PUZINSKI / SELECTED WEBSITE WORK

Distinct sites. Clear next steps.

Website strategy, art direction and visual design across eight business categories.

DESKTOP / MOBILE / DESIGN THINKING

puzinski.com

Eight businesses. Eight distinct journeys.

01	**Avenor**	Luxury residential renovation
02	**PEP Club**	Reformer Pilates studio
03	**Sizzle Social**	Restaurant & private dining
04	**Somi Dental**	Family & cosmetic dentistry
05	**Vow & Form**	Wedding planning & design
06	**Nuelle**	Skin, fillers & spa
07	**Roomkind**	Home & office cleaning
08	**Clearfold**	Bookkeeping & business reporting

Select a business to open its case.

Avenor

Quiet luxury, made visible in the details.

Cinematic interiors, tactile craftsmanship and a structured project brief bring luxury renovation into a clear decision journey.

THE VISITOR

A homeowner needs to judge the standard of the work, find the right project scope and understand how a conversation begins.

THE BUSINESS OBJECTIVE

Attract relevant full-home, kitchen and bathroom inquiries with enough context to discuss scope, timing and fit.

THE CREATIVE DECISION

A full-room view establishes atmosphere; close-up stone edges and joinery make the attention to craft visible. Ivory serif typography and restrained controls keep the presentation calm.

THE JOURNEY

01	02	03	04	05	06
Recognize the service	Find the project scope	Look at the craftsmanship	Understand the process	Outline the space	Discuss the brief

AVENOR
RENOVATION

Spaces Our process The details

Discuss your project ↗

RESIDENTIAL RENOVATION / NEW YORK

A home, *beautifully* reconsidered.

Full-home, kitchen and bathroom renovations.
A considered approach to the space you call home.

Start your project ↗

Explore the possibilities

THE FINISH MAKES THE DIFFERENCE

FULL HOMES / KITCHENS / BATHROOMS

Look closer ↓

02 / START WITH HOW YOU LIVE

The way you live, *considered first.*

What works. What doesn't. What could feel different. A renovation starts with understanding your space.

Tell us what you have in mind ↗



03 / WHAT WE RENOVATE

A whole home. *Or the right room.*







Full-home renovations

Rethink how the rooms connect and the home works.

Explore your whole home ↗

Kitchen renovations

Bring layout, cabinetry, surfaces and everyday use together.

Explore your kitchen ↗

Bathroom renovations

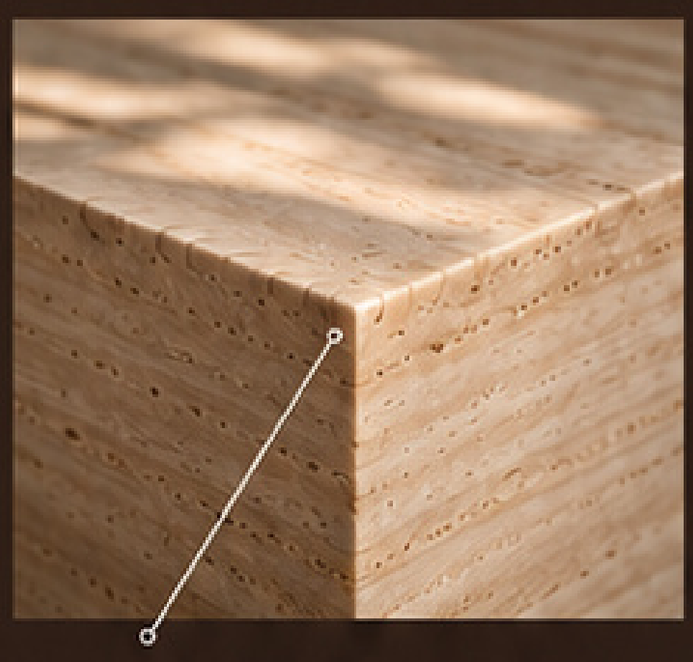
Consider the layout, materials and details of your daily routine.

Explore your bathroom ↗

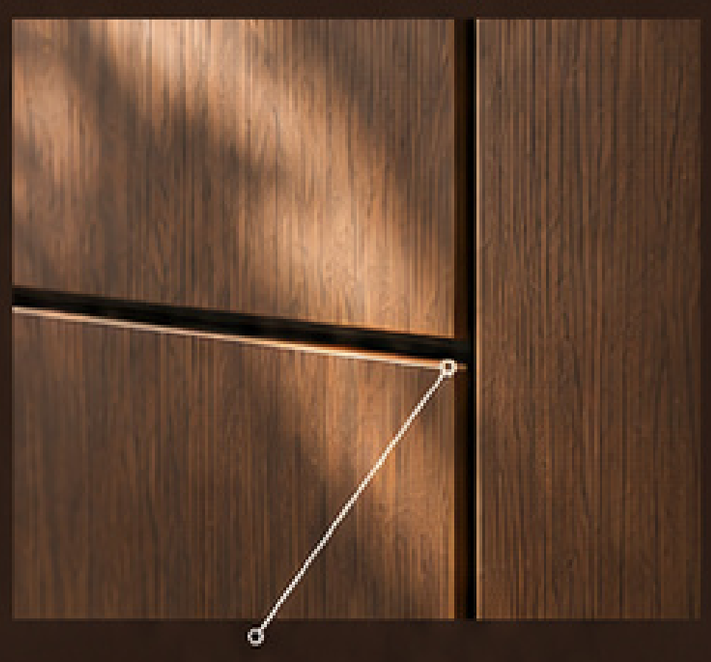
04 / LOOK CLOSER

The difference *is in the detail.*

The line of a joint. The edge of a surface. The way materials meet.



STONE / THE EDGE



TIMBER / THE JOINT



05 / THE BIGGER PICTURE

Space to live. *Room to imagine.*

A different flow. A more considered use of space.

Explore the possibilities ↗

06 / OUR PROCESS

A clear path, *before work begins.*

01 / Understand the brief

Your space, priorities and ambitions.

02 / Define the scope

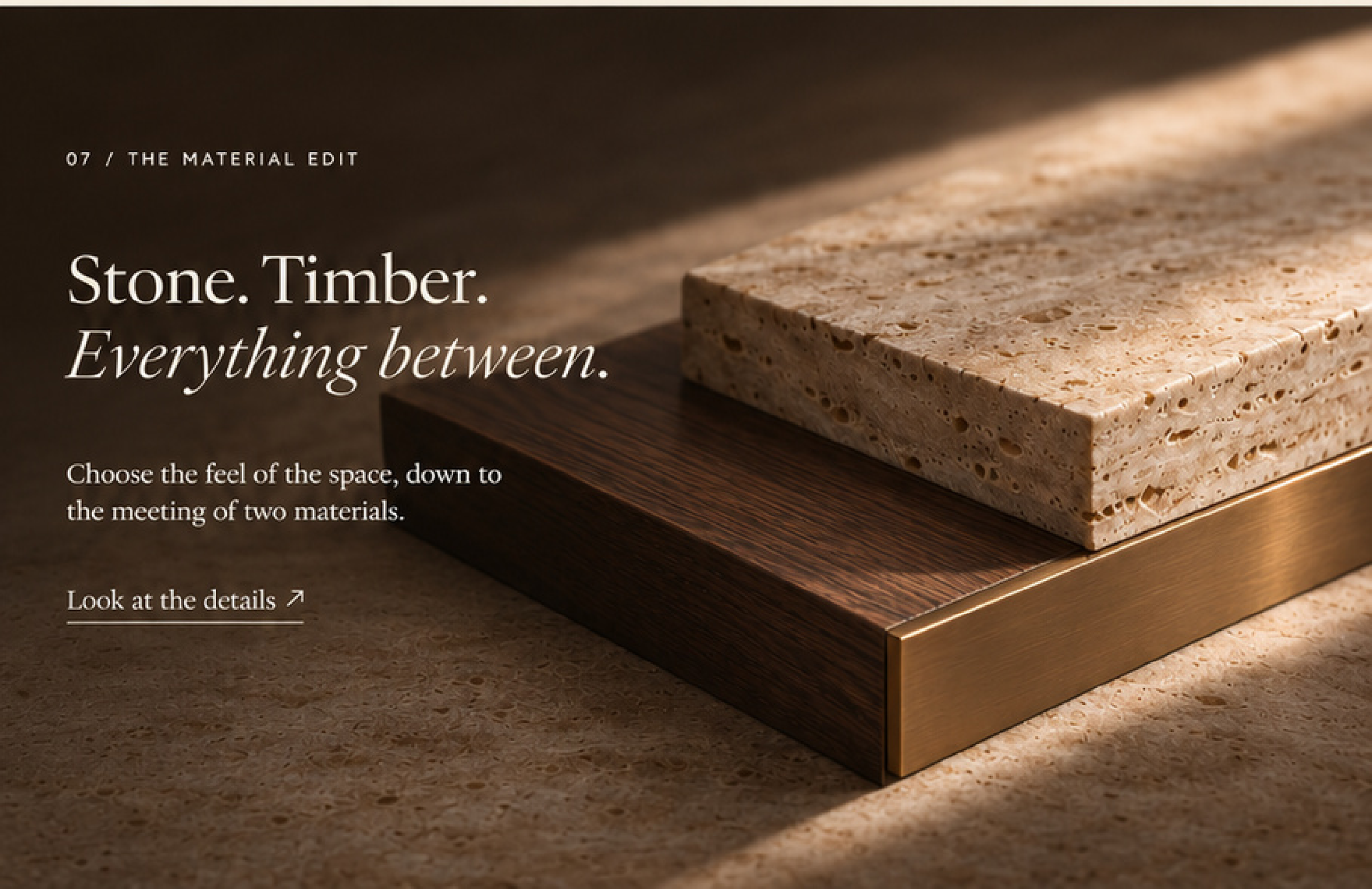
What to change, keep and consider.

03 / Discuss the proposal

The work, sequence and expectations.

04 / Coordinate the work

A plan for the next stages.



07 / THE MATERIAL EDIT

Stone. Timber. *Everything between.*

Choose the feel of the space, down to the meeting of two materials.

Look at the details ↗

08 / YOUR PROJECT

What matters *to your renovation?*



01 The scope

02 The property

03 The finish

04 The timing

09 / QUESTIONS, CONSIDERED

A little clarity, *before the first conversation.*

Where should I start? −

Start with the space, what you would like to change and where you are in the planning process.

Can we focus on one room? +

What affects the scope of a renovation? +

Will this form give me a fixed quote? +



10 / BEGIN A PROJECT

Tell us about *your space.*

01 / Your space | 02 / Project details

What are you planning?

Full-home | Kitchen | Bathroom | Other

Property type

Select property type

Project location

Neighborhood or ZIP code

Planning stage

Exploring options

Share the outline. We'll discuss scope, timing and fit.

Next: project details ↗

11 / A CONSIDERED FINISH

A home worth *the closer look.*

From the rooms you share to the rituals of every day.

Bring your space into focus ↗



12 / YOUR NEXT CHAPTER

Let’s talk about *your space.*

Your home. Your priorities. A considered starting point.

Discuss your project ↗

AVENOR
RENOVATION

RESIDENTIAL RENOVATION / NEW YORK

AVENOR
RENOVATION

RENOVATION / NEW YORK

A home, *beautifully* reconsidered.

Full-home, kitchen and bathroom renovations.
A considered approach to the space you call home.

Start your project ↗

Explore the possibilities



Full-home renovations ↗

Kitchen renovations ↗

Bathroom renovations ↗

The way you live,
considered first.

AVENOR
RENOVATION

10 / BEGIN A PROJECT

Tell us about *your space.*

01 / Your space — 02 / Project details

What are you planning?

Full-home | Kitchen | Bathroom | Other

Property type

Select property type

Project location

Neighborhood or ZIP code

Planning stage

Exploring options

Next: project details ↗

Share the outline. We'll discuss scope, timing and fit.

Let's talk about *your space.*

Discuss your project ↗

AVENOR
RENOVATION

Every section has a job.

Visitor needs and business purpose, considered together.

01 / An immersive opening

Visitor: See the atmosphere of a finished space and identify residential renovation immediately.

Business: The interior and material-detail strip position craftsmanship while keeping the project CTA visible.

02 / Start with everyday life

Visitor: Consider what works and what needs to change before choosing finishes.

Business: The opening questions encourage a practical brief rather than an aesthetic request without context.

03 / Three clear service routes

Visitor: Recognize whether the whole home, kitchen or bathroom route fits.

Business: Service-specific paths keep different project scopes understandable and prepare a relevant inquiry.

04 / Craft at close range

Visitor: Inspect the edge of the stone and the meeting of timber surfaces.

Business: Visible details substantiate the design language through the artwork instead of relying on generic luxury claims.

05 / The bigger spatial picture

Visitor: Imagine circulation, proportions and use beyond an isolated surface.

Business: A living-space moment broadens the offer from kitchen details to whole-home thinking.

06 / A four-stage process

Visitor: Understand the brief, scope, proposal and coordination before contacting.

Business: Clear stages establish what the first conversation must resolve and help frame responsibilities.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / A tactile material edit

Visitor: Compare the character of stone, timber and metal in one visual language.

Business: Material photography differentiates the approach and gives the scope discussion a concrete starting point.

08 / Project factors made explicit

Visitor: Prepare thoughts about scope, property, finish and timing.

Business: The four factors introduce the information needed for an informed project discussion.

09 / Answers before the form

Visitor: Resolve whether one room is possible and whether an inquiry creates a quote.

Business: The FAQ addresses fit and expectations before the business reviews a brief.

10 / A staged project inquiry

Visitor: Start with project type, property, location and planning stage.

Business: The first step collects useful context; project details and contact information follow without an immediate price promise.

11 / A considered finish

Visitor: See the same craft language applied to a different everyday room.

Business: The bathroom scene demonstrates visual consistency across services and leads back to the project route.

12 / One clear final action

Visitor: Return to a calm invitation to discuss the space.

Business: The closing repeats the inquiry purpose and keeps the next step consistent with the opening.

From interest to context.

A useful inquiry handoff

Carry the selected project type into the details step. Preserve property, location and planning-stage values; collect priorities and contact details next. The inquiry introduces a proposal discussion, not an instant fixed quote.

Search content architecture

Distinct full-home, kitchen and bathroom destinations connect New York intent with useful scope and planning information.

What to measure next

Review inquiry starts, completed briefs and the relevance of subsequent project conversations. Keep contact, location and budget values outside analytics.

