

Absolutely. Here's a single, comprehensