

Brief Your Developer

A plain-English list you can forward to whoever builds or updates your website — an agency, an employee, or a friend who "knows computers." You don't need to know *how*. You only need to know what good looks like, and to check it was done.

How to use this: Send this list to whoever maintains your site. Tick each item once it is done, and ask them to show you the result. The five sections match your scorecard, so wherever you scored low, start there.

A. First impression

- ☐ Set the **page title** to: firm name + main service + city. *e.g.* "Verma & Associates | GST Consultants in Kolkata"
- ☐ Make the **main headline** say what we do and who we help — not "Welcome to..."
- ☐ Add one clear **call-to-action button** ("Book a Consultation") linked to our contact.
- ☐ Make sure the site **works well on mobile phones**.
- ☐ Get the site to **load in under 3 seconds**. *Verify on Google PageSpeed Insights.*

B. Trust

- ☐ Show our **partner / team names** (and photos if possible).
- ☐ Add **trust signals**: years in practice, clients served, ICAI registration, Google rating.
- ☐ Display **genuine client testimonials**. *Within ICAI norms.*
- ☐ Keep the **design current and professional**.

C. Content that converts

- ☐ Write each **service as a client problem we solve** — not a one-word list.
- ☐ Write a **warm, specific About** section.
- ☐ Add an **FAQ section** answering the questions clients actually ask us.

D. Easy to contact

- ☐ Show **phone and email near the top**, not only in the footer.
- ☐ Make the phone number **click-to-call** on mobile.
- ☐ Show our **office address** and embed a **Google map**.
- ☐ Add a short **contact form** (name, email, message) that emails us.

E. Found by Google & AI

- ☐ Write a unique **meta description** for each page.
- ☐ Add **structured data (schema)** for our firm and FAQ. *Validate on Google's Rich Results Test.*
- ☐ Claim and complete our **Google Business Profile**.
- ☐ Keep our **name, address & phone identical** across website, Google and directories.
- ☐ Submit the site to **Google Search Console** with a sitemap.
- ☐ Add an **llms.txt** file for AI crawlers. *Forward-looking.*

How to check it was actually done well

- Ask them to **show you the before and after** — on a phone, on Google PageSpeed Insights, and on Google's Rich Results Test.
- Search your firm's name on Google and read the blue title and grey description. Do they read the way you wanted?
- Open your own site on your phone. Can you call the firm in one tap? Can you find what you do in five seconds?

Remember: **you don't have to build any of this yourself**. Your job is to know it should be done, ask for it clearly, and check it was done well — so you get the best result from your website, whoever the designer or developer is.