PEP Club

A little air. A clear way into movement.

An expressive movement identity meets beginner guidance, transparent intro terms and a practical route to a first class.

THE VISITOR

A new visitor wants to know whether they will fit in, which class to choose and what the introductory purchase actually includes.

THE BUSINESS OBJECTIVE

Turn visual interest into a suitable first-class choice, with clear expectations about experience level, packs and recurring plans.

THE CREATIVE DECISION

Pearlescent inflated lettering makes softness tangible. Precise navy information, movement arcs and a contrasting pink sequence connect the expressive identity to useful class information.

THE JOURNEY

01	02	03	04	05	06
Feel the studio	Understand the intro pack	Find a suitable class	Prepare for the first visit	Choose a time	Choose a plan

pep club

Classes · The studio · First visit · Book a class ↗

Soft feels strong.

REFORMER PILATES / BROOKLYN

/ 40.6782° N
73.9442° W



/ 3 classes / $69

Find your first class ↗

01 / inhale



/ 3 GROUP CLASSES / 14 DAYS

Three classes. Your way in.

A proper introduction to the **reformer**, the studio and your own pace.

/ $69

Start with 3 for $69 ↗

New clients only. One pack per person. No auto-renewal.
Activate within 30 days of purchase. Use within 14 days of your first class.

A little space. A lot more you.



A welcoming Brooklyn studio for focused movement, thoughtful coaching and a little time that is yours.

FIND YOUR PACE / ASK QUESTIONS / FEEL THE MOVEMENT

/

Find your form.

01



/ **First Form**

New to the reformer? Learn the setup, the cues and the foundations.

50 MIN · BEGINNER

Start here ↗

02



/ **The Flow**

Connected movement with considered progressions.

50 MIN · ALL LEVELS

Explore The Flow ↗

03



/ **The Tempo**

A more dynamic class for those already comfortable on the reformer.

50 MIN · EXPERIENCE ADVISED

Explore The Tempo ↗

/ **Not sure?** First Form is a good place to begin.

/ YOUR FIRST VISIT

New here? Exhale. pep

/ 01 / Choose First Form

A guided introduction to the equipment and the basics.

/ 02 / Arrive 10 minutes early

Bring water and grip socks. We will show you the setup.

/ 03 / Find your pace

Ask questions, take a pause and let this be a starting point.



Real cues. *Room to ask.*

Clear explanations, options for different experience levels and time to understand the movement.

ASK / ADJUST / TRY AGAIN

Find a first class ↗

make room

breathe in

let it move



for you.

3 classes / $69 | Find your first class ↗

Find your first *yes.*

/ WHERE ARE YOU WITH REFORMER PILATES?

- (●) I am brand new or returning after a break.
- ( ) I am comfortable on the reformer.

Your starting point: **First Form**

See beginner classes ↗



Make room for you.

/ CLASS SCHEDULE

MON | TUE | WED | THU | FRI | SAT | SUN

7:00 AM	**First Form**	50 min	View class ↗
12:15 PM	**The Flow**	50 min	View class ↗
6:00 PM	**The Tempo**	50 min	View class ↗

/ Choose a date to see current times and availability.

Your pace. Your *plan.*

/ DROP-IN

$38

One group class.

Book one class ↗

/ 5-CLASS PACK

$175

Five group classes.
Valid for 60 days from purchase.

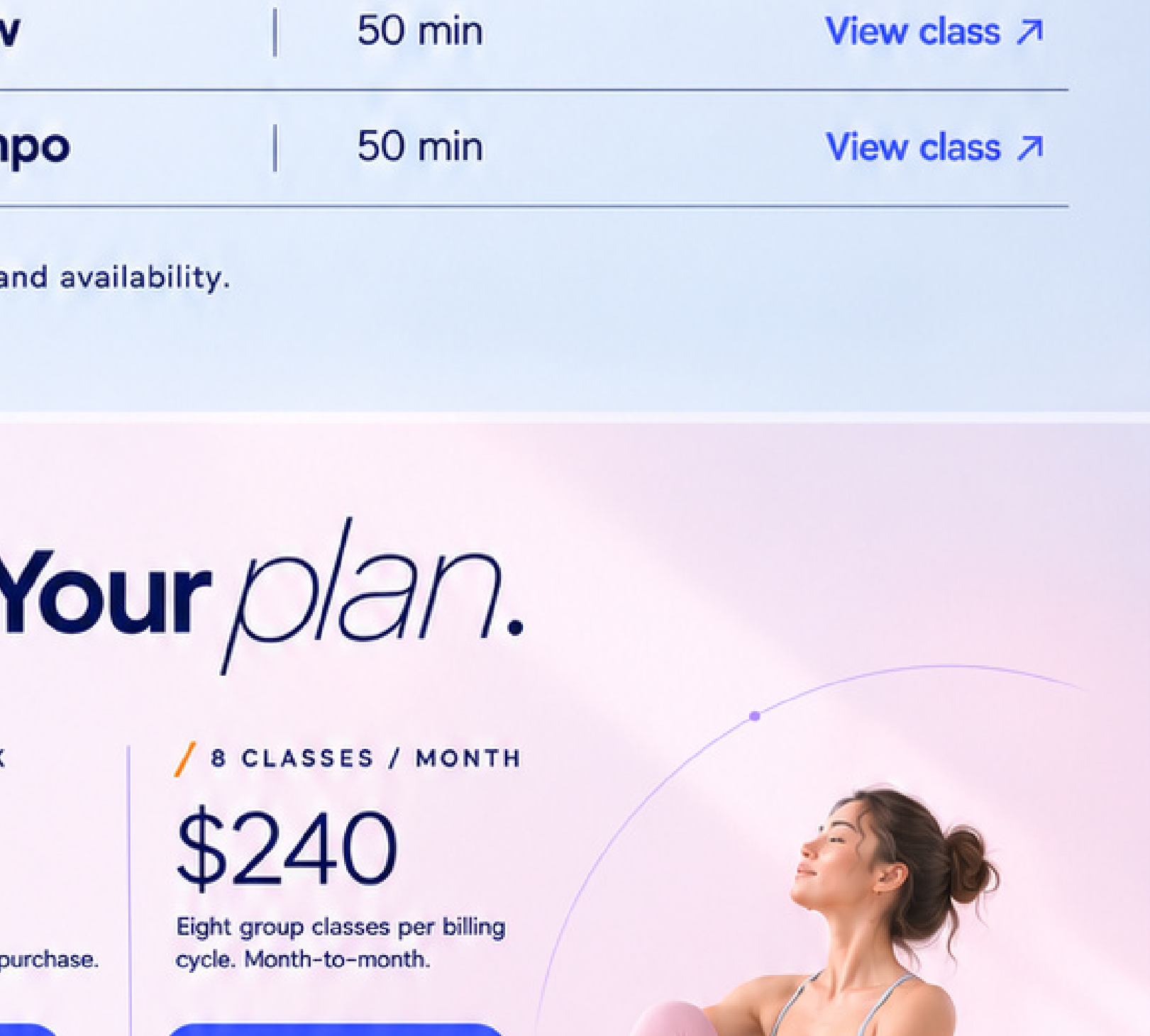
Choose 5 classes ↗

/ 8 CLASSES / MONTH

$240

Eight group classes per billing cycle. Month-to-month.

Explore membership ↗



Monthly plan renews automatically. Cancel before your next billing date. Unused monthly classes expire at the end of each billing cycle.

Cancel a class at least 12 hours before it starts to keep your credit. Later cancellations and missed classes use one credit.

/ **New here? Start with 3 for $69 ↗**

A little *clarity.*

Do I need Pilates experience?

No. Choose First Form for a guided introduction to the reformer and the foundations.

What should I wear and bring?

Comfortable movement clothes, grip socks and water. Arrive 10 minutes before your first class.

How does the intro pack work?

Three classes for $69. Activate within 30 days of purchase, then use all three within 14 days of your first class. New clients only; one pack per person. No auto-renewal.

What if I need to cancel?

Cancel at least 12 hours before class to keep your credit. Later cancellations and missed classes use one credit.

A little pep. A lot more *you.*

Start with three classes.
Find the movement you want to come back to.

/ 3 classes / $69

Find your first class ↗

Still deciding? Explore the classes



pep club

Menu

REFORMER PILATES / BROOKLYN

Soft feels strong.



/ 3 classes / $69

Find your first class ↗

Three classes. Your way in.

3 GROUP CLASSES / 14 DAYS

New clients only. One pack per person.
No auto-renewal.

Activate within 30 days of purchase.
Use within 14 days of your first class.

pep club

Menu

Find your first *yes.*



Where are you with reformer Pilates?

- (•) Brand new or returning
- ( ) Comfortable on the reformer

Your starting point: First Form

50 minutes. A guided introduction to the equipment and the foundations.

See beginner classes ↗

Make room for *you.*

MON | TUE | WED

7:00 AM / First Form	View class ↗
12:15 PM / The Flow	View class ↗
6:00 PM / The Tempo	View class ↗

Choose a date to see current times and availability.



Every section has a job.

Visitor needs and business purpose, considered together.

01 / An expressive first impression

Visitor: Recognize reformer Pilates and see a welcoming, contemporary studio identity.

Business: Air-filled lettering creates recognition while the introductory offer and first-class action remain readable.

02 / Intro terms beside the price

Visitor: Understand the three-class offer, activation period, expiry and lack of auto-renewal.

Business: Visible conditions help align the first purchase with the offer being presented.

03 / Make the environment tangible

Visitor: Picture the studio and the pace of a first experience.

Business: The setting gives the emotional promise a concrete place and supports the class-selection journey.

04 / Classes explained by fit

Visitor: Compare beginner, all-level and more experienced starting points.

Business: Plain-language descriptions guide visitors toward a suitable class rather than a timetable they cannot interpret.

05 / A manageable first visit

Visitor: Know which class to try, when to arrive and what to bring.

Business: Preparation information answers practical questions before the booking handoff.

06 / Coaching shown through behavior

Visitor: See room for explanations, questions and adjustments.

Business: Specific coaching behaviors make the studio experience tangible and support confidence before the first class.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Movement as a brand moment

Visitor: Experience a distinct visual pause that still carries the same introduction.

Business: The pink movement sequence adds variety and repeats a consistent first-class route.

08 / A simple class finder

Visitor: Choose between new or returning and comfortable on the reformer.

Business: The recommendation makes the next action explicit without requiring detailed Pilates knowledge.

09 / A visible timetable

Visitor: Connect the recommended class to a day, time and class detail.

Business: The schedule moves interest toward a practical booking-provider handoff.

10 / Plans with different commitments

Visitor: Compare drop-in, a class pack and monthly access with nearby terms.

Business: The design distinguishes one-time purchases from renewal and cancellation expectations.

11 / Purchase questions answered

Visitor: Check preparation, pack rules and cancellation before committing.

Business: The FAQ repeats the same terms and helps prevent uncertainty at the point of purchase.

12 / Return to the first class

Visitor: End with the same recognizable introductory offer.

Business: A consistent closing action gives the long page a clear destination.

From interest to context.

A useful inquiry handoff

Carry class, date and intro-pack context into the booking provider. Separate a non-renewing introduction from one-time packs and a renewing monthly plan; retain the cancellation terms near the decision.

Search content architecture

Beginner class, reformer Pilates and Brooklyn intent connect to class descriptions, first-visit guidance, pricing and the schedule.

What to measure next

Evaluate intro-offer interest, booking-provider handoffs, confirmed purchases and repeat bookings through appropriate provider data. Exclude health and payment details from analytics.

Sizzle Social

Appetite first. A table next.

Food becomes the graphic signature, while readable menus and separate reservation and event routes help diners act on that appetite.

THE VISITOR

A diner wants the food to look compelling, needs to understand the menu and price, and must know whether to reserve a table or organize a group event.

THE BUSINESS OBJECTIVE

Support ordinary table searches and more detailed private-dining inquiries through distinct, understandable routes.

THE CREATIVE DECISION

An edible pasta ampersand connects the name to sharing. Mint and cream keep the interface bright; dark macro moments bring warmth, texture and a slower evening atmosphere.

THE JOURNEY

01	02	03	04	05	06
Feel the food	Check the menu	Picture the evening	Choose table or group route	Share the right details	Confirm separately

SIZZLE SOCIAL | ITALIAN-INSPIRED SHARING PLATES / BROOKLYN

MENU ABOUT PRIVATE EVENTS CONTACT Find a table ↗

YOU

twirl / share repeat

ONE MORE BITE.

Explore the menu ↗

YOUR NEXT GOOD NIGHT.

DATE

Choose a date

GUESTS

2 people

TIME

Choose a time

Search tables ↗

Choose a date and time to check availability.

PASS THE GOOD STUFF.

TOMATO PAPPARDELLE — $28

Roasted tomatoes, basil, parmesan.



WHIPPED RICOTTA — $16

Chili honey, herbs, warm focaccia.



CRISPY ARTICHOKES — $18

Lemon, parsley, aioli.



Explore the menu ↗

Prices in USD. Tax and gratuity additional.

BASIL. TOMATO. A LITTLE OBSESSION.

An Italian-inspired kitchen built around sharing; something fresh, something crisp, something worth passing across the table.

READ IT. WANT IT. ORDER ANOTHER.

Dinner / Weekend lunch / Dessert



Focaccia $9
Olive oil, rosemary, sea salt.

Burrata & tomatoes $19
Basil, grilled sourdough.

Whipped ricotta $16
Chiil honey, herbs, warm focaccia.

Crispy artichokes $18
Lemon, parsley, aioli.

Tomato pappardelle $28
Roasted tomatoes, basil, parmesan.

Mushroom tagliatelle $29
Roasted mushrooms, thyme, parmesan.

Charred broccolini $14
Lemon, garlic, toasted breadcrumbs.

Espresso tiramisu $13
Coffee, mascarpone, cocoa.

Prices in USD. Tax and gratuity additional.
Tell us about dietary requirements before ordering.

A LITTLE LONGER AT THE TABLE.

For the weeknight catch-up, the long lunch and the dinner that becomes the whole evening.

BIG NIGHT. YOUR PEOPLE.

Birthdays, team dinners and the catch-ups that need a longer table.

GROUPS OF 8–24 / SHARING MENUS / A TAILORED PLAN

Plan a private dinner ↗

Tell us your date, group size and the kind of evening you have in mind.

