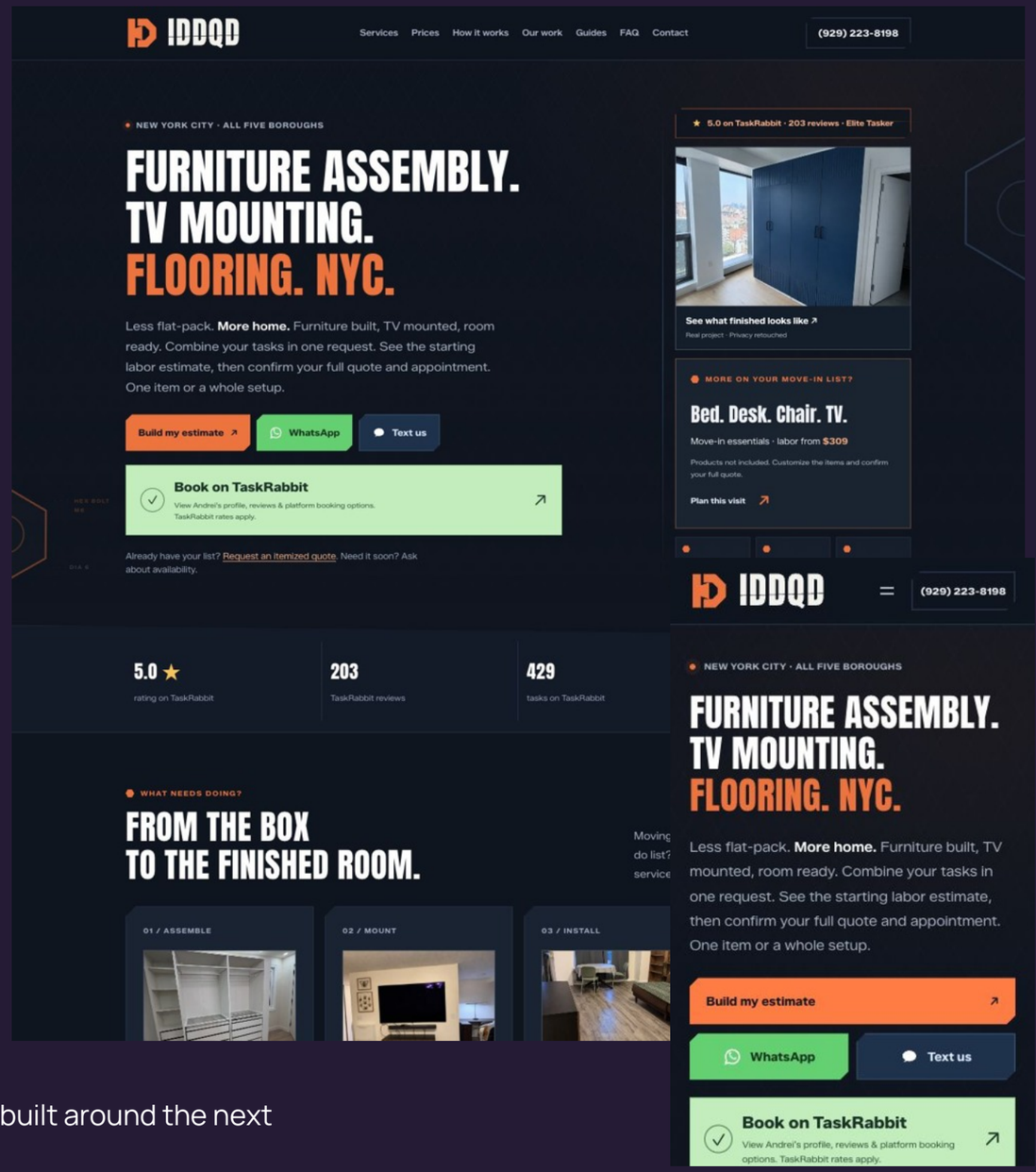
CLIENT IMPLEMENTATION / NEW YORK HOME SERVICES

A website is the start.
The journey is the work.

For IDDQD Assembly, Puzinski connected brand, website, search content, project planning and private operations around one clear business priority: better-paying direct jobs.

Brand refinement · Website redesign · Original content
Custom project planner · Integrations · Private workflows



ACTUAL IMPLEMENTATION / UNPAID PILOT

A visual walkthrough of the full redesign, the decisions behind each page and the system built around the next customer action.

01 / THE BUSINESS BRIEF

An already busy business.
A more useful direct channel.

The owner was already booked Monday to Friday through TaskRabbit. He wanted a stronger route to direct customers and complete projects. The supplied website was an unpublished single-page draft. The direction was to refine its industrial character, not replace it with a different brand.

01

Preserve the character

Retain the navy/orange industrial direction the client wanted.

02

Sell the complete project

Help visitors describe furniture, mounting and room setups together.

03

Connect the next action

Carry useful scope into private owner review and follow-through.

Starting point: an unpublished one-page draft. No historic live-site traffic or conversion baseline was supplied.

02 / THE COMPLETE BEFORE & AFTER

The full page.
The complete change.

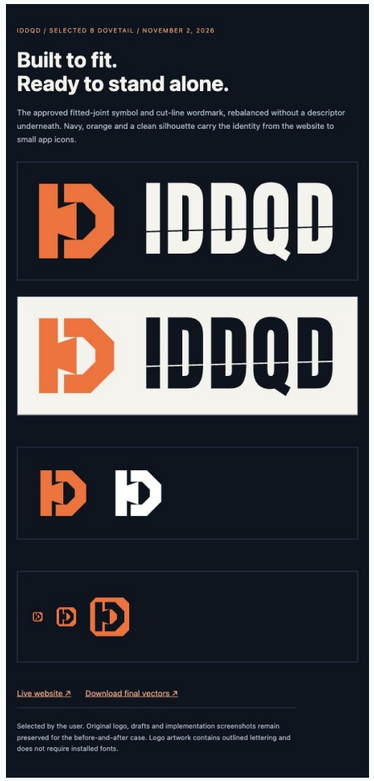
BEFORE / SUPPLIED UNPUBLISHED DRAFT

AFTER / IMPLEMENTED HOMEPAGE

The original draft is preserved. New service, project and guide pages appear later in this case; they did not exist before. This is a website comparison, not an A/B test or a renovation before/after.

03 / IDENTITY, PHOTOGRAPHY & VISUAL DIRECTION

Refine the brand.
Make genuine work visible.



One recognizable direction

Selected B Dovetail logo, standalone symbol, favicon and share-cover system. The industrial navy/orange character remains recognizable.

