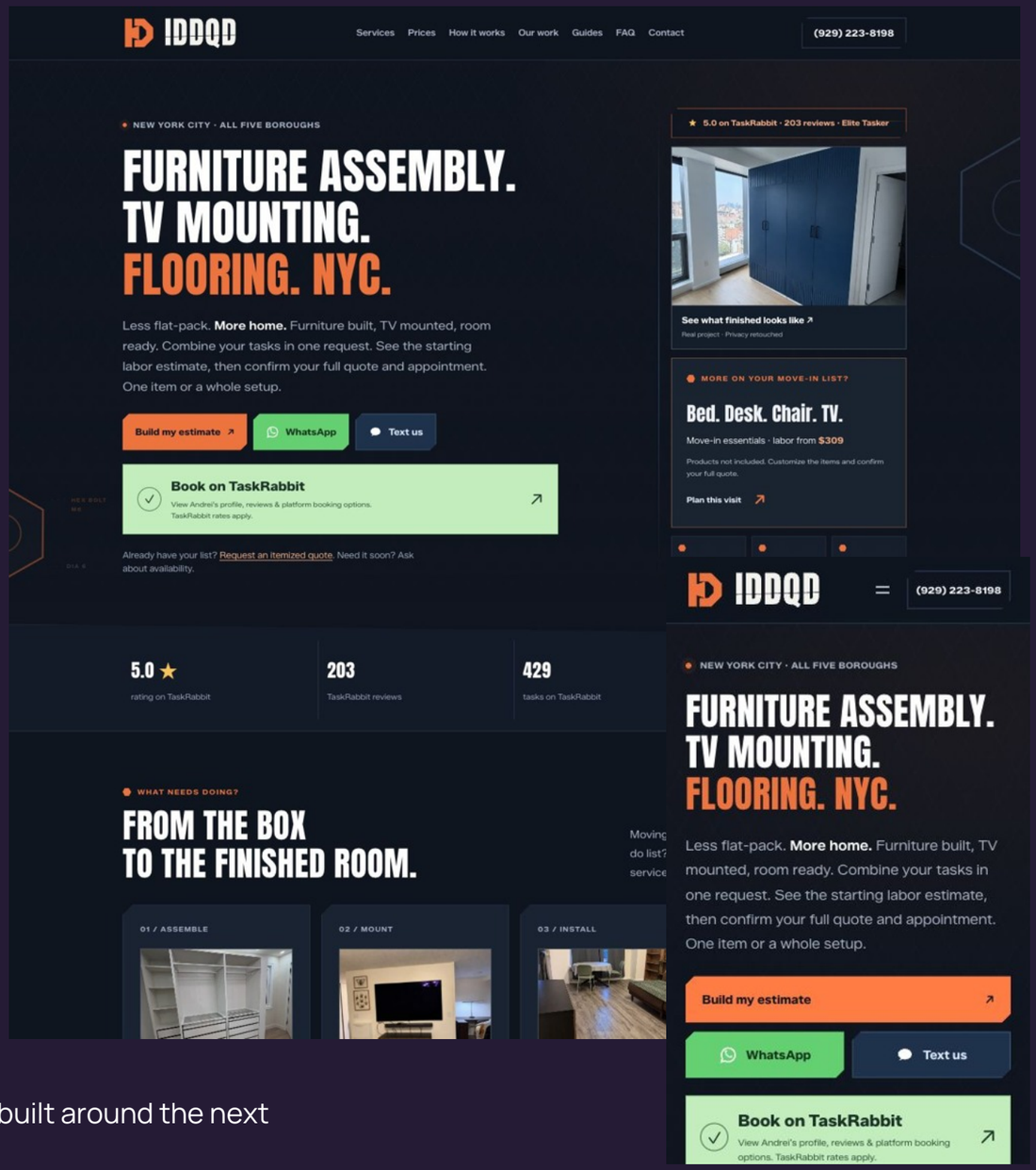
CLIENT IMPLEMENTATION / NEW YORK HOME SERVICES