LET'S MAKE A NIGHT OF IT.

01 / Your gathering 02 / Contact

Preferred date

Choose a date

☐ Our date is flexible

Group size

◉ 8–12 ○ 13–18 ○ 19–24

Occasion

Birthday, team dinner, celebration...

Budget per person (optional)

○ Under $100 ○ $100–149 ○ $150+

What would make the evening work for you?

Timing, seating, menu preferences or anything else.

Next: contact details ↗

An inquiry starts the conversation. Your booking is confirmed separately.

SAVE ROOM FOR ONE MORE BITE.



$13 / Espresso tiramisu

Coffee-soaked layers, soft mascarpone and a generous dusting of cocoa.

See dessert menu ↗

YOUR NEXT BROOKLYN DINNER PLAN.

FORT GREENE / BROOKLYN

Dinner
Tue–Thu & Sun 5–10 pm
Fri–Sat 5–11 pm

Weekend lunch
Sat–Sun noon–3 pm

Monday closed

Find a table ↗

For groups of 8–24, use the private-dining inquiry.

A FEW GOOD QUESTIONS.



Can I book for a group?

For 8–24 guests, send a private-dining inquiry so we can discuss the menu, setup and timing.

What if I have dietary requirements?

Tell the team before ordering. We will discuss suitable options based on the current menu.

Is an event inquiry a confirmed booking?

No. We will agree the date, menu and booking terms with you separately.

Can I see prices before booking?

Yes. Menu prices are shown above, in USD. Tax and gratuity are additional.

tomato-butter pappardelle

ONE MORE BITE.

Bring your people.
We will bring the plates.

Find a table ↗

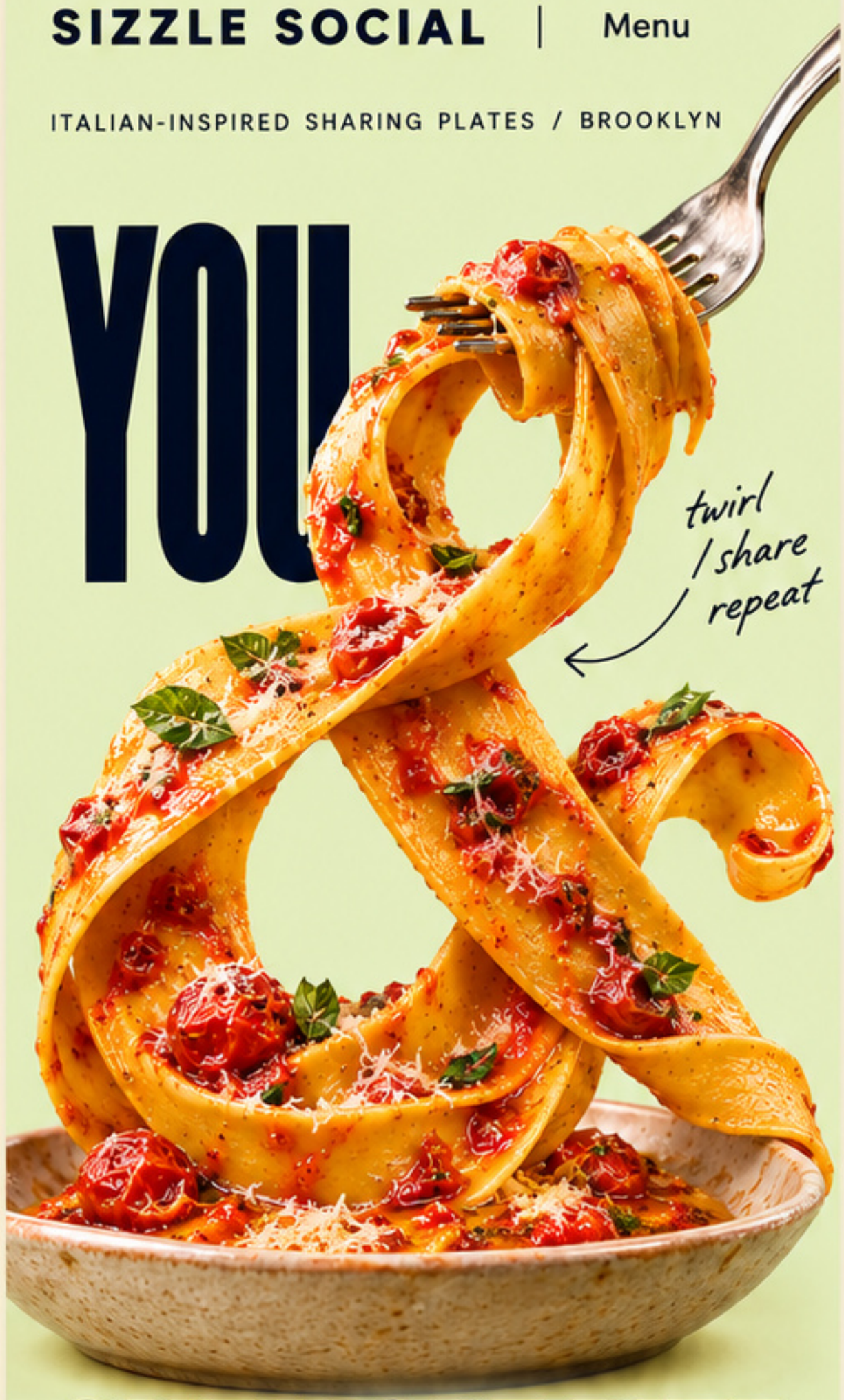
Planning something bigger?
Private dining ↗

01 / APPETITE FIRST

SIZZLE SOCIAL | Menu

ITALIAN-INSPIRED SHARING PLATES / BROOKLYN

YOU



ONE MORE BITE.

Find a table ↗

Explore the menu ↗

YOUR NEXT GOOD NIGHT.

Choose a date to check availability.

02 / MENU TO TABLE

SIZZLE SOCIAL | Menu

READ IT. WANT IT.

Dinner Lunch Dessert

Tomato pappardelle $28
Roasted tomatoes, basil, parmesan.

Whipped ricotta $16
Chili honey, herbs, warm focaccia.

Crispy artichokes $18
Lemon, parsley, aioli.

Prices in USD. Tax and gratuity additional.



FIND YOUR TABLE.

Date

Choose a date

Guests

2 people

Time

Choose a time

Search tables ↗

Choose a date and time to check availability.



Every section has a job.

Visitor needs and business purpose, considered together.

01 / Food as the visual signature

Visitor: Feel the cuisine and recognize a memorable sharing-led restaurant identity.

Business: Pasta becomes a graphic device while menu and table actions remain visible.

02 / Table search near the opening

Visitor: Begin with date, party size and time without reading the entire page.

Business: The search route supports diners who already know they want a table.

03 / Signature dishes with context

Visitor: Connect photography to names, ingredients and prices.

Business: Dish-level information gives appetite a practical basis for a menu decision.

04 / An ingredient-led close-up

Visitor: Understand the fresh, rich and crisp character of the food.

Business: Macro texture builds a coherent food identity without unsupported provenance claims.

05 / A readable menu

Visitor: Compare dishes and prices without relying on a downloadable image-only menu.

Business: Scannable columns and clear categories keep ordering information accessible within the journey.

06 / Show the evening, not only the plate

Visitor: Picture the room and the kind of occasion it could suit.

Business: Atmosphere photography broadens the proposition from a dish to a dining experience.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / A distinct group proposition

Visitor: Recognize when a gathering needs the private-dining route.

Business: Group fit and a separate CTA distinguish event planning from an ordinary reservation.

08 / Event context before contact

Visitor: Share a date, group size, occasion and optional budget preference.

Business: Non-overlapping budget bands and a context field make the inquiry more useful without implying a booking.

09 / A second appetite moment

Visitor: See dessert as part of the meal rather than an afterthought.

Business: The dark tiramisu sequence adds product range and visual pacing before the visit information.

10 / Practical visit information

Visitor: Check location context and service times before choosing a route.

Business: The visit block connects planning information to table search and larger-group inquiries.

11 / Questions at the point of decision

Visitor: Understand group booking, dietary discussions and confirmation expectations.

Business: The FAQ clarifies the next step without guaranteeing availability or accommodations.

12 / Close on a recognizable dish

Visitor: Return to the food signature with a direct table action.

Business: The final invitation reconnects the visual identity to the main reservation route.

From interest to context.

A useful inquiry handoff

Carry date, party size and time into the reservation provider. Private-dining inquiries collect event context before contact details, and explicitly separate an inquiry from a confirmed booking.

Search content architecture

A readable menu and clear Fort Greene, Brooklyn and private-dining content support the same questions as the visual journey.

What to measure next

Evaluate menu engagement, provider handoffs, confirmed reservations and qualified event inquiries. Keep dietary information, contact details and free text outside analytics.

Somi Dental

A closer look at dental care.

Sculptural dental models create a distinctive identity, paired with plain-language care routes and a first-visit request that sets clear expectations.

THE VISITOR

A visitor needs to identify a starting point, understand how a first visit begins and feel able to ask questions without already knowing a treatment name.

THE BUSINESS OBJECTIVE

Receive relevant appointment requests while distinguishing an initial inquiry from a treatment decision or confirmed time.

THE CREATIVE DECISION

Tactile plaster casts make dentistry the unmistakable subject. Blush, cream, oxblood and vermilion combine an expressive editorial voice with precise, readable controls.

THE JOURNEY

01	02	03	04	05	06
Recognize the practice	Find a care route	Understand the approach	Ask practical questions	Choose visit preferences	Request a conversation

FAMILY & COSMETIC DENTISTRY / BROOKLYN

Made for *your smile.*

Everyday care. Cosmetic possibilities.
A clear place to start.

Request an appointment ↗

Explore your care



01 / Routine care | 02 / Cosmetic dentistry | 03 / Your first visit

02 / YOUR STARTING POINT

Your questions.
A good place to start.

I'm due for a checkup ↗

I'm exploring cosmetic care ↗

I'm not sure where to start ↗

03 / YOUR CARE

Different needs.
Thoughtful next steps.



Everyday dentistry

Checkups, hygiene and conversations about your ongoing care.

Explore routine care ↗



Cosmetic dentistry

Explore your questions, preferences and possible options.

Explore cosmetic care ↗



Restorative care

Understand the options for teeth that need attention.

Start with a conversation ↗

04 / FIRST VISIT

From hello
to a clearer plan.



01 / Tell us what's on your mind

02 / Talk through your care

03 / Agree on the next step

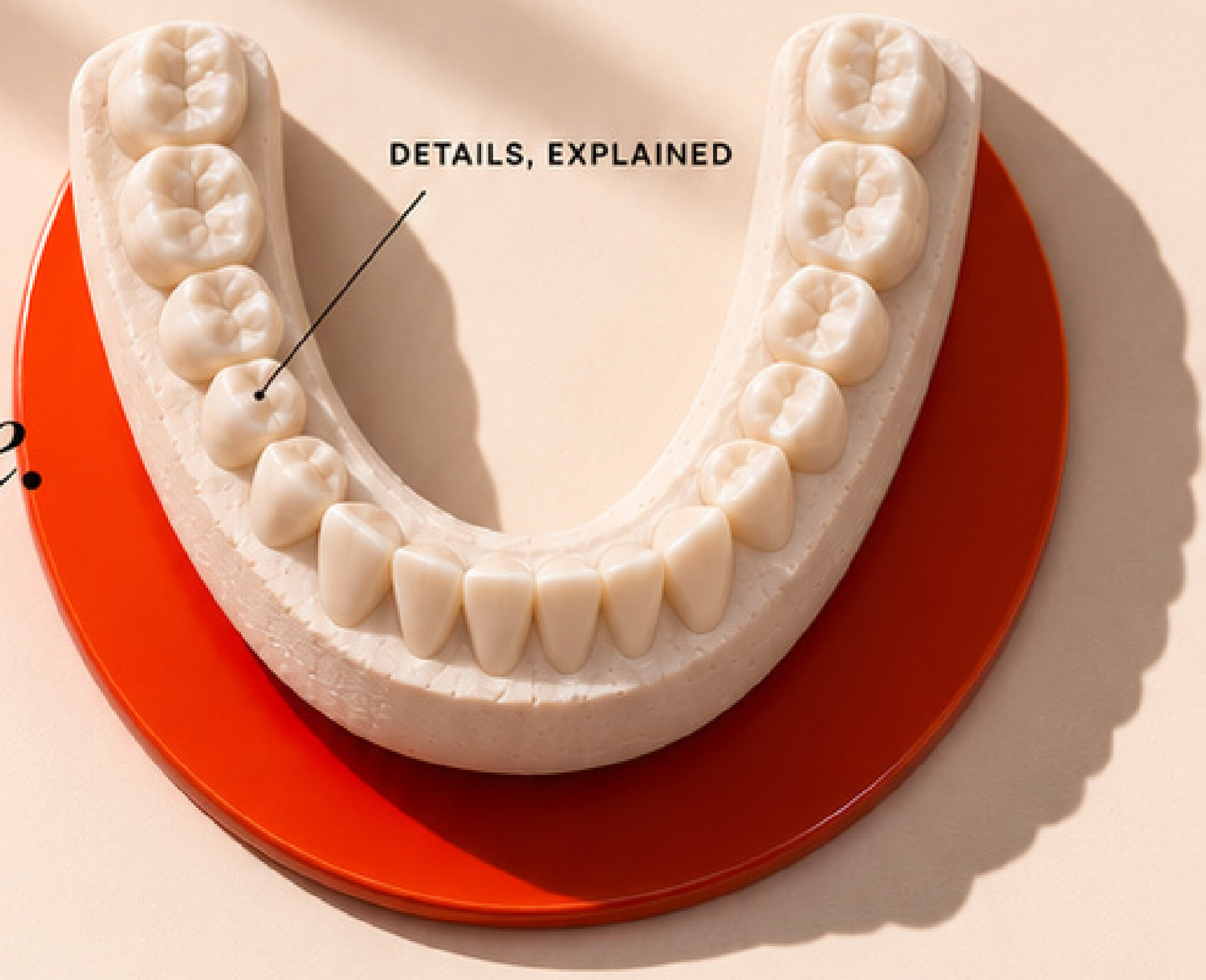
Your questions belong in the conversation.

05 / THE WHOLE PICTURE

Look closer.
Understand more.

A clear conversation about your teeth, your options and what matters to you.

Our approach ↗



06 / HOW WE APPROACH CARE

Listen. Explain.
Decide together.

01 / Your priorities

Start with what you want to understand.

02 / Clear explanations

Make room for questions about the options.

03 / An agreed next step

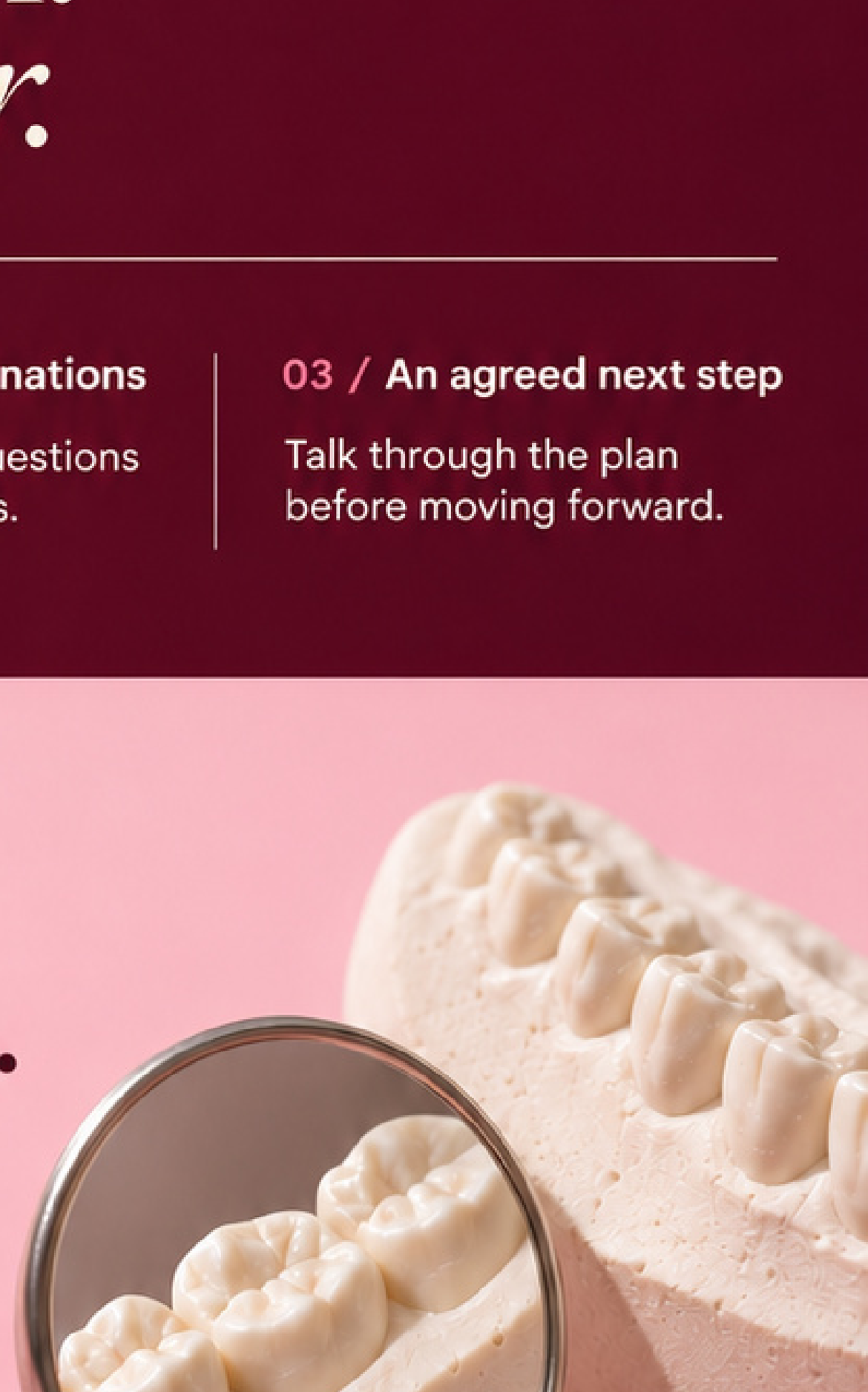
Talk through the plan before moving forward.

07 / YOUR COMFORT

More conversation.
Less guesswork.

If a dental visit makes you nervous, tell us. Start with the conversation you need.

Plan your first visit ↗



08 / BEFORE YOU VISIT

A little clarity *before you arrive.*

What would you like to discuss?

What should we know about your visit?

What would help you feel prepared?



09 / GOOD QUESTIONS

Let's clear a *few things up.*

I'm not sure which treatment I need. —

Start with a first visit and your questions. The next step follows a conversation about your care.

Can I ask about cosmetic options? +

What if I'm nervous about visiting? +

Is my appointment confirmed after I submit? +

10 / REQUEST A VISIT

Your next step *starts here.*

01 / Your visit | 02 / Your details

What would you like to discuss?

Routine care | Cosmetic care | Not sure yet.

Preferred day

Choose a day ⌄

Preferred time

Morning | Afternoon | Flexible

Next: your details ↗

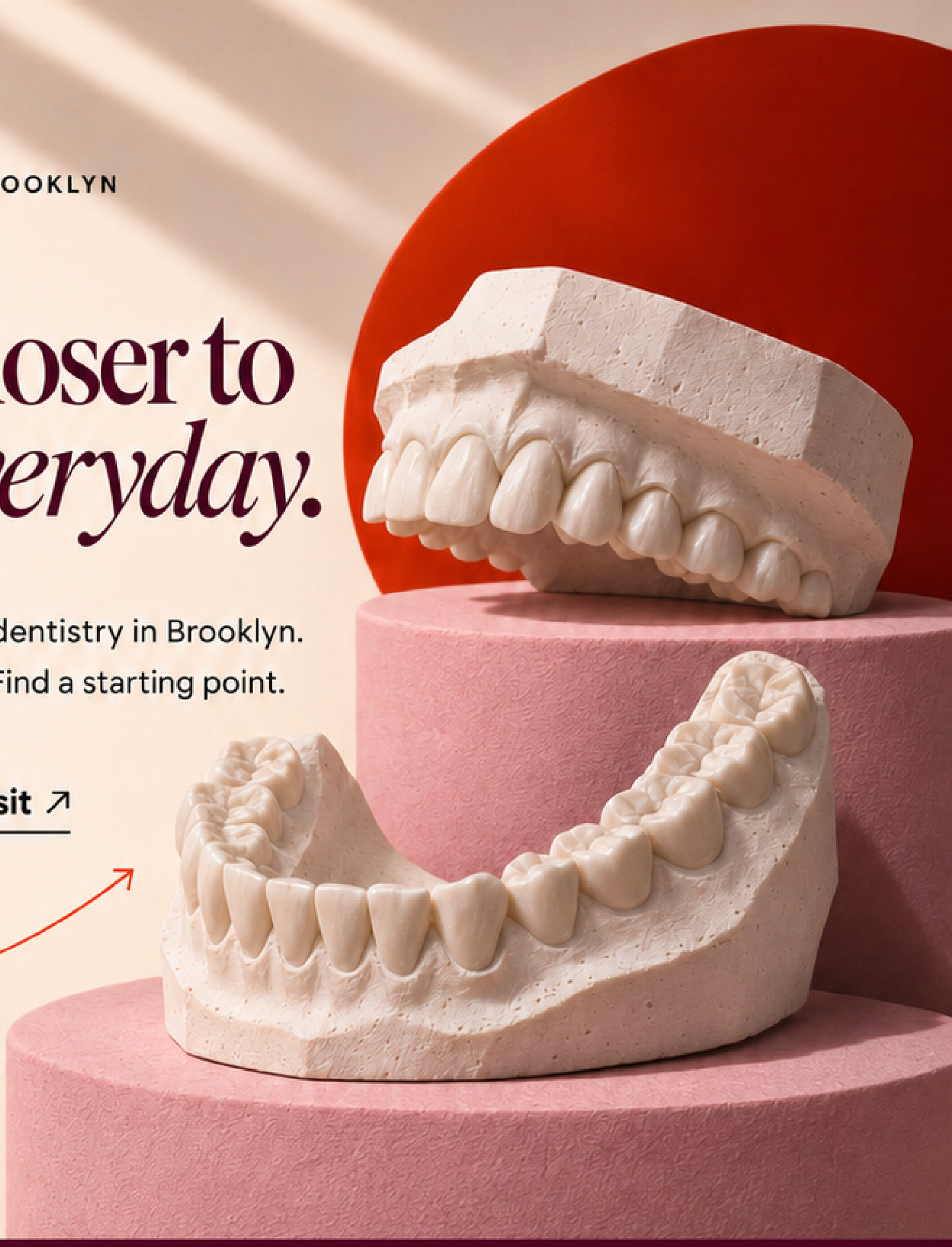
We'll contact you to confirm availability.
This is an appointment request.

11 / DENTISTRY IN BROOKLYN

Care, closer to *your everyday.*

Family and cosmetic dentistry in Brooklyn.
Bring your questions. Find a starting point.

Explore your first visit ↗



A PERSONAL PERSPECTIVE

12 / LET'S START WITH YOU

Your questions. *Our starting point.*

Everyday care or a cosmetic question.
Let's talk about your next step.

Request an appointment ↗

somi dental
FAMILY & COSMETIC DENTISTRY / BROOKLYN

Your care · First visit · Our approach · Privacy

somi dental

DENTISTRY / BROOKLYN

Made for *your smile.*

Everyday care. Cosmetic possibilities.
A clear place to start.

Request an appointment ↗

Explore your care



01 / Routine care →

02 / Cosmetic dentistry →

03 / Your first visit →

Your questions.
A good place to start.

Explore your care ↗

somi dental

10 / REQUEST A VISIT

Your next step *starts here.*

01 / Your visit | 02 / Your details

What would you like to discuss?

- Routine care
- Cosmetic care
- Not sure yet.

Preferred day

Choose a day

Preferred time

- Morning
- Afternoon
- Flexible

Next: your details ↗

We'll contact you to confirm availability.
This is an appointment request.

Your questions.
Our starting point.

Let's talk about your next step.

Request an appointment ↗

somi dental

Every section has a job.

Visitor needs and business purpose, considered together.

01 / A dental subject with a clear category

Visitor: Recognize dentistry immediately through the models and visible local context.

Business: The sculptural identity differentiates the practice while keeping a visit request prominent.

02 / A starting point in the visitor's words

Visitor: Choose a checkup, cosmetic question or an uncertain starting point.

Business: Intent links route different needs without demanding treatment knowledge.

03 / Care routes explained plainly

Visitor: Compare everyday, cosmetic and restorative care by purpose.

Business: Short service descriptions organize the offer before the appointment inquiry.

04 / A first-visit sequence

Visitor: Understand that the next step begins with questions and a conversation.

Business: The process frames an initial visit without jumping directly to a treatment commitment.

05 / Details as an educational cue

Visitor: See a close-up model paired with a clear explanation-led message.

Business: The dental visual system supports the stated approach instead of acting as unrelated decoration.

06 / Listen, explain, decide together

Visitor: Understand the roles of personal priorities, explanations and an agreed next step.

Business: The principles turn the care philosophy into a clear sequence of listening, explanation and an agreed next step.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Make uncertainty discussable

Visitor: See an invitation to mention nervousness and preparation needs.

Business: Comfort copy opens the conversation without promising pain-free treatment.

08 / Prepare useful questions

Visitor: Think about the visit and what would help with preparation.

Business: The section provides a bridge from reading about care to making a relevant inquiry.

09 / Answer first-visit objections

Visitor: Resolve uncertainty about treatment choice, cosmetic questions and confirmation.

Business: The FAQ places practical expectations immediately before the form.

10 / Preferences before personal details

Visitor: Choose broad interest, preferred day and time in a short first step.

Business: The request carries useful context forward while leaving availability to be confirmed.

11 / Care connected to everyday life

Visitor: Connect the offer to everyday life in Brooklyn.

Business: The Brooklyn context connects the service to the visitor's everyday routine and leads into the first-visit route.

12 / A consistent consultation invitation

Visitor: Return to a familiar request action and question-led message.

Business: The closing keeps the same next step across desktop and mobile.

From interest to context.

A useful inquiry handoff

The first step records broad care interest and visit preferences; contact details follow. Preserve the Not sure yet route, and make availability confirmation separate from submission.

Search content architecture

Routine, cosmetic and restorative care destinations connect Brooklyn intent with first-visit and approach information.

What to measure next

Evaluate aggregate request starts, submissions and later confirmed visits in an appropriate private system. Keep personal details and care-interest values outside advertising and analytics.

Vow & Form

An emotional occasion. A practical planning path.

Warm editorial imagery connects the celebration people imagine to clear planning support, separate costs and a staged wedding brief.

THE VISITOR

A couple needs to find the right level of help, understand planning fees separately from supplier costs and see how their priorities become a plan.

THE BUSINESS OBJECTIVE

Receive better-contextualized wedding inquiries, with date, location, support needs and priorities available before a discovery conversation.

THE CREATIVE DECISION

Ivory, plum and coral balance celebration with calm. Personal photography carries the feeling; package comparisons, scope columns and a staged brief make the offer understandable.

THE JOURNEY

01	02	03	04	05	06
Picture the celebration	Understand planning fees	Compare support	Identify the planning stage	Review the scope	Share a wedding brief

NEW YORK WEDDING PLANNING & DESIGN

Your kind of wedding. *A calmer way to plan it.*

We bring your ideas, budget and people into one thoughtful plan. You stay part of the decisions, without carrying every detail.

Tell us about your wedding ↗

Explore planning options

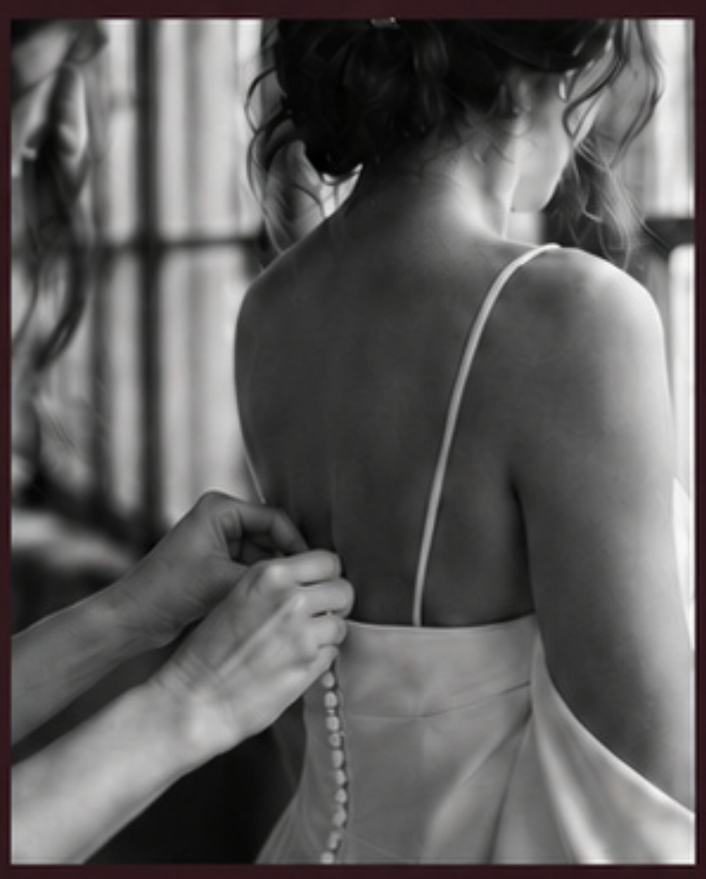


NEW YORK CITY & THE HUDSON VALLEY

Wedding management from *$2,500*

Full planning & design from *$6,500*

Planning fees. Venue and vendor costs are separate.



The inspiration is easy. Making it all work together *is the hard part.*

Too many choices?

A focused shortlist.

Not sure what it will cost?

A budget before the details multiply.

Worried you will manage the day?

A plan you can be present for.

01 / FIND YOUR KIND OF SUPPORT

The right amount of help. *Clearly defined.*

Choose the support that matches where you are now.

01 / WEDDING MANAGEMENT

From $2,500

You have made the big decisions. We bring the day together.

- Final detail review
- Vendor confirmations
- Wedding-day timeline
- On-the-day coordination

Explore this option ↗

02 / FULL PLANNING & DESIGN

From $6,500

A considered plan, a cohesive look and support from the beginning.

- Budget & planning roadmap
- Venue & vendor shortlists
- Creative direction
- Wedding-day management

Explore this option ↗

03 / PLANNING INTENSIVE

$450

A focused next step for couples planning it themselves.

- 90-minute planning session
- Budget & priority review
- Your questions answered
- Written action plan

Explore this option ↗

Planning fees only. Venue, catering and vendor costs are separate.

02 / A FEELING, BEFORE A FORMULA

Different stories. *One thoughtful approach.*

The starting point is how you want it to feel.



A city celebration



An intimate garden dinner



A modern gathering

Less second-guessing. *More looking forward.*

A clear plan leaves room for the good part.

THE PLANNING APPROACH

The wedding starts with you. *The plan starts with priorities.*

We turn the feeling you want into considered decisions about the setting, the people and the details. Your priorities guide the plan.



Where are you in the planning?

We want support from the start.

Full planning & design ↗

Our main arrangements are in place.

Wedding management ↗

We need a focused next step.

Planning intensive ↗

Start with the support you need. The scope is tailored after a conversation.

SCOPE, WITHOUT THE GUESSWORK

One clear scope. *Fewer surprises.*

Your planning support

- Planning roadmap
- Design direction
- Vendor coordination
- Agreed wedding-day management

Separate supplier costs

- Venue & catering
- Photography & music
- Florals & rentals
- Other agreed vendor services

Planning services and supplier costs are set out separately in your proposal.

From a thousand ideas to *one clear plan.*

01 / Share the picture

Your date, location, priorities and budget.

02 / Know the scope

Your planning fee and what is included.

03 / Make considered decisions

A focused roadmap, one step at a time.

04 / Be present

An agreed timeline and coordinated details.

A few things worth knowing.

Are venue and supplier costs included? −

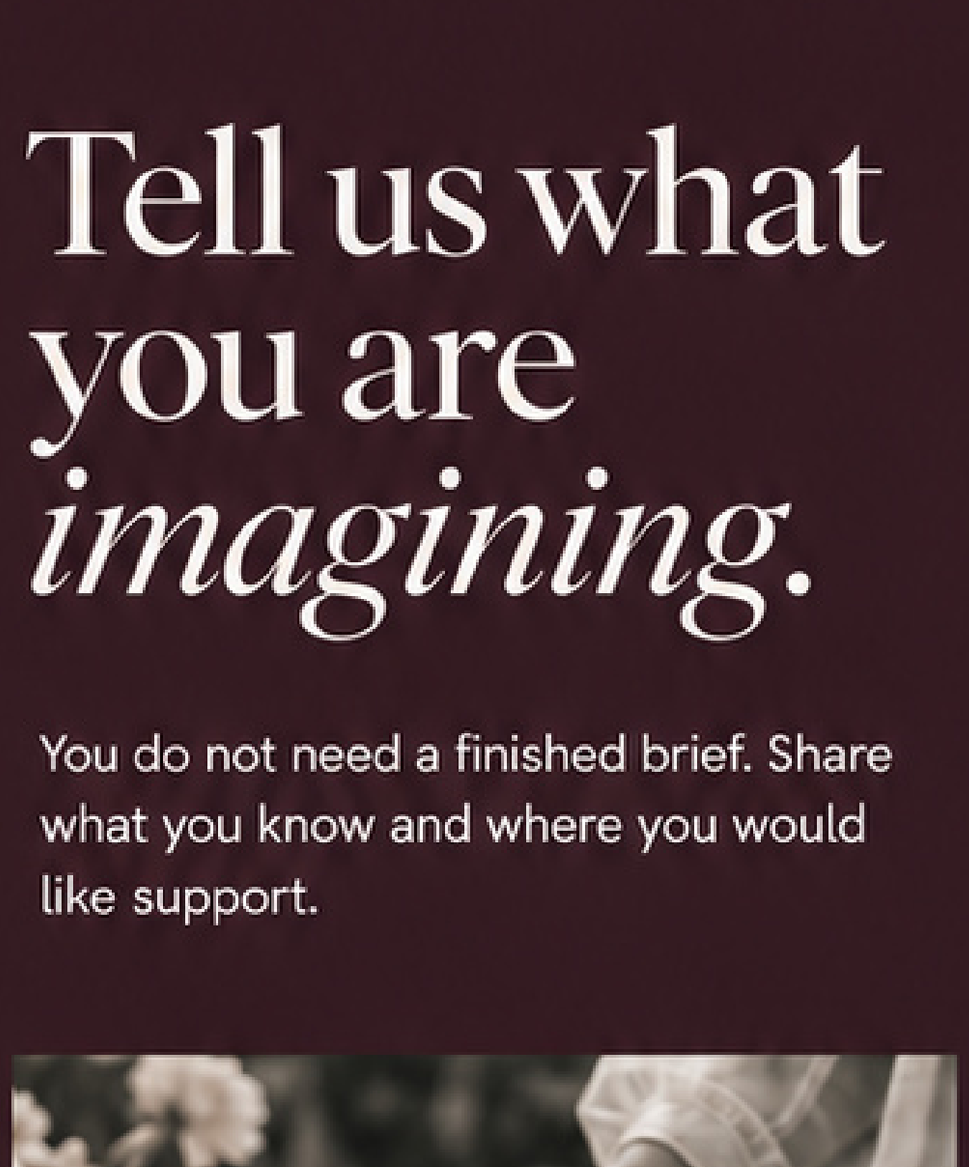
No. Planning fees cover the agreed planning, design or management services. Venue, catering, photography and other suppliers are separate.

Do we need a venue before contacting you? +

Planner or venue coordinator: what is the difference? +

Tell us what you are *imagining.*

You do not need a finished brief. Share what you know and where you would like support.



● 01 Celebration / 02 Priorities / 03 Contact

Wedding date or season

Venue or preferred area

Estimated guest count

Support you are considering

- ○ Full planning
- ○ Planning intensive
- ○ Wedding management
- ○ Help me choose

Next: your priorities and budget

Continue to priorities ↗

Your date is confirmed after scope and booking terms are agreed.

Vow & Form

NEW YORK WEDDING PLANNING & DESIGN

Your kind of wedding. *A calmer way to plan it.*

We bring your ideas, budget and people into one thoughtful plan.

Tell us about your wedding ↗



Wedding management
From $2,500

Full planning & design
From $6,500

Planning fees. Venue and vendor costs are separate.

A plan you can be present for.

FULL PLANNING & DESIGN

From *$6,500*

A considered plan, a cohesive look and support from the beginning.

- Budget & planning roadmap
- Venue & vendor shortlists
- Creative direction
- Wedding-day management

Tell us what matters most.

01 Celebration / **02 Priorities** / 03 Contact

Venue & vendor budget

Excluding the planning fee.

Planning-fee comfort range

Your top three priorities

Atmosphere | Guest experience | Feeling relaxed

What feels most difficult right now?

Optional inspiration link

Continue to contact ↗

← Back to your celebration

Vow & Form

WEDDING PLANNING & DESIGN

Every section has a job.

Visitor needs and business purpose, considered together.

01 / An emotional but specific opening

Visitor: Picture a personal celebration while recognizing planning and design support.

Business: The setting and calmer-planning message connect the offer to an understandable service and inquiry.

02 / Planning fees introduced early

Visitor: See the starting planning fees before exploring the details.

Business: The fee rail establishes price context and separates agency support from supplier spending.

03 / Name the planning friction

Visitor: Recognize too many choices, uncertain costs and responsibility for the day.

Business: Specific concerns frame the service around a practical problem rather than decoration alone.

04 / Packages compared by scope

Visitor: Compare management, full planning and a focused intensive by fit and inclusions.

Business: A structured comparison makes different engagement levels visible before a proposal conversation.

05 / Different celebration directions

Visitor: Imagine a city, garden or modern gathering without a single prescribed aesthetic.

Business: The imagery demonstrates range while keeping one consistent planning approach.

06 / A pause around the benefit

Visitor: Reconnect planning work to being able to look forward to the celebration.

Business: The short reassurance moment provides visual pacing between a detailed offer and the approach.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Priorities before decoration

Visitor: Understand that the feeling of the wedding informs setting, people and details.

Business: The approach establishes a basis for later scope and creative decisions.

08 / A support chooser by planning stage

Visitor: Identify whether support is needed from the start, near the day or for one decision.

Business: The chooser connects visitor circumstances to a relevant service route.

09 / Separate the cost categories

Visitor: Distinguish planning support from venue, catering and other supplier costs.

Business: The scope section sets expectations for what the planning fee covers.

10 / A visible planning sequence

Visitor: Understand the brief, scope, decision roadmap and day coordination.

Business: The process explains how an inquiry becomes an agreed plan.

11 / Practical questions before the brief

Visitor: Clarify venue status, supplier costs and the planner/coordinator distinction.

Business: The FAQ addresses fit and scope questions before contact.

12 / A staged wedding brief

Visitor: Share celebration details before priorities and contact information.

Business: The brief collects context in manageable groups and keeps a date inquiry separate from confirmation.

From interest to context.

A useful inquiry handoff

The inquiry progresses through celebration, priorities and contact. Keep venue/vendor budget distinct from the planning-fee comfort range, preserve earlier answers and confirm dates only after scope and booking terms are agreed.

Search content architecture

New York City and Hudson Valley intent connects to planning, wedding management, an intensive and useful scope-comparison content.

What to measure next

Review support-route selection, brief completion and qualified discovery conversations. Keep guest, contact and budget details outside analytics.

Nuelle

Personal care, without the pressure to self-diagnose.

Warm skin photography and precise editorial layouts guide people from a broad concern to an informed consultation request.

THE VISITOR

A visitor may know what they want to discuss without knowing a treatment name, suitability or the exact scope of care.

THE BUSINESS OBJECTIVE

Create a useful first-contact route while keeping clinical decisions, sensitive history and appointment confirmation in the appropriate consultation process.

THE CREATIVE DECISION

Realistic skin texture and warm macro photography establish the subject. Cream, black and turquoise keep treatment routes, consultation information and inquiry controls distinct.

THE JOURNEY

01	02	03	04	05	06
Find a starting point	Explore care routes	Understand the consultation	Consider suitability and costs	Ask practical questions	Request a visit

SKIN, FILLERS & SPA / NEW YORK

Your skin. Your *kind of care.*

Skin treatments, dermal fillers and spa rituals.
A personal plan starts with a conversation.

Book a consultation ↗

Explore treatments



01 / Skin treatments

02 / Dermal fillers

03 / Spa rituals

A PLACE TO START

You don’t need a treatment name. *Just a starting point.*



Bring what you'd like to explore. We'll talk through the options with you.

Find your *kind* of care.

Skin treatments / Dermal fillers / Spa rituals



01 / Skin treatments

Facials and skin-focused care, planned around your goals.

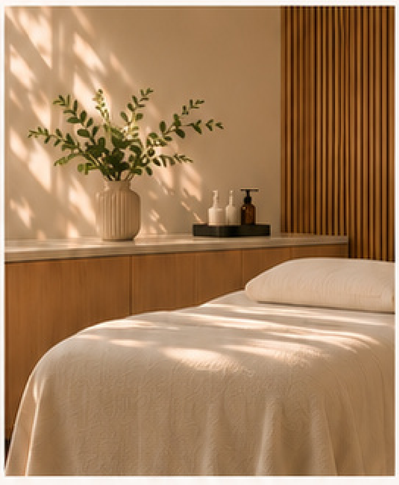
Explore skin ↗



02 / Dermal fillers

Consultation-led options for volume and definition.

Explore fillers ↗



03 / Spa rituals

Unhurried facials, massage and time to reset.

Explore spa ↗

Good care starts before treatment.

01 / Listen first

Understand what matters to you.

02 / Talk it through

Options, suitability, risks and aftercare.

03 / Decide together

A plan and clear costs before treatment.

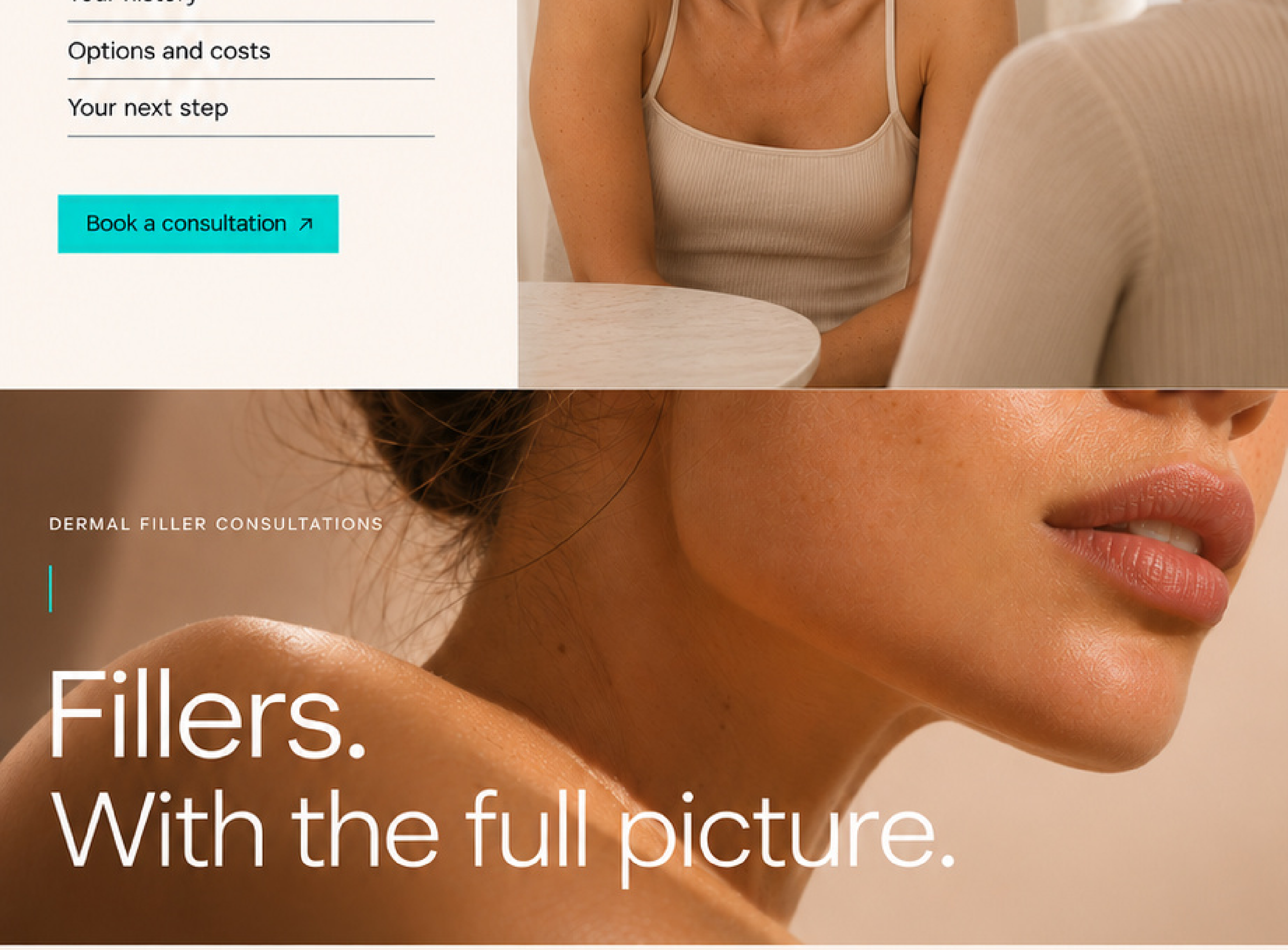
First, a *conversation.*

There’s time to ask.

- Your goals
- Your history
- Options and costs
- Your next step

Book a consultation ↗





DERMAL FILLER CONSULTATIONS

Fillers. With the full picture.

Suitability is individual. | Talk through risks and downtime. | Understand the plan and cost.

A medical consultation comes before a treatment decision.

Explore filler consultations ↗

Room to *reset.*

Facials, massage and a little space in your day.

Explore spa rituals ↗



FIND YOUR START

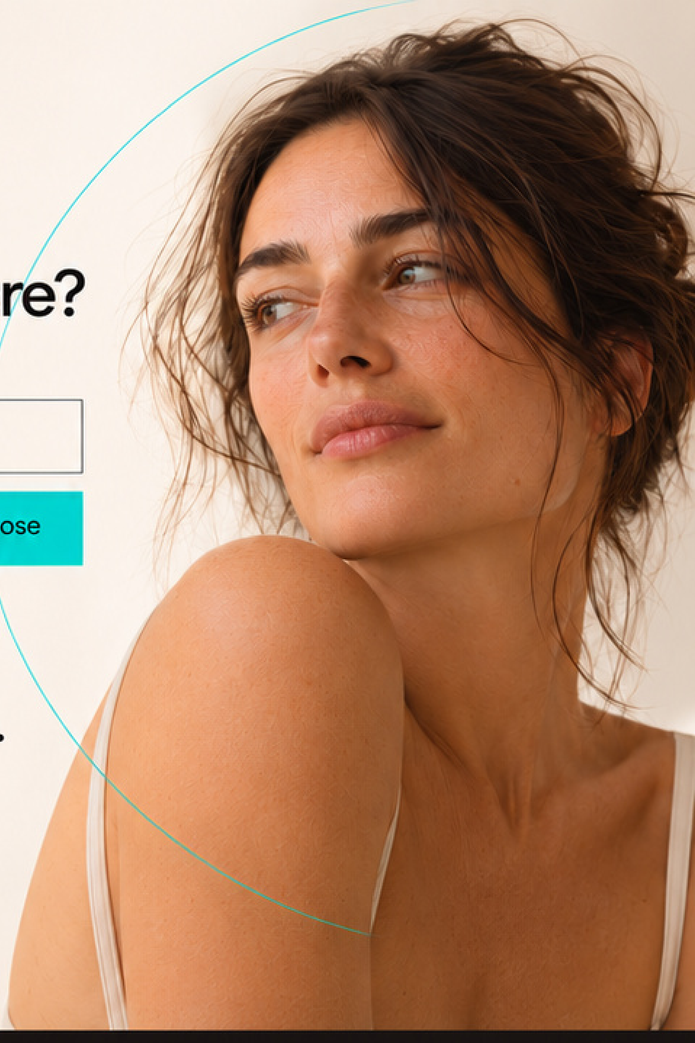
What brings you here?

- ○ Skin care
- ○ Fillers
- ○ A little reset
- ◉ Help me choose

Start with a consultation.

Bring your questions. Explore a personal plan.

Book a consultation ↗



Know the plan. Know the *cost*.

Treatment scope and pricing follow your consultation.
You'll know the proposed plan before you decide.

Your options — What's included — Your decision

A few things, *clearly answered.*

Do I need to know which treatment I want? −

No. Start with what you'd like to explore. Your consultation helps identify appropriate options.

Can I ask about filler suitability? +

Will costs be discussed first? +

How do I request a visit? +



YOUR NEXT STEP

A good place *to start.*

Tell us what you're interested in.
We'll help you find the next step.



Your name

Email

Phone (optional)

Interested in

- Skin
- Fillers
- Spa
- Help me choose

Your questions (optional)

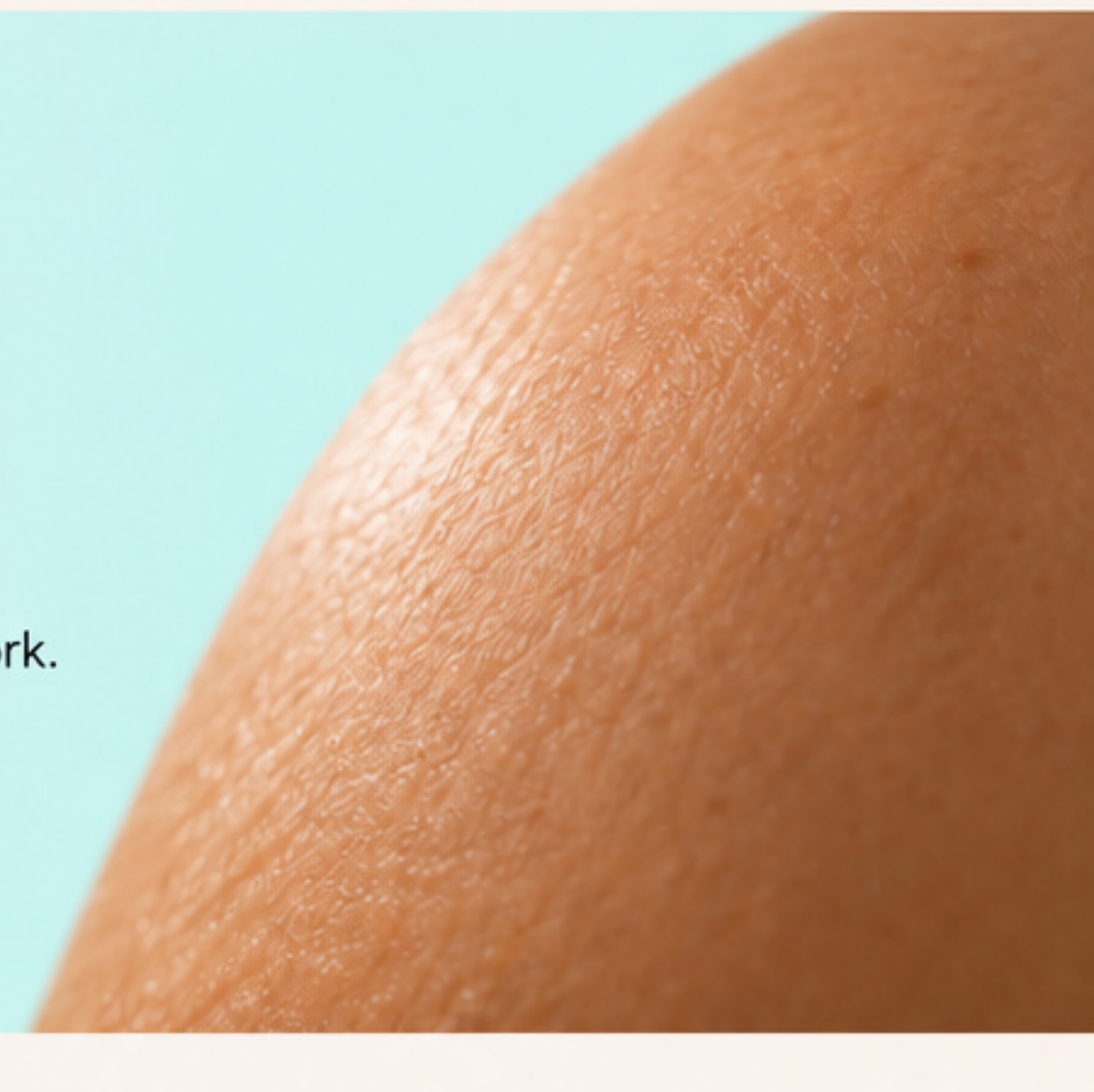
Please leave medical details for your consultation.

Request a consultation ↗

We'll confirm a time with you.

Privacy

Your next step. *At your pace.*



Skin treatments, dermal fillers and spa rituals in New York.

Book a consultation ↗

nuelle

SKIN, FILLERS & SPA / NEW YORK

Your skin. Your *kind of care.*

Skin treatments, dermal fillers and spa rituals.
A personal plan starts with a conversation.

Book a consultation ↗

Explore treatments



01 / Skin treatments

02 / Dermal fillers

03 / Spa rituals

nuelle

YOUR NEXT STEP

A good place *to start.*

Tell us what you're interested in.
We'll help you find the next step.

Your name

Email

Phone (optional)

Interested in

Skin | Fillers | Spa | Help me choose

Your questions (optional)

Please leave medical details for your consultation.

Request a consultation ↗

We'll confirm a time with you. Privacy

Your next step. *At your pace.*

Book a consultation ↗



Every section has a job.

Visitor needs and business purpose, considered together.

01 / An individual-care opening

Visitor: Recognize skin, fillers and spa while seeing a person rather than an idealized result claim.

Business: The personal-care message leads toward a conversation and an understandable care category.

02 / No treatment name required

Visitor: Start with a concern or interest without interpreting a procedure menu.

Business: The opening explanation reduces the knowledge required to make relevant contact.

03 / Three care routes

Visitor: Compare skin treatments, filler consultations and spa rituals by purpose.

Business: Distinct imagery and short descriptions organize different types of care before the inquiry.

04 / Decisions before treatment

Visitor: See listening, discussion and agreement presented as the care approach.

Business: The principles make listening, explanation and shared decisions tangible before the consultation.

05 / The consultation made concrete

Visitor: Understand that goals, history, options and costs belong in the conversation.

Business: The section gives the next step a practical purpose beyond a generic booking button.

06 / Fillers with context

Visitor: See suitability, risks, downtime and cost framed as discussion topics.

Business: The design keeps a treatment decision after a consultation rather than promising an outcome.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / A separate spa experience

Visitor: Recognize a less clinical route for facials, massage and time to reset.

Business: The room imagery broadens the offer without merging all services into one treatment promise.

08 / An interest selector

Visitor: Choose skin, fillers, reset or Help me choose.

Business: A useful recommendation route supports uncertainty and gives the inquiry broad context.

09 / Scope and cost explained

Visitor: Understand that the plan and pricing follow consultation.

Business: The sequence establishes the decision process before a visitor expects a fixed treatment quote.

10 / Questions before contact

Visitor: Check treatment uncertainty, suitability, costs and visit requests.

Business: The FAQ addresses practical objections near the inquiry.

11 / Minimal first-contact information

Visitor: Share name, email, optional phone, broad interest and an optional question.

Business: The form keeps medical details for the consultation and distinguishes a request from a confirmed time.

12 / Return to a personal pace

Visitor: End with a recognizable consultation invitation and the same care language.

Business: The closing keeps the next step consistent across desktop and mobile.

From interest to context.

A useful inquiry handoff

Collect contact details and a broad interest only. Keep the optional question field separate from medical history, carry Help me choose through the route and confirm a time separately.

Search content architecture

Skin treatment, filler consultation, spa and New York intent connect to clear service destinations and consultation preparation.

What to measure next

Review aggregate inquiry starts, requests and later confirmed consultations privately. Exclude medical details, care choices and free text from advertising and analytics.

Roomkind

A warmer home. A clearer cleaning scope.

Confident yellow typography and welcoming interiors connect an everyday benefit to visible inclusions, frequency choices and a useful quote request.

THE VISITOR

A visitor needs to know which spaces and tasks are included, whether extras cost more and how to choose one-off or recurring help.

THE BUSINESS OBJECTIVE

Receive cleaning requests with enough service, space, frequency and extras context to agree a scope and quote.

THE CREATIVE DECISION

Yellow on deep navy gives the brand a memorable, readable opening. Warm lived-in rooms establish the benefit, while cream sections make service comparisons and quote factors easy to scan.

THE JOURNEY

01	02	03	04	05	06
Recognize the service	Choose the space	Review inclusions	Choose a rhythm	Understand quote factors	Share space details

roomkind

Services How it works Our approach

Get a quote ↗

HOME & OFFICE CLEANING / NEW YORK

Leave the clean to us.

Home, move-out and office cleaning.
One-off resets or a regular rhythm.

Get my quote ↗ What's included ↗



01 / Home cleaning

02 / Move-in & out

03 / Office cleaning



The list can wait. Life can't.

A cleaner space. One less thing on your list.
Start with the rooms, tasks and rhythm that matter to you.

Different spaces. The same thoughtful clean.



01 / Home cleaning

Everyday rooms, everyday details.

Explore home cleaning ↗



02 / Move-in & out

A considered reset between chapters.

Explore moving cleans ↗



03 / Office cleaning

Work areas and shared spaces.

Explore workplace care ↗

Know what's included.

Kitchens | Bathrooms | Living areas | Floors



- ✓ Surfaces and backsplash
- ✓ Sink and fixtures
- ✓ Appliance exteriors
- ✓ Floors and finishing touches

Extras are agreed in your quote.

Build my scope ↗

FIND YOUR RHYTHM

A reset.
Or a regular rhythm.

Choose the pace that fits your space.

- ○ **One-off** — A fresh starting point.
- ○ **Weekly** — A frequent clean.
- ◉ **Every two weeks** — A regular rhythm.
- ○ **Monthly** — An occasional refresh.

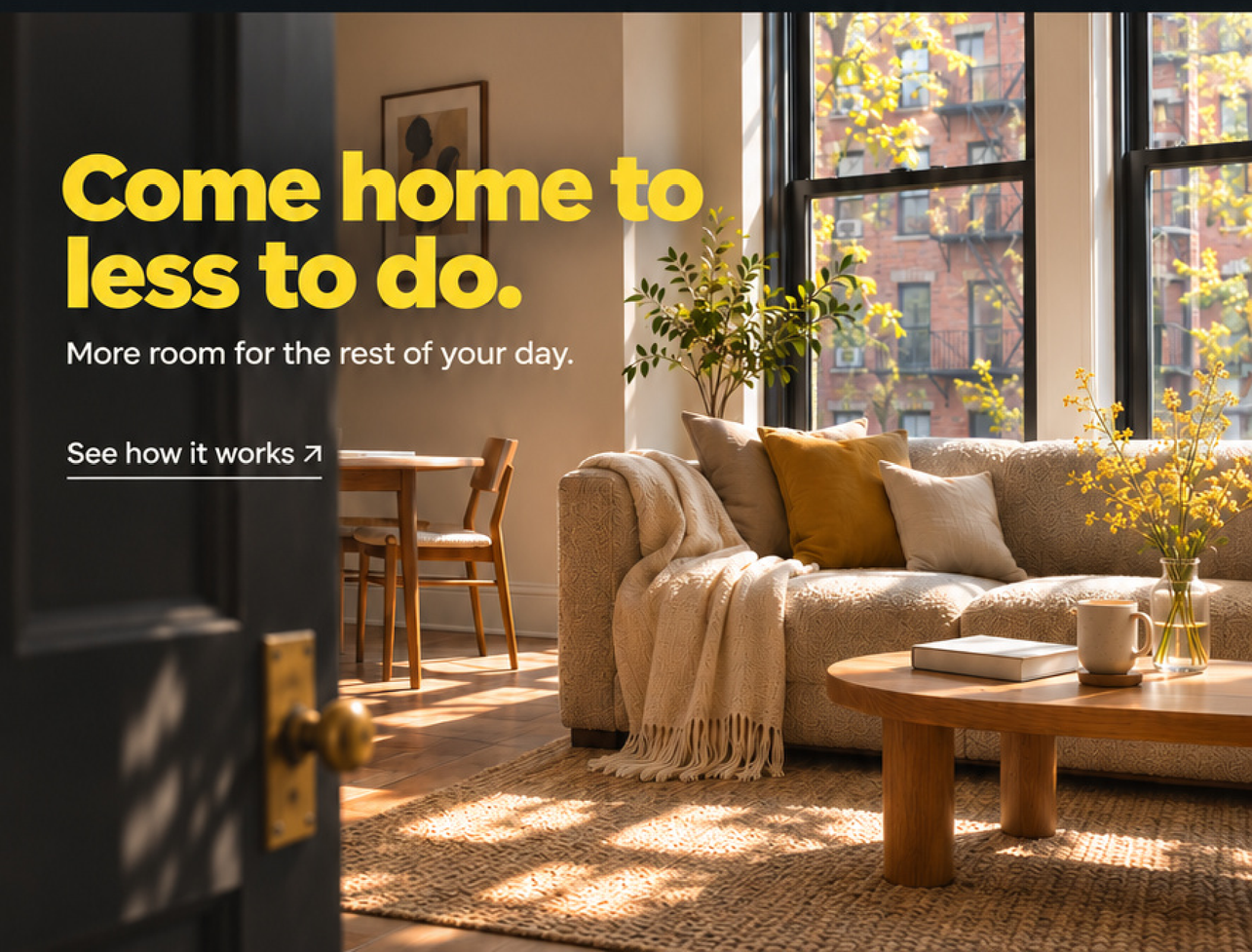
Scope and availability are confirmed with your quote.

From your list to our plan.

01 /
Tell us about your space
Services, size, frequency and priorities.

02 /
Review a clear scope
The agreed tasks, extras and quote.

03 /
Confirm your visit
A time and access plan that work.



Come home to less to do.

More room for the rest of your day.

See how it works ↗

At home. At work. Thought through.





01 Home & moving

Bedrooms and bathrooms

Access and priorities

One-off or recurring

02 Workplaces

Work areas and shared spaces

Hours and access

A tailored scope

Clear scope. A considered quote.

Your quote reflects your space and the work agreed.

Type of space | Size and layout | Service and frequency | Selected extras

A few good questions.

What is included in a clean? −

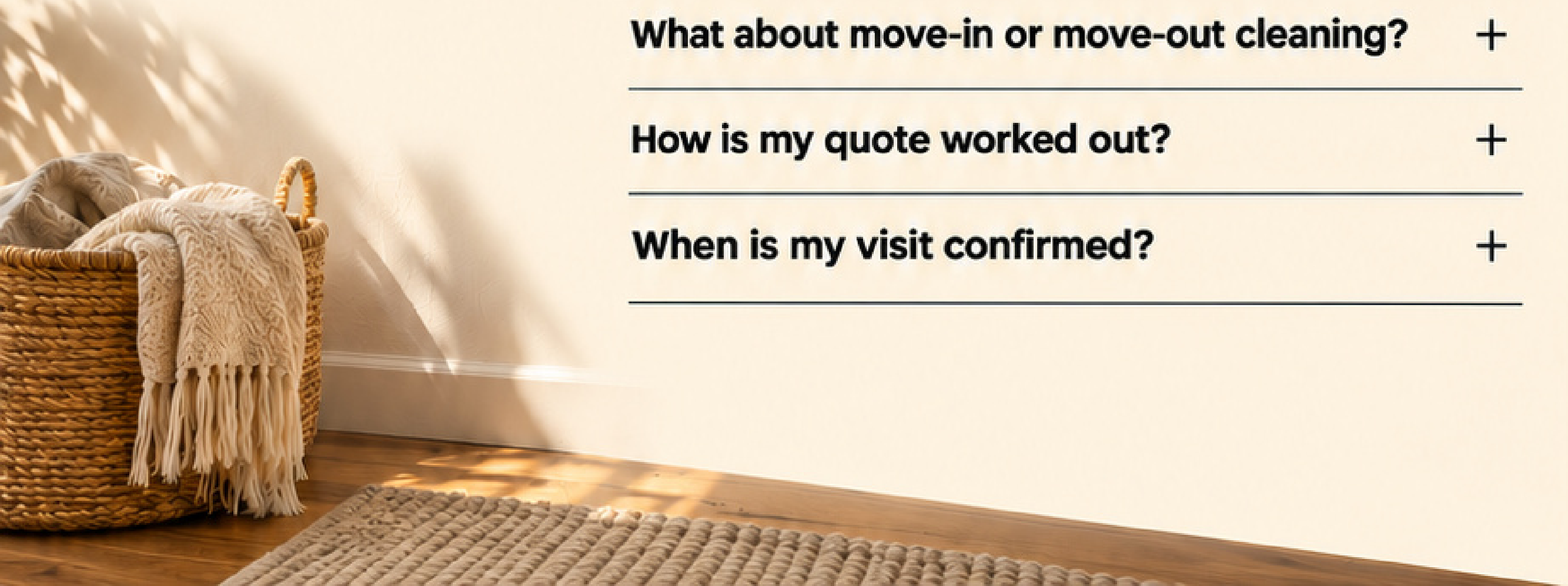
Your scope sets out the rooms, tasks and any agreed extras before you book.

Can I choose a regular schedule? +

What about move-in or move-out cleaning? +

How is my quote worked out? +

When is my visit confirmed? +



YOUR CLEAN, YOUR WAY

01 / Your space

02 / Your details

Let's make room.

A little about your space.
A clearer scope for your clean.



Service

Home cleaning

ZIP code

Bedrooms

2

Bathrooms

1

Frequency

One-off | Weekly | Every two weeks | Monthly

Optional extras

- [ ] Inside oven
- [ ] Inside fridge
- [ ] Interior windows

Next: your details ↗

We'll confirm the scope, price and availability with you.

More room for your day.

Home, move-out and office cleaning in New York.

Get my quote ↗



roomkind

HOME & OFFICE CLEANING / NEW YORK

Leave the clean to us.

Home, move-out and office cleaning.
One-off resets or a regular rhythm.

Get my quote ↗

What's included ↗



01 / Home cleaning

02 / Move-in & out

03 / Office cleaning

roomkind

01 / Your space 02 / Your details

Let's make room.

A little about your space.

Service

Home cleaning

ZIP code

Bedrooms

2

Bathrooms

1

Frequency

One-off | Weekly | Every two weeks | Monthly

Optional extras

- [ ] Inside oven
- [ ] Inside fridge
- [ ] Interior windows

Next: your details ↗

We'll confirm the scope, price and availability with you.

More room for your day.

Get my quote ↗

Every section has a job.

Visitor needs and business purpose, considered together.

01 / A clear everyday benefit

Visitor: Recognize cleaning services and imagine more room to unwind.

Business: The bold identity links the service to a tangible benefit while keeping the quote action visible.

02 / Name the work behind the benefit

Visitor: Recognize the recurring list of household tasks.

Business: The transition moves from atmosphere to the rooms, tasks and rhythm that shape the service.

03 / Separate service contexts

Visitor: Choose home cleaning, a move or an office.

Business: Different routes keep workplace access and moving needs distinct from ordinary household tasks.

04 / Make inclusions visible

Visitor: Inspect room-specific tasks and see that extras are agreed separately.

Business: The scope module provides substance before the visitor requests a quote.

05 / Frequency as a clear choice

Visitor: Compare one-off, weekly, every-two-weeks and monthly help.

Business: Explicit options prepare a recurring-service discussion without disguising it as a one-off visit.

06 / Explain the quote process

Visitor: Understand space details, scope review and visit confirmation.

Business: The three stages clarify what happens between the first request and the clean.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Show the benefit again

Visitor: Picture the space after the everyday tasks are handled.

Business: The atmospheric pause reconnects the practical information to the reason for choosing the service.

08 / Home and workplace needs

Visitor: Recognize different room, access and scheduling considerations.

Business: The split prepares service-specific information rather than forcing one questionnaire onto every space.

09 / Show what shapes the quote

Visitor: Understand type, size, frequency and extras as quote factors.

Business: The explanation sets context for a tailored scope instead of implying a universal price.

10 / Resolve practical questions

Visitor: Check inclusions, recurring schedules, moving and confirmation.

Business: The FAQ places useful answers beside the quote journey.

11 / Space details before contact

Visitor: Choose service, size, frequency and extras before personal details.

Business: The first step gives the business a useful outline while keeping confirmation separate.

12 / One consistent quote invitation

Visitor: Return to the everyday benefit and a familiar quote action.

Business: The closing gives the full page a clear destination on both screen sizes.

From interest to context.

A useful inquiry handoff

Home, moving and workplace routes need different space questions. Preserve frequency and selected extras, collect contact details in the next step and confirm scope, price and availability before the visit.

Search content architecture

Home, moving and office service destinations support New York intent and useful room-by-room scope information.

What to measure next

Review quote starts, completed requests, agreed scopes and later confirmed visits. Exclude contact details, location values and access notes from analytics.

Clearfold

Turn scattered records into a clear starting point.

A graphic journey from tangled to ordered makes bookkeeping approachable, with clear service scope and an inquiry that asks for context rather than financial records.

THE VISITOR

A business owner needs to understand the support available, the monthly deliverables and whether changing support means changing every tool.

THE BUSINESS OBJECTIVE

Receive relevant bookkeeping inquiries with business context and support needs before agreeing secure access and an engagement scope.