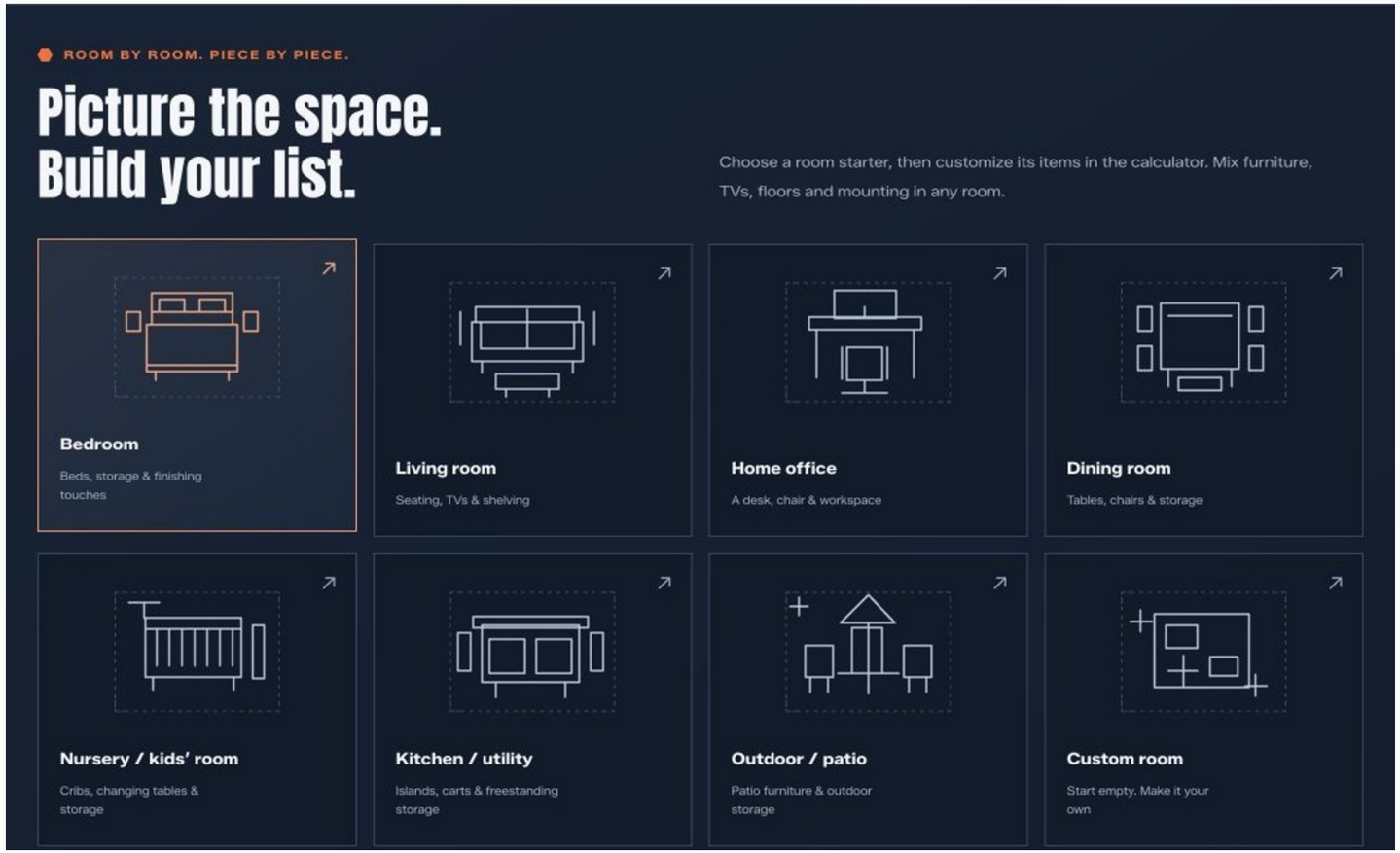
Real work near the decision

50 genuine portfolio photographs were curated by service and furniture type, with privacy edits disclosed. The client's craftsmanship supports the offer; Puzinski shaped how it is presented.

Existing work and TaskRabbit reputation belong to the client. Several photographs can show one project. Privacy cleanup is not a physical before/after.

04 / CUSTOM PLANNING & PRICING

Help customers scope *the whole job.*



The $309 move-in and $315 wardrobe lists are illustrations at current rates, not past sales or fixed-price packages.

What we added

By-item and by-room planning, 138 priced options, eight visual starters and seven furniture work types. Lists stay editable.

Why this solution

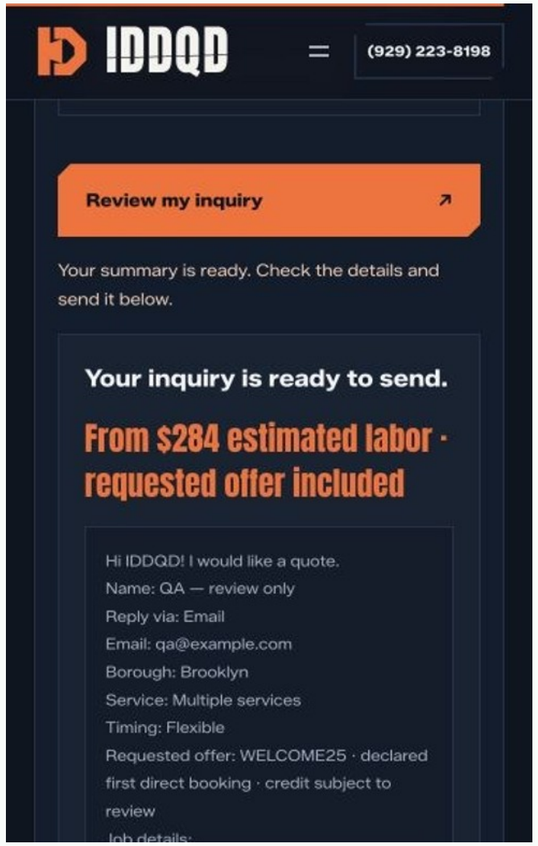
The client wanted complete direct projects. A visual list makes it easier to explain a whole room or combine services in one request.

Prices with meaning

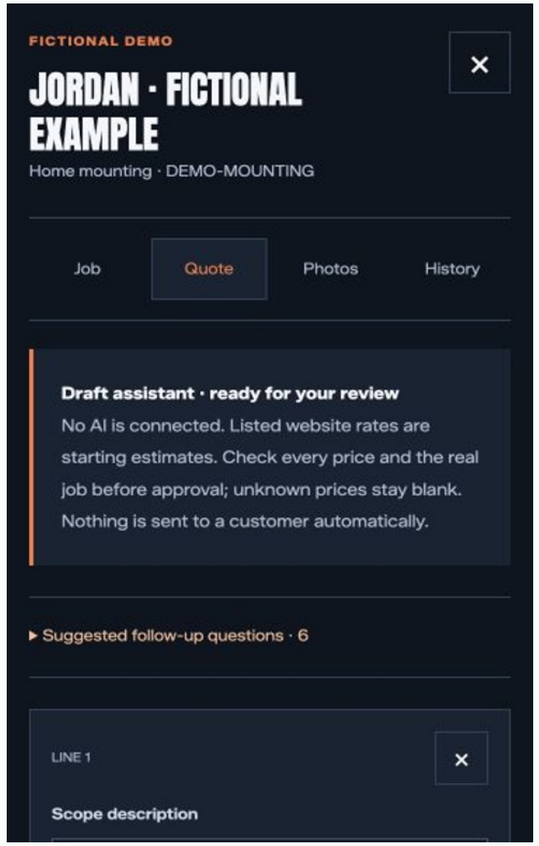
Units, minimum labor totals and offer rules are explicit. The owner confirms suitability, scope, final price and appointment.

05 / INQUIRY DESIGN & QUOTE REVIEW

Carry the context.
Make the next step usable.



Customer review



Owner quote draft

Private-workspace images are fictional demo data. No actual lead records are shown. The site does not reserve a visit or take payment.

Before

The original form opened a personal-email draft. The visitor still had to send that separate message.

After

Review-before-send forms carry the selected scope and contact preferences into a server-processed inquiry and private owner alert. The owner can turn the request into an itemized draft.

Why

Keep the project details together instead of treating a notification as the whole customer journey.

06 / THE CONNECTED SYSTEM

The website connects.
The owner stays in control.

01

Customer project

Services + real work + planner

02

Reviewed inquiry

Netlify Forms + selected scope

03

Private notification

Signed route + client Telegram

04

Quote assistant

Server-recomputed itemized draft

05

Review & approval

Owner checks the current version

06

Phone handoff

Owner performs the final send

Search & measurement alongside the journey: Search Console + sitemap · consent-based GA4 · IndexNow change submission.

Explanatory system diagram. No autonomous client sending, live customer data or unverified commercial result is implied.

07 / INTEGRATIONS & THEIR BUSINESS PURPOSE

Each connection *has a reason.*

Domain + business identity

The client's iddqdnyc.com domain and info@iddqdnyc.com business address were applied consistently across pages and contact actions.

Why: Give the business a recognizable direct destination and consistent contact details.

Netlify hosting + HTTPS

The built website is published to the client's separate Netlify project, with the custom domain, public assets and form processing.

Why: Keep the public site and its server-side inquiry handling in one maintained deployment.

Netlify Forms + review step

The customer reviews the request before a server-processed submission. Selected items, work types, location, timing and contact preference travel with the inquiry.

Why: An inquiry should arrive with the context needed to review the actual job, rather than depend on a visitor sending a separate email draft.

Signed webhook + private Telegram bot

A dedicated signed delivery route sends website inquiries to the fixed private client chat. Validation and replay checks protect the notification path.

Why: Keep incoming direct requests near the owner and avoid exposing lead delivery to an arbitrary recipient.

Custom quote assistant + private workspace

The selected list becomes an itemized draft. Public rates, work types, units, minimums and requested introductory credit are recomputed on the server.

Why: Carry the customer's requested scope into review without treating a browser total as a final approved quote.

Implementation limits and owner responsibilities are detailed in the interactive case. Contact links are distinguished from platform integrations.

07 / INTEGRATIONS & THEIR BUSINESS PURPOSE

Each connection *has a reason.*

Owner approval > phone messaging

The owner approves the current draft in Telegram, then opens it for a final manual send through the phone's WhatsApp, SMS or email app.

Why: Fit the communication process to the owner's phone without a new paid messaging provider or unreviewed automatic replies.

Google Analytics 4 + consent

A dedicated IDDQD stream is consent-gated. The public site provides analytics choices; private customer details and free-text requests stay out of analytics events.

Why: Create a measurement foundation while separating business inquiries from optional traffic measurement.

TaskRabbit + direct contact choices

Visible links retain the client's existing TaskRabbit route alongside direct requests, WhatsApp, SMS, phone and email actions.

Why: Let customers choose a comfortable next step while building an independent direct channel.

Google Search Console + sitemap

A verified property and sitemap connect the 11 public pages and image references to search discovery reporting.

Why: Make the site's structure discoverable and give future search work a real query/click feedback source.

IndexNow change submission

The publication script submits changed canonical public pages after verifying the live build and skips unchanged repeat submissions.

Why: Notify supporting search engines about actual page changes rather than repeatedly submitting an unchanged site.

Implementation limits and owner responsibilities are detailed in the interactive case. Contact links are distinguished from platform integrations.

08 / FOUR PRACTICAL AUTOMATIONS

Prepare the next step.
Keep judgment with the owner.

01 / Direct-inquiry follow-up

TRIGGER

A direct request needs more information or a next reply.

BUILT

Private reminders and drafts ask for missing product, location or timing information.

WHY

Keep the next action visible and make it easier to prepare a complete, consistent response.

OWNER CONTROL

Owner reviews and approves the current draft, then sends manually. Empty, paused, closed, test and TaskRabbit records are excluded from direct-job reminders.

02 / Agreed-visit preparation

TRIGGER

The owner records an already agreed visit after reviewing the quote.

BUILT

A confirmation draft and product, access and workspace preparation checklist.

WHY

Carry the agreed scope into the next customer step and make preparation explicit.

OWNER CONTROL

The system does not book an unconfirmed slot, check calendar conflicts or send a customer message automatically.

The assistant is rules-based. The owner's end-to-end phone acceptance check remains open. No automatic customer delivery, calendar conflict checking or automatic publishing is claimed.

08 / FOUR PRACTICAL AUTOMATIONS

Prepare the next step.
Keep judgment with the owner.

03 / Feedback + photo permission

TRIGGER

The owner marks the work completed.

BUILT

Separate drafts request honest feedback and permission for specific project photos.

WHY

Make genuine future proof part of the completed-job process without inventing reviews or assuming image permission.

OWNER CONTROL

Approving the request does not record customer consent. The actual response and permitted photos must be recorded separately.

04 / Private project-story draft

TRIGGER

Completed facts and specifically permitted photographs are available.

BUILT

An original factual draft package for a future project story, with privacy and fact checks.

WHY

Help turn real completed work into useful proof for future customers.

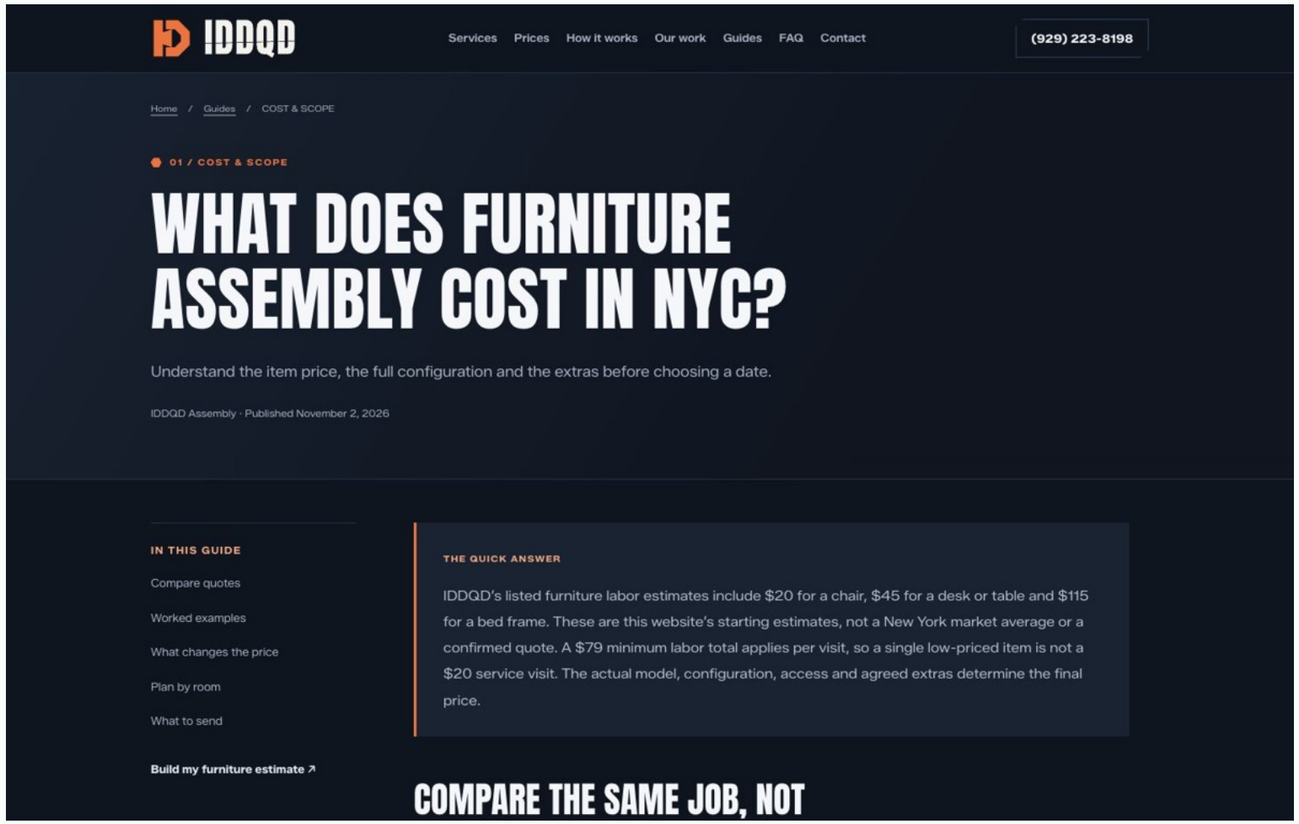
OWNER CONTROL

Facts, image privacy and permission need separate review. Publishing is manual; test records cannot become real client proof.

The assistant is rules-based. The owner's end-to-end phone acceptance check remains open. No automatic customer delivery, calendar conflict checking or automatic publishing is claimed.

09 / SEARCH CONTENT & MEASUREMENT

Answer the question.
Connect it to the service.



Original content with a purpose

Dedicated service and project pages connect to a cost guide and an apartment preparation checklist. The articles explain real catalog scope and the information the customer needs next.

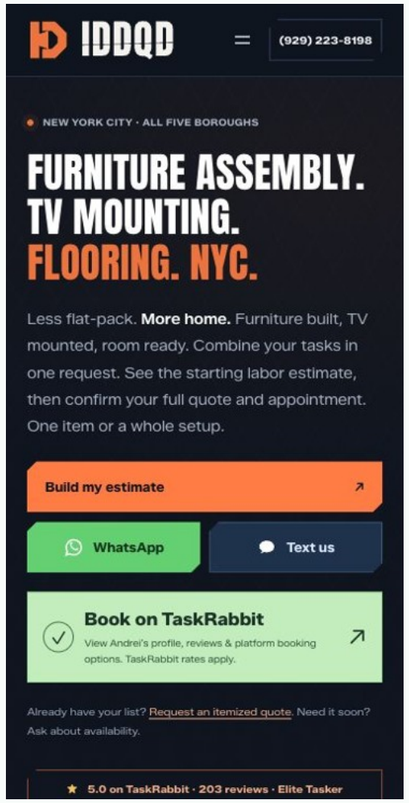
Technical foundations

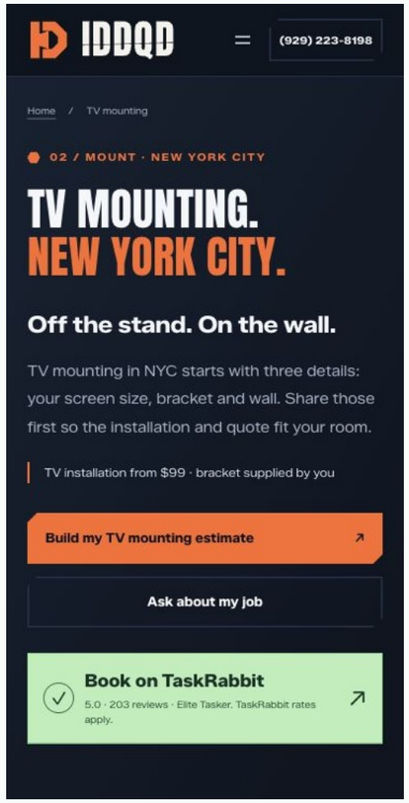
Canonical URLs, unique metadata, crawlable links, structured data, image references, share covers, self-hosted fonts and responsive images. Search Console and consent-gated Analytics support follow-on measurement.

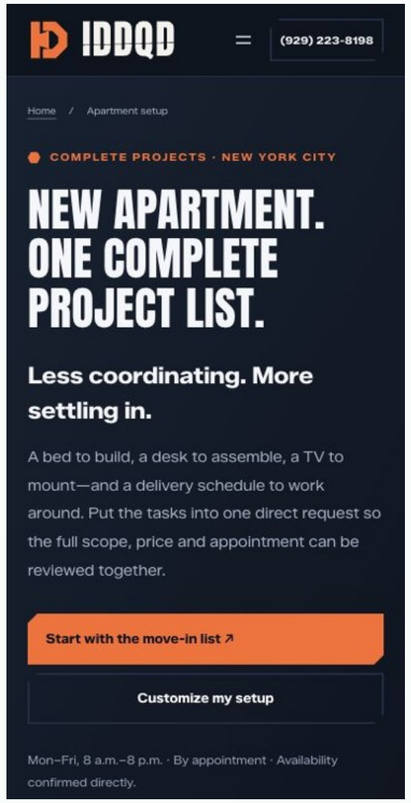
The sitemap was accepted and 11 pages were discovered. This is launch evidence, not proof of search rankings, AI citations or organic growth. Google Maps verification is deferred.

10 / MOBILE, ACCESS & CUSTOMER CONFIDENCE

Built for the phone
and the decisions around it.







Small-screen priorities

Readable scope, large direct actions, optional room planning and a route that lets visitors ask without finishing a calculator.

Supporting pages

Privacy, terms, booking information, cookies, accessibility and a confirmation page explain what the website does and what happens before booking.

Launch verification

89 automated checks and 85 public page/width checks passed in the November 2 launch review.

Responsive review is not certification on every physical device. Legal pages do not replace job-specific agreements or professional legal review.

Homepage

Redesigned / original page expanded

Make the whole job the first impression.

BEFORE

The original hero led with a $20 starting item. Broad service promises and a long one-page layout had to explain every kind of job.

WHAT PUZINSKI ADDED

A clearer multi-service headline, real-work photography, project starters, visual room planning, itemized estimates, service links, genuine portfolio proof and direct inquiry actions.

WHY THIS DECISION

The business wanted better-paying direct projects. Leading with the complete visit gives a customer room to describe a full list instead of anchoring the conversation on one small item.

CUSTOMER JOURNEY

Understand the offer › see relevant work › build a project list or send details directly.

BUSINESS PURPOSE

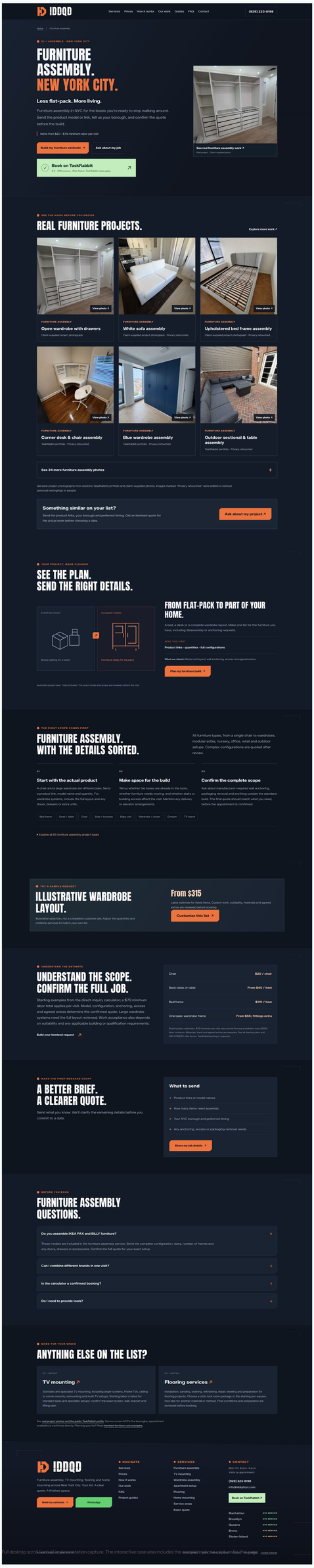
A broader, more useful project request for the owner to review. Higher booking value remains a goal to measure, not a result claimed.

