settings, Advanced, Code Injection, in the Header box. It goes in once and applies to the whole site.

Three fields need filling before it goes in. They are marked in capitals. We do not have the street address, phone number or public email to hand, and it is better to leave them out entirely than to guess.

PASTE INTO THE HEADER

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ProfessionalService",
  "name": "Cupples Keller Designs",
  "alternateName": "Studio CKD",
  "url": "https://www.studiockd.com",
  "description": "Woman-owned landscape architecture studio in Oakland, California. We design",
  "foundingDate": "1988",
  "founder": { "@type": "Person", "name": "Amy Cupples" },
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "STREET ADDRESS",
    "addressLocality": "Oakland",
    "addressRegion": "CA",
    "postalCode": "POSTCODE",
    "addressCountry": "US"
  },
  "telephone": "PHONE",
  "areaServed": [
    { "@type": "AdministrativeArea", "name": "San Francisco Bay Area" },
    { "@type": "AdministrativeArea", "name": "Alameda County" },
    { "@type": "AdministrativeArea", "name": "Contra Costa County" },
    { "@type": "AdministrativeArea", "name": "San Francisco County" },
    { "@type": "AdministrativeArea", "name": "San Mateo County" },
    { "@type": "AdministrativeArea", "name": "Santa Clara County" }
  ],
  "knowsAbout": [
    "Landscape architecture",
    "Public space design",
    "K-12 schoolyard design",
    "Parks and recreation design",
    "Civic and justice landscapes",
    "Healthcare campus landscapes",
    "Streetscape design",
    "Community engagement",
    "Site planning",
```

```
"ADA and universal access"  
  ]  
}  
</script>
```

How to check it worked. Paste the homepage address into Google's Rich Results Test. It should report a ProfessionalService with no errors. Takes a minute and it is worth doing before you move on.

04 · KEEPING IT

Thirty minutes *a month*

Sites drift. This is the smallest routine that stops it, and it is written so Candice can hand it to somebody else if she ever needs to.

EVERY MONTH

- Add any new project as a page under /portfolio/, never at the root, using the four-sentence structure from the brand platform.
- Give it a title and description following the pattern above.
- Alt text on every image as you upload, describing what is in the photograph rather than the file name.
- Check Search Console for anything newly reported as an error.

EVERY QUARTER

- Click every link in the navigation and the portfolio. Broken links accumulate quietly.
- Check nothing has appeared at two addresses again.
- Reread the homepage as if you had never seen it. Does it still say the same thing the studio says out loud?
- Refresh the team page. It goes stale faster than anything else on a site.

One thing to set up if it is not already. Google Search Console, verified for the domain. It is free, it takes ten minutes, and it is the only way to see what people actually searched for before they arrived. If it is already connected, add Candice and Amy as users.

05 · A DECISION TO MAKE

Your site currently *blocks AI assistants*

Squarespace adds a rule to every site it hosts that tells the major AI crawlers not to read it. Yours is switched on. That covers the crawlers behind ChatGPT, Claude, Perplexity and several others.

It was not a decision anybody made, it is a default, but it now has consequences worth understanding. A growing share of the question "who does landscape architecture in the Bay Area" is being asked of an assistant rather than typed into a search box. If your site is blocked, you are not in the answer. Neither are your competitors unless they have changed it, which means this is currently open ground.

REASONS TO OPEN IT

- You become quotable in AI answers about Bay Area landscape architecture, a place almost nobody in your category currently is.
- It costs nothing and takes one line.
- It fits the whole point of this work, which is being findable.

REASONS TO LEAVE IT

- Your project photography gets read along with everything else.
- Some firms object on principle to their work training commercial models.
- It is reversible either way, at any time.

Our recommendation is to open it, because visibility is the problem the whole studio named and this is the cheapest available fix. But it is a values question as much as a marketing one, so it is Amy and Keith's call, not ours. Twenty minutes of conversation.

06 · THE LONG LINE

From here *to the fortieth*

The ninety days are not the point. They are the first ninety of about eight hundred, and everything in them is chosen because it compounds.

2026

Foundation

One set of words, a site that says them, a posting habit that runs, and the award projects chosen. Quiet work, and the only year where nothing visible has to happen.

2027

Recognition, and the forty

Award submissions in by late February and results through the year. The 40-for-40 campaign runs, one item at a time, each one also a project page and a post. Conference submissions on a schedule. By December there are forty pieces and, if the awards land, a reason for people to look at them.

2028

The anniversary

The party Amy asked for. The book the forty items became. The press, the event, the clients and the allies in one room. None of which has to be invented in 2028, because it was collected across 2027.

After

A firm that is legible without you

The reason to do any of this properly. The ownership plan puts the studio in the team's hands eventually, and a brand that only works when Amy is in the room does not survive that. Everything here is built to be said by somebody else.

The first thing on the list is still the smallest. Amy picks a line, and everything else has something to point at.