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

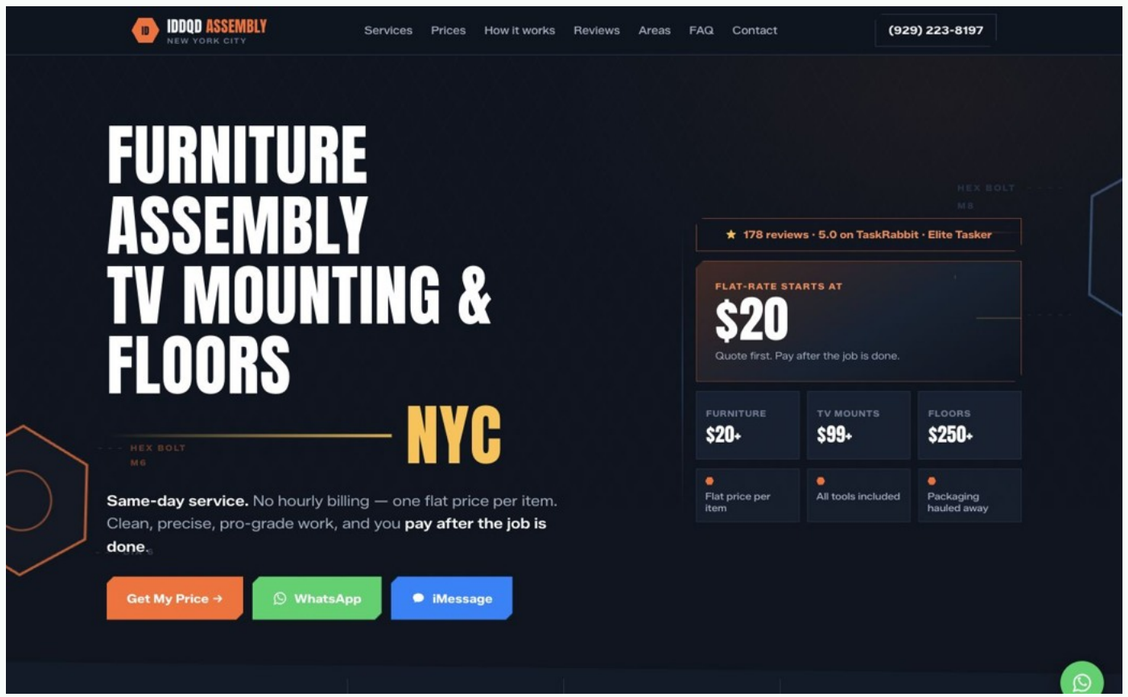
A visual walkthrough of the full redesign, the decisions behind each page and the system built around the next customer action.

BEFORE / AFTER / ACTUAL WEBSITE

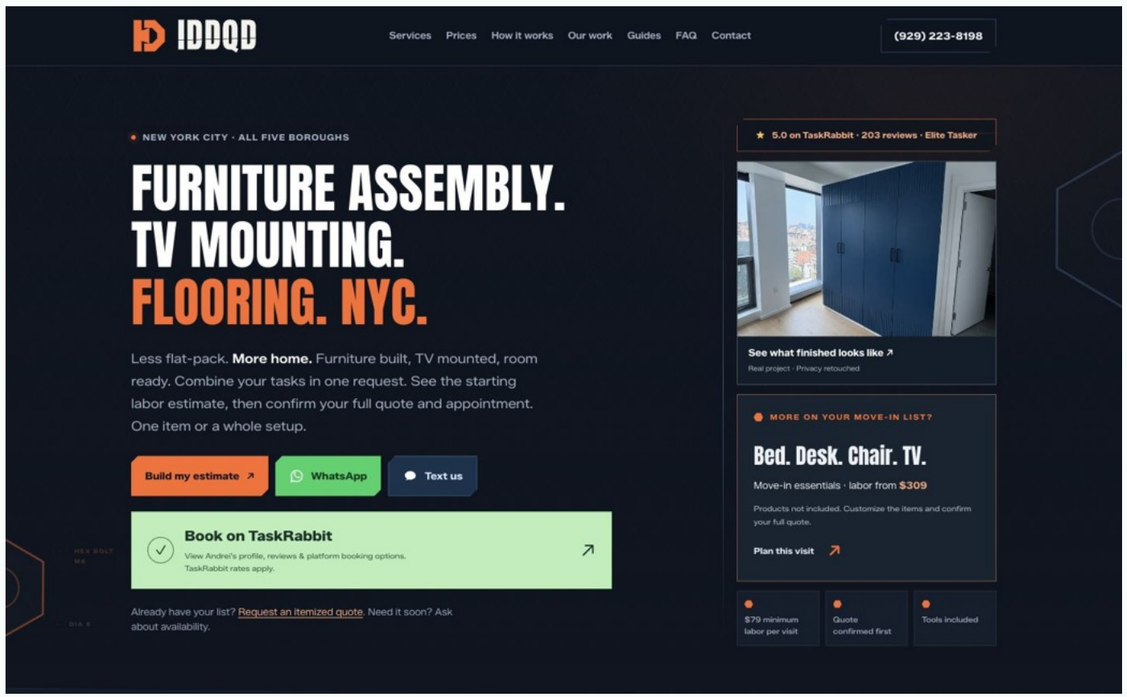
The same business.