Inspect the live page ›

Full desktop scroll. Live site implementation capture. The interactive case also includes the complete phone capture for this page.

Furniture assembly

New dedicated service page



Full desktop scroll, kept as a presentation capture. The interactive case also includes the [illegible] Scroll to top

Answer the furniture buyer's actual questions.

BEFORE

Furniture assembly shared space with every other service on the original homepage. No dedicated page existed in the archive.

WHAT PUZINSKI ADDED

Furniture-specific copy, genuine relevant work, preparation guidance, scope details, starting-price context, FAQs and an assembly-focused inquiry route.

WHY THIS DECISION

A furniture customer needs product, configuration and workspace information. A dedicated page can answer those questions before asking for the request.

CUSTOMER JOURNEY

Recognize a similar build › understand the scope › share product details.

BUSINESS PURPOSE

A relevant service destination for search visitors and a better-prepared assembly inquiry.

Inspect the live page ›

TV mounting

New dedicated service page



Full desktop scroll, section and interaction capture. The interactive case also includes the equivalent mobile page at /tv-mount/ as a page.

Cookies choices

Explain the installation before the inquiry.

BEFORE

TV mounting was one section of the supplied single-page draft. Its wall, bracket and configuration questions needed more room.

WHAT PUZINSKI ADDED

Genuine TV installations, screen-size starting rates, wall and bracket questions, soundbar/removal context, scope exclusions and direct project actions.

WHY THIS DECISION

Screen size alone does not define the job. Showing the right questions makes the request more useful while keeping suitability and final pricing with the owner.

CUSTOMER JOURNEY

See an actual installation › understand what affects scope › send size, bracket and wall details.

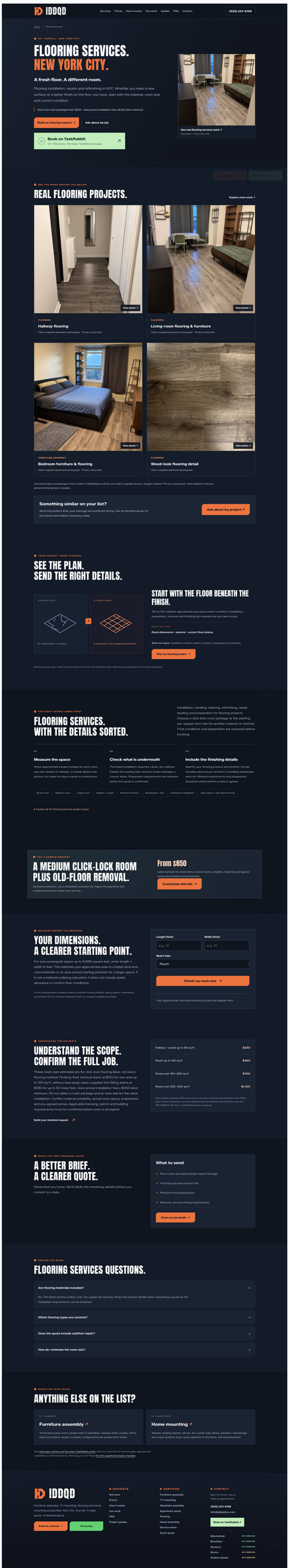
BUSINESS PURPOSE

A clearer starting point for review, without promising an unconfirmed installation or price.

Inspect the live page ›

Flooring

New dedicated service page



Make area, units and preparation understandable.

BEFORE

Flooring information sat within the original page. A per-square-foot rate could be mistaken for the cost of a complete job.

WHAT PUZINSKI ADDED

Genuine flooring views, material/method explanations, room-area planning, explicit units, preparation context and the $350 minimum for area-priced installation.

WHY THIS DECISION

A flooring request depends on area, material and current conditions. The page helps customers explain the work and understand what the starting estimate covers.

CUSTOMER JOURNEY

Identify the work › estimate area › share conditions for review.

BUSINESS PURPOSE

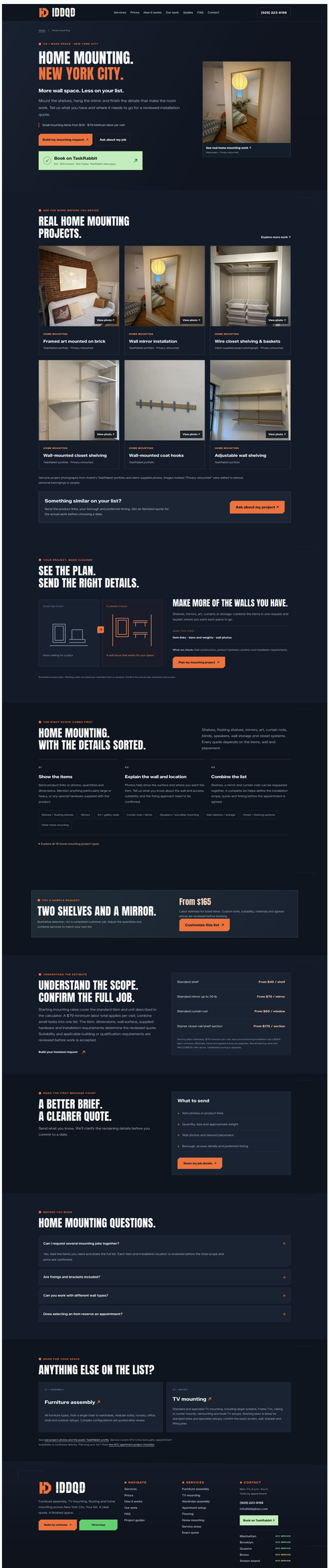
A more complete flooring brief; products, preparation, suitability and final scope remain subject to confirmation.

Inspect the live page ›

Full desktop scroll captured in one continuous capture. The interactive case also includes the separate mobile-specific flooring page.

Home mounting

New dedicated service page



Make smaller installation needs easy to recognize.

BEFORE

Shelves, mirrors, art and curtain work had no independent destination in the supplied draft.

WHAT PUZINSKI ADDED

A focused mounting page, genuine examples, wall/location questions, common scope explanations and relevant inquiry links.

WHY THIS DECISION

People often describe the object rather than the service category. Familiar examples help them identify the right route and combine items when useful.

CUSTOMER JOURNEY

Find the object type › see comparable work › describe the mounting locations.

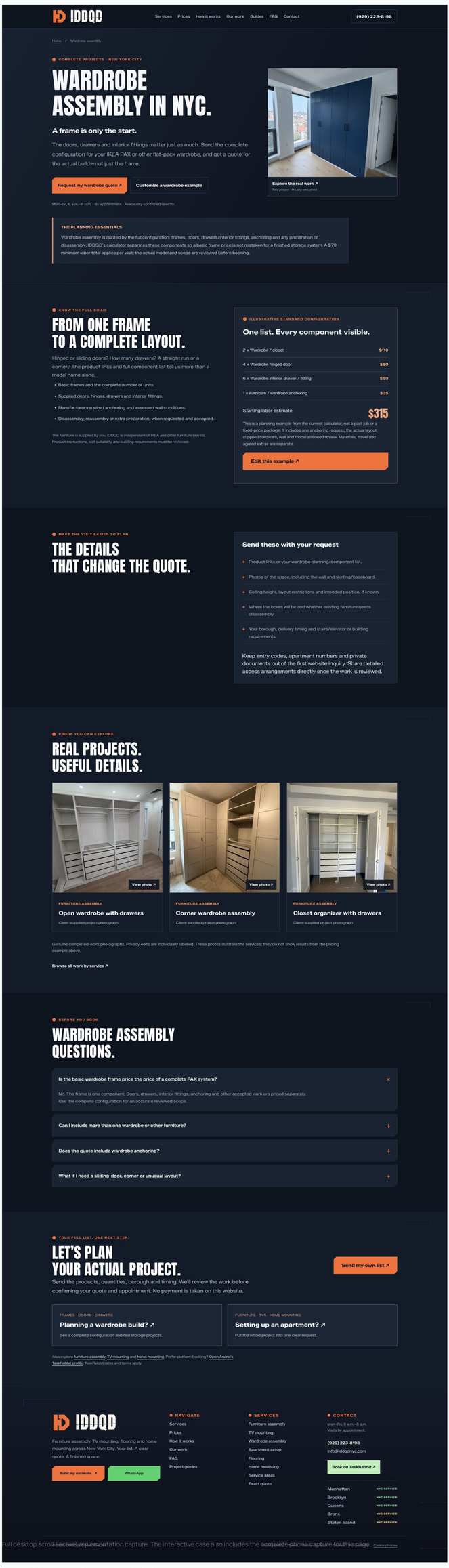
BUSINESS PURPOSE

An accessible entry point for a focused installation or a combined project list.

Inspect the live page ›

Wardrobes & IKEA PAX

New project-specific destination



Full desktop scroll, actual implementation capture. The interactive case also includes the complete phone capture for the page.

Show the configuration behind the headline price.

BEFORE

The archive had no dedicated wardrobe page. A frame price alone does not explain drawers, doors and other components.

WHAT PUZINSKI ADDED

Relevant wardrobe photographs, configuration guidance, component context and an editable $315 illustrative wardrobe list at the current rates.

WHY THIS DECISION

Wardrobes can be complete projects rather than single-item requests. Explaining components helps visitors understand the work behind the estimate.

CUSTOMER JOURNEY

Recognize the layout › check the components › send the complete configuration.

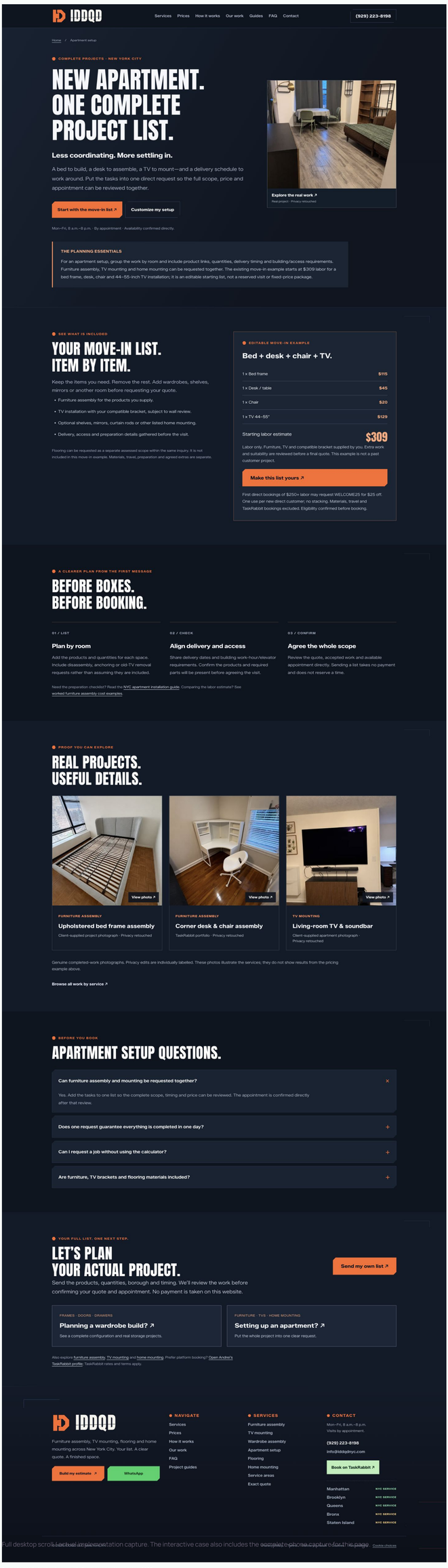
BUSINESS PURPOSE

A fuller wardrobe scope to review. The example is a planning list, not a past sale or fixed-price package.

Inspect the live page ›

Apartment setup

New project-specific destination



Full desktop scroll of the live implementation capture. The interactive case also includes the complete phone capture of the page.

Connect several services to one real-life need.

BEFORE

No apartment-setup page existed. Customers had to assemble a multi-service request themselves.

WHAT PUZINSKI ADDED

A move-in planning destination connecting furniture and mounting, complete-list guidance and a $309 starting-labor example that can be edited.

WHY THIS DECISION

A move-in is a situation customers recognize. Organizing around it makes the combined project easier to describe while retaining single-item requests.

CUSTOMER JOURNEY

Choose a starter › edit the actual list › request owner review.

BUSINESS PURPOSE

A practical path toward complete direct projects. No appointment is reserved by the planner.

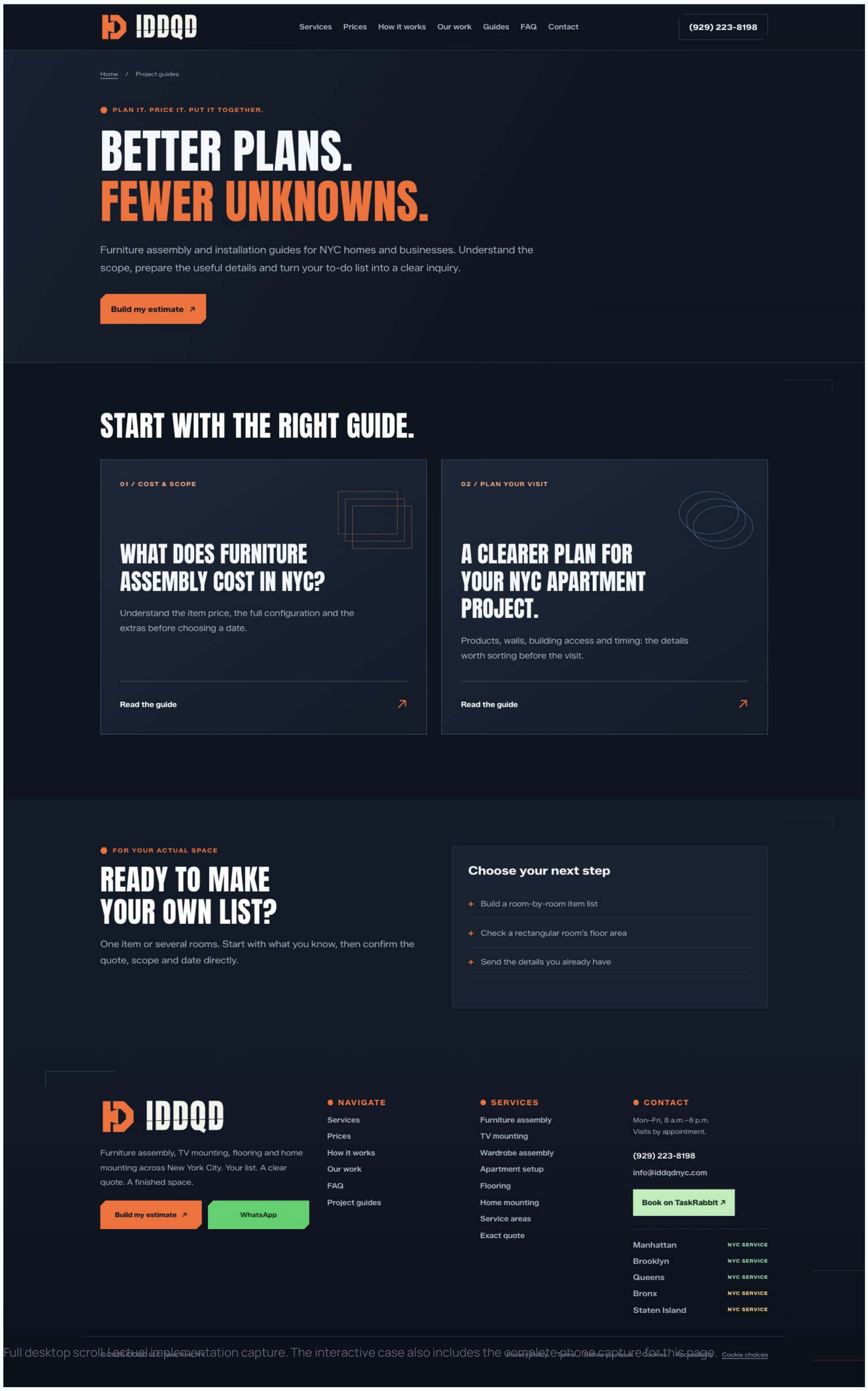
Inspect the live page ›

Real-work gallery

New portfolio destination

Project guides

New content hub



Full desktop scroll / actual implementation capture. The interactive case also includes the complete phone capture for this page.

Give practical questions a useful home.

BEFORE

The original draft had no guide hub or original planning articles.

WHAT PUZINSKI ADDED

A crawlable guide index connecting cost and preparation questions with the relevant services and inquiry actions.

WHY THIS DECISION

Some visitors are still planning. A useful answer can support their decision and introduce the appropriate service without forcing an immediate sale.

CUSTOMER JOURNEY

Choose the planning question › read the answer › explore the matching service.

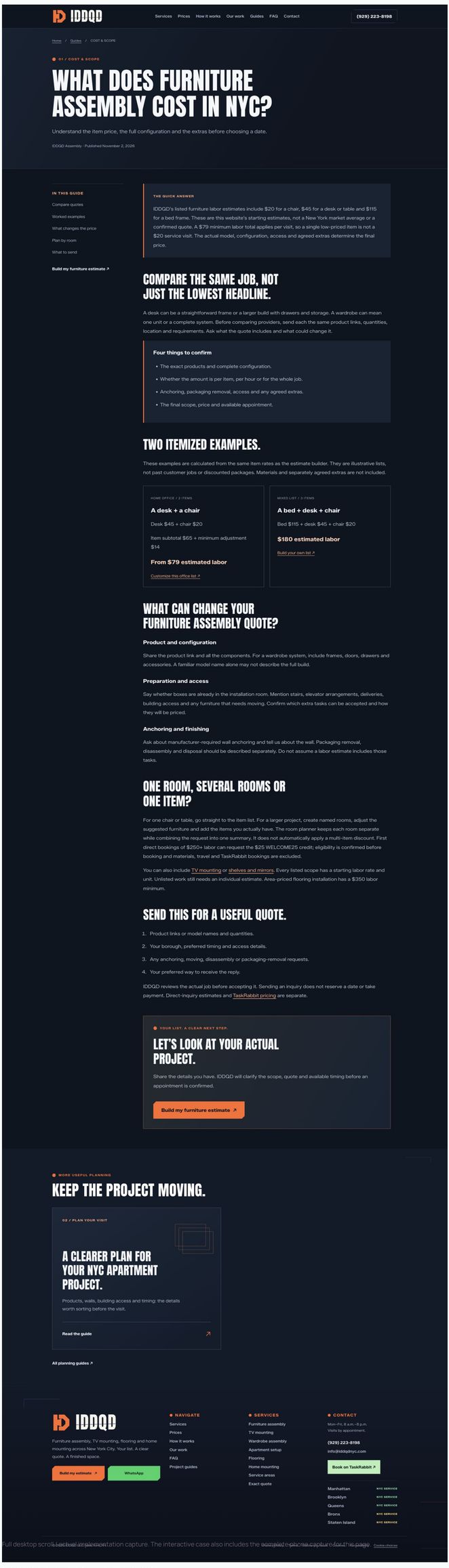
BUSINESS PURPOSE

A structured home for original content and internal links; organic growth still needs ongoing measurement.

Inspect the live page ›

Furniture assembly cost guide

New original guide



Full desktop scroll, including the complete capture of the page.

Teach customers how to read the estimate.

BEFORE

No standalone cost guide existed in the supplied archive.

WHAT PUZINSKI ADDED

Original explanations of itemized labor, minimums, configuration examples and what to prepare for a usable quote.

WHY THIS DECISION

A useful pricing article should answer the buying question and reflect the actual service catalog. It should not attract visitors with a price that means something different in practice.

CUSTOMER JOURNEY

Understand the price structure › identify the actual items › build a list.

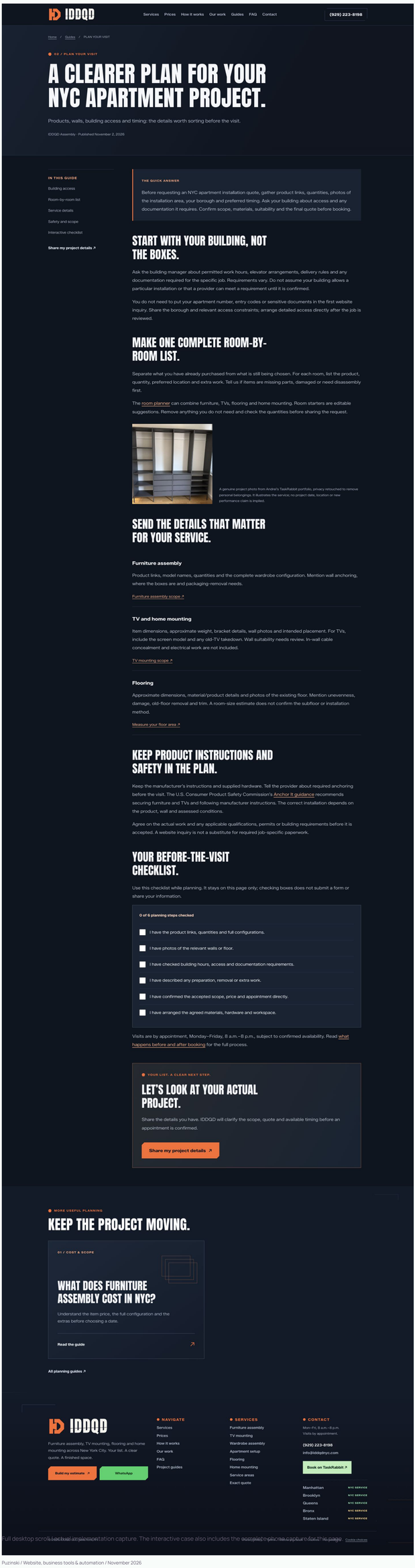
BUSINESS PURPOSE

More context for a price-sensitive buyer, with examples explicitly separated from final quotes.

Inspect the live page ›

NYC apartment installation checklist

New original guide



IDDQD

Services Prices How it works Our work Guides FAQ Contact (929) 223-8198

Home / Guides / PLAN YOUR VISIT

02 / PLAN YOUR VISIT

A CLEARER PLAN FOR YOUR NYC APARTMENT PROJECT.

Products, walls, building access and timing: the details worth sorting before the visit.

IDDQD Assembly · Published November 2, 2026

IN THIS GUIDE

Building access

Room-by-room list

Service details

Safety and scope

Interactive checklist

Share my project details ↗

THE QUICK ANSWER

Before requesting an NYC apartment installation quote, gather product links, quantities, photos of the installation area, your borough and preferred timing. Ask your building about access and any documentation it requires. Confirm scope, materials, suitability and the final quote before booking.

START WITH YOUR BUILDING, NOT THE BOXES.

Ask the building manager about permitted work hours, elevator arrangements, delivery rules and any documentation required for the specific job. Requirements vary. Do not assume your building allows a particular installation or that a provider can meet a requirement until it is confirmed.

You do not need to put your apartment number, entry codes or sensitive documents in the first website inquiry. Share the borough and relevant access constraints; arrange detailed access directly after the job is reviewed.

MAKE ONE COMPLETE ROOM-BY-ROOM LIST.

Separate what you have already purchased from what is still being chosen. For each room, list the product, quantity, preferred location and extra work. Tell us if items are missing parts, damaged or need disassembly first.

The room planner can combine furniture, TVs, flooring and home mounting. Room starters are editable suggestions. Remove anything you do not need and check the quantities before sharing the request.

A genuine project photo from Andrei's TaskRabbit portfolio, privacy retouched to remove personal belongings. It illustrates the service; no project date, location or new performance claim is implied.

SEND THE DETAILS THAT MATTER FOR YOUR SERVICE.

Furniture assembly

Product links, model names, quantities and the complete wardrobe configuration. Mention wall anchoring, where the boxes are and packaging-removal needs.

Furniture assembly scope ↗

TV and home mounting

Item dimensions, approximate weight, bracket details, wall photos and intended placement. For TVs, include the screen model and any old-TV takedown. Wall suitability needs review. In-wall cable concealment and electrical work are not included.

TV mounting scope ↗

Flooring

Approximate dimensions, material/product details and photos of the existing floor. Mention unevenness, damage, old-floor removal and trim. A room-size estimate does not confirm the subfloor or installation method.

Measure your floor area ↗

KEEP PRODUCT INSTRUCTIONS AND SAFETY IN THE PLAN.

Keep the manufacturer's instructions and supplied hardware. Tell the provider about required anchoring before the visit. The U.S. Consumer Product Safety Commission's Anchor It guidance recommends securing furniture and TVs and following manufacturer instructions. The correct installation depends on the product, wall and assessed conditions.

Agree on the actual work and any applicable qualifications, permits or building requirements before it is accepted. A website inquiry is not a substitute for required job-specific paperwork.

YOUR BEFORE-THE-VISIT CHECKLIST.

Use this checklist while planning. It stays on this page only; checking boxes does not submit a form or share your information.

0 of 6 planning steps checked

- [ ] I have the product links, quantities and full configurations.
- [ ] I have photos of the relevant walls or floor.
- [ ] I have checked building hours, access and documentation requirements.
- [ ] I have described any preparation, removal or extra work.
- [ ] I have confirmed the accepted scope, price and appointment directly.
- [ ] I have arranged the agreed materials, hardware and workspace.

Visits are by appointment, Monday–Friday, 8 a.m.–8 p.m., subject to confirmed availability. Read what happens before and after booking for the full process.

YOUR LIST. A CLEAR NEXT STEP.

LET'S LOOK AT YOUR ACTUAL PROJECT.

Share the details you have. IDDQD will clarify the scope, quote and available timing before an appointment is confirmed.

Share my project details ↗

MORE USEFUL PLANNING

KEEP THE PROJECT MOVING.

01 / COST & SCOPE

WHAT DOES FURNITURE ASSEMBLY COST IN NYC?

Understand the item price, the full configuration and the extras before choosing a date.

Read the guide ↗

All planning guides ↗

IDDQD

Furniture assembly, TV mounting, flooring and home mounting across New York City. Your list. A clear quote. A finished space.

Build my estimate ↗ WhatsApp

NAVIGATE: Services, Prices, How it works, Our work, FAQ, Project guides

SERVICES: Furniture assembly, TV mounting, Wardrobe assembly, Apartment setup, Flooring, Home mounting, Service areas, Exact quote

CONTACT: Mon–Fri, 8 a.m.–8 p.m. Visits by appointment. (929) 223-8198 info@iddqdnyc.com

Book on TaskRabbit ↗

Manhattan NYC SERVICE
Brooklyn NYC SERVICE
Queens NYC SERVICE
Bronx NYC SERVICE
Staten Island NYC SERVICE

Cookie choices

Full desktop scroll. Local implementation capture. The interactive case also includes the complete phone capture for this page.

Prepare the project before the visit.

BEFORE

The original draft had no dedicated apartment preparation guide.

WHAT PUZINSKI ADDED

Original guidance on product links, wall details, workspace, building access and the information needed before confirming work.

WHY THIS DECISION

Preparation affects whether a request can be reviewed and a visit can be planned sensibly. A clear checklist turns that uncertainty into useful customer input.

CUSTOMER JOURNEY

Check the requirements › collect missing details › send a clearer brief.

BUSINESS PURPOSE

A practical preparation resource connected to real services and the inquiry form.

Inspect the live page ›

The design. The words.
The system behind them.

Puzinski's work connects the parts a customer experiences with the work the business has to do next. This project shows strategy, visual design, original content, development, integrations and approval-led automation in one delivery. Start with the bottleneck your business needs to solve first.

01 / Bring the bottleneck

Share the website or process and the change you want.

02 / Agree the first phase

Scope, price, ownership, handover and support in writing.

03 / Review a working release

Check the delivery, then decide what to measure next.

Discuss your website or workflow ›

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EVIDENCE & PUBLICATION NOTES

Clear on the delivery.
Honest about the next phase.

Implementation evidence: preserved source, actual before/after captures, 89 automated checks and 85 public page/width checks from the November 2 launch review; earlier private Telegram test delivery confirmed by the user. Unpaid pilot. Owner-phone acceptance remains pending. No post-launch traffic, booking, revenue, conversion or time-saving uplift has been established. Google Maps verification is deferred.

The original source and before captures were preserved. Captures show the implemented website; privacy-retouched job photos remain labelled on the client site. The client's prior craftsmanship and public TaskRabbit reputation are not outcomes produced by Puzinski.

No former-employer materials, private customer records, apartment address, credentials, invented review or paid-engagement implication is included. Workflow diagrams explain the implementation. Private interface screenshots use fictional demo records.

Full desktop and phone screenshots, live-page links, integrations and individual decisions are available at puzinski.com/work/iddqd/.