THE CREATIVE DECISION

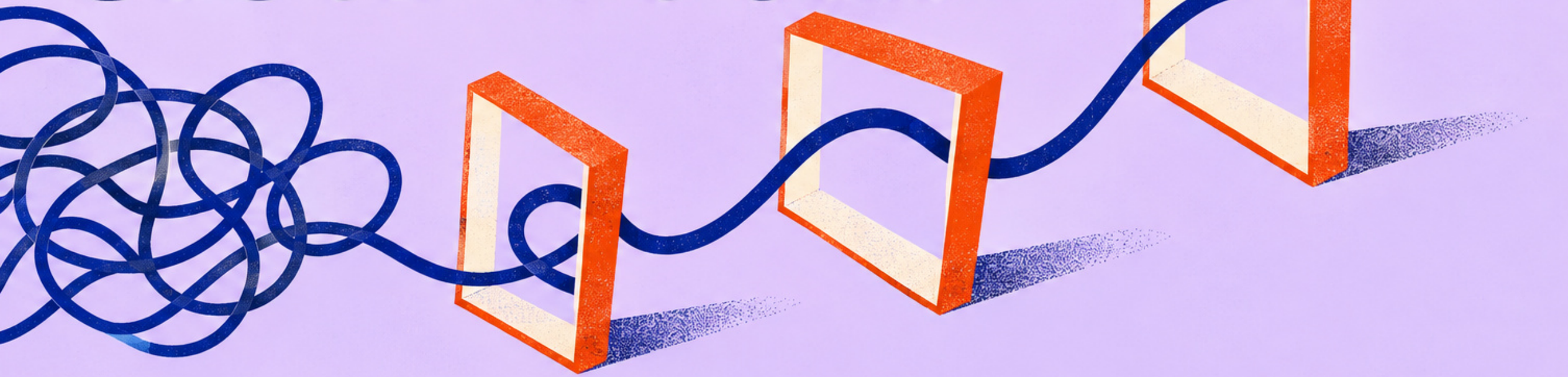
Lilac, navy and orange make the category distinctive. A continuous line moves through frames to express organization; readable service and scope modules translate that idea into a useful offer.

THE JOURNEY

01	02	03	04	05	06
Recognize the problem	Find relevant support	Understand the monthly picture	Compare starting scopes	Review the handover	Describe the business

ACCOUNTING FOR THE WAY YOU WORK

Big plans. Clear books.



Keep the business moving. We'll help make sense of the numbers.

Monthly bookkeeping, payroll support and reporting.

Find your starting point ↗

See how we help

FROM ALL OVER THE PLACE → ALL IN ORDER

Bookkeeping shouldn't be your second job.

Bring the records, the routine and the next step into focus.

01 Records in different places

02 Month-end keeps slipping

03 Questions behind the numbers

OUR SERVICES

The right support, in one place.

Discuss your needs ↗

Monthly bookkeeping

Organized records, reconciled accounts and an agreed monthly overview.

Explore monthly support ↗

Catch-up bookkeeping

Work through earlier periods, missing records and unresolved items.

Explore catch-up support ↗

Payroll support

Agree the inputs, timing and coordination around your existing setup.

Explore payroll support ↗

Management reporting

Put income, costs and open questions into a useful management view.

Explore reporting ↗

A clearer start. A monthly rhythm.

01

Understand

Review your tools, records and priorities.

02

Set up

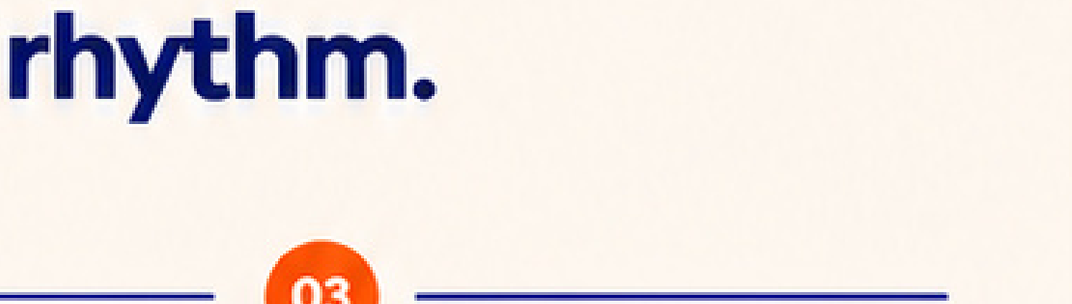
Agree scope, access and responsibilities.

03

Keep a rhythm

Clear updates and a regular monthly process.

Talk through your starting point ↗



THE MONTHLY PICTURE

Make the month make sense.

See the records, the context and the questions to resolve.

Records · Reporting · Next steps

Your monthly picture

- ☐ Records & reconciliation
- ☐ Income & expenses
- ☐ Open questions
- ☐ Agreed next steps

Reports and responsibilities follow your agreed scope.

For the business you're building.

Creative studios

Project work and changing costs.

Service businesses

Busy teams and everyday transactions.

Independent retailers

Sales, purchases and the monthly picture.

Start where you are.

Catch-up

Bring earlier periods up to date.

- ☐ Open items
- ☐ Organized records
- ☐ Handover plan

Discuss my scope ↗

Monthly

An ongoing bookkeeping routine.

- ☐ Reconciliation
- ☐ Monthly overview
- ☐ Updates

Discuss my scope ↗

Monthly + reporting

A deeper management view.

- ☐ Monthly books
- ☐ Agreed reports
- ☐ Review

Discuss my scope ↗

Scope and pricing follow a review of your records and requirements.



New support. A clear start.

Keep the tools that fit. Agree changes before they happen.

- ✓ Review the current setup
- ✓ Agree secure access
- ✓ Map unfinished work
- ✓ Coordinate the handover

Talk through your handover ↗

Let's clear a few things up.

Practical questions.
Clear answers.

Can you use my current software? −

We review your setup before agreeing the workflow.

I'm behind. Where do we start? +

Do I need to change accountants? +

How is pricing agreed? +

Good books. Real conversations.

Understand what is handled, where your input is needed and what happens next.

Plain-English updates

Useful information without the jargon.

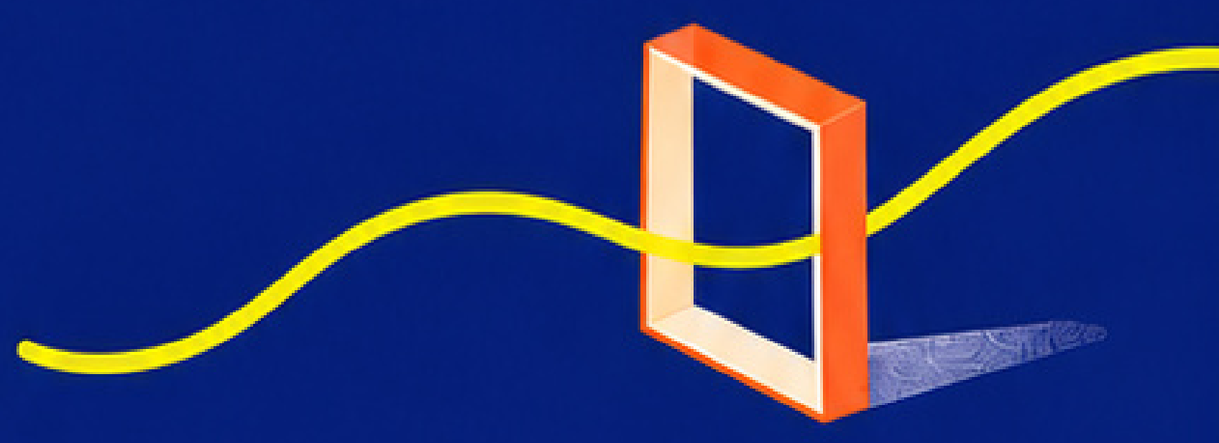
Clear responsibilities

An agreed scope and visible handoffs.

A monthly rhythm

A regular process around your setup.

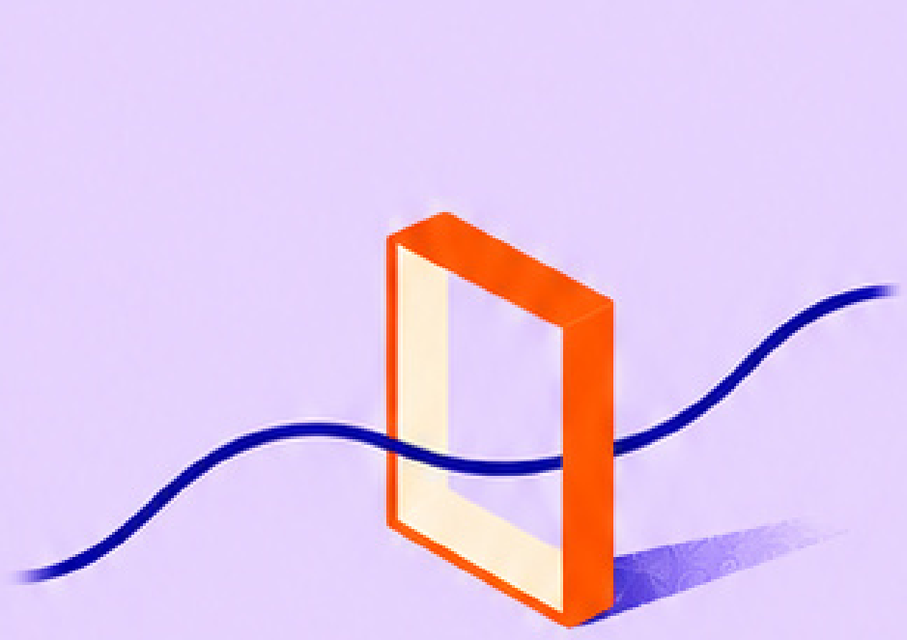
Start a conversation ↗



YOUR STARTING POINT

Let's talk about your business.

A little context makes the first conversation more useful.



Your name

Business name

Work email

Website (optional)

Support needed

Catch-up | Monthly books | Reporting | Not sure yet

What would you like to sort first?

Discuss my bookkeeping ↗

No bank details needed at this stage.

Less guesswork. More next moves.

Monthly bookkeeping, payroll support and reporting. Built around your business.

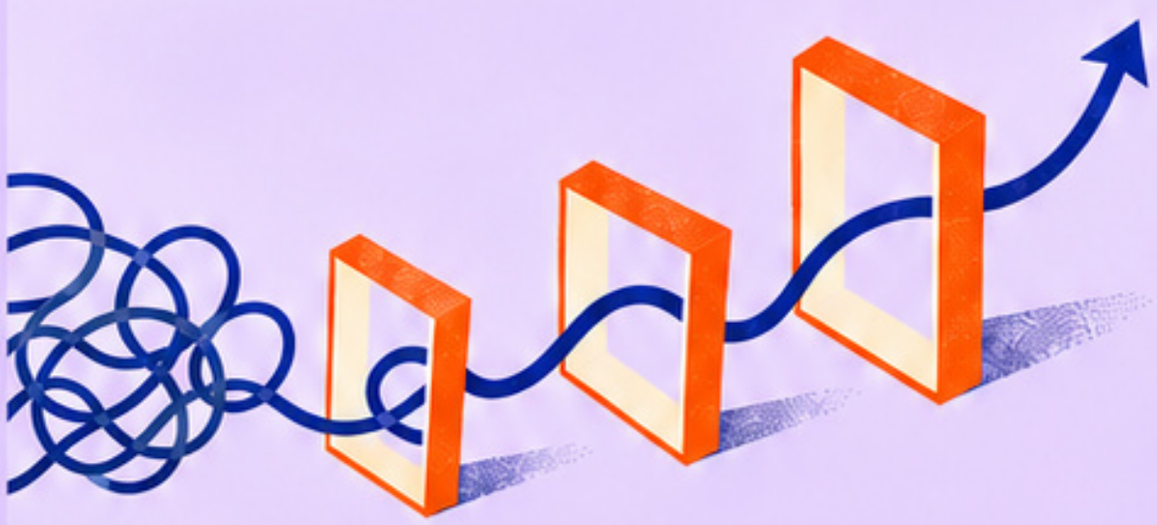
Find your starting point ↗



clearfold.

ACCOUNTING FOR THE WAY YOU WORK

Big plans. Clear books.



Monthly bookkeeping, payroll support and reporting.

Find your starting point ↗

The right support, in one place.

Monthly bookkeeping

Organized records and reconciled accounts.

Explore support ↗

Catch-up bookkeeping

Earlier periods and open items.

Explore support ↗

clearfold.

Let's talk about your business.

A little context makes the first conversation more useful.

Support needed

Catch-up | Monthly books | Reporting | Not sure yet

Your name

Business name

Work email

Website (optional)

What would you like to sort first?

Discuss my bookkeeping ↗

No bank details needed at this stage.

Less guesswork. More next moves.

Find your starting point ↗

Every section has a job.

Visitor needs and business purpose, considered together.

01 / A graphic idea with a business meaning

Visitor: See scattered information move toward order alongside a clear service category.

Business: The visual metaphor differentiates the brand while keeping the starting-point action readable.

02 / Name the operational problem

Visitor: Recognize fragmented records, slipping month-end and unanswered questions.

Business: The problem statement connects the graphic idea to recognizable work.

03 / Services with distinct responsibilities

Visitor: Compare monthly books, catch-up, payroll support and reporting.

Business: Clear descriptions separate types of work before a visitor discusses scope.

04 / A monthly process

Visitor: Understand review, setup and an ongoing rhythm.

Business: The process frames both onboarding responsibilities and recurring support.

05 / Make the deliverable tangible

Visitor: See records, income, open questions and next steps in a monthly picture.

Business: The module explains what useful support should help the owner understand.

06 / Business context without a narrow niche

Visitor: Recognize project work, service transactions or retail activity.

Business: Different contexts show range while retaining one clear bookkeeping proposition.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Starting scopes, not unexplained tiers

Visitor: Compare catch-up, monthly and monthly-plus-reporting support.

Business: Scope descriptions allow a relevant discussion before pricing is agreed.

08 / A considered handover

Visitor: Understand current-tool review, secure access and unfinished work.

Business: The handover section addresses switching concerns without promising every tool can remain unchanged.

09 / Resolve onboarding questions

Visitor: Check software fit, earlier periods, accountant relationships and pricing.

Business: The FAQ supports a more informed first conversation.

10 / Explain the working relationship

Visitor: See updates, responsibilities and a monthly rhythm as specific behaviors.

Business: The relationship section explains how clear updates, responsibilities and a monthly rhythm support ongoing work.

11 / Context without sensitive records

Visitor: Share basic business details, support needs and what should be sorted first.

Business: The inquiry collects a useful outline while keeping bank details out of first contact.

12 / Return to the business purpose

Visitor: End with a clearer next move rather than an abstract accounting slogan.

Business: A consistent starting-point action closes the page and carries into mobile.

From interest to context.

A useful inquiry handoff

Collect basic business and contact information, support choice and an open context field. Discuss records and requirements privately before pricing, secure access or financial documents are requested.

Search content architecture

Distinct monthly, catch-up, payroll-support and management-reporting pages answer service questions and explain onboarding.

What to measure next

Review service-route interest, complete inquiries and relevance of later engagement conversations. Keep business details, financial information and free text outside analytics.

A useful website starts with a decision.

What does your visitor need to understand, trust and do next?

info@puzinski.com

puzinski.com