A clearer customer journey.

BEFORE / UNPUBLISHED DRAFT



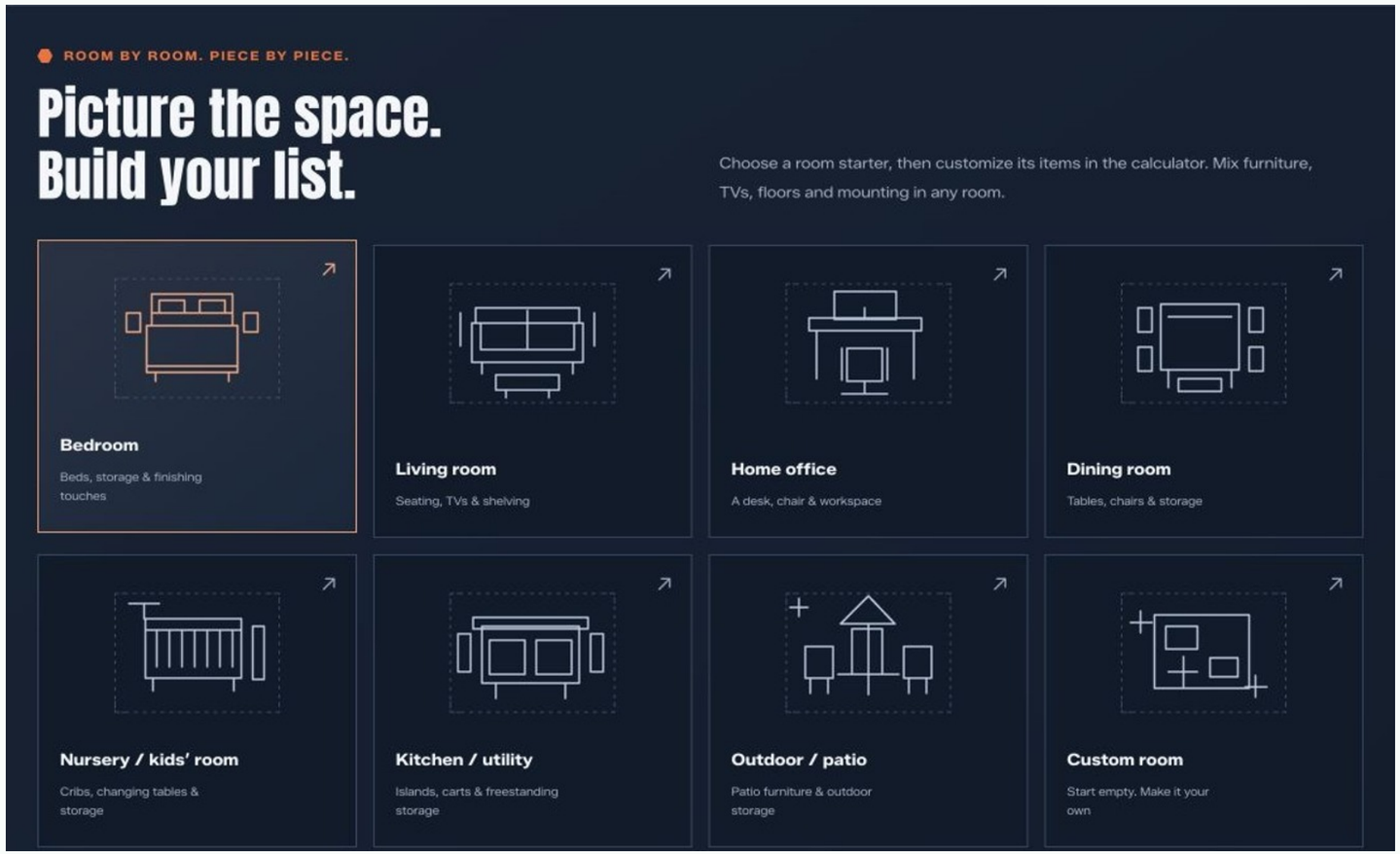
AFTER / IMPLEMENTED WEBSITE



The full case includes complete scroll captures of the original page and every main implemented page, with the reason behind each decision.

04 / CUSTOM PLANNING & PRICING

Help customers scope *the whole job.*



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.

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

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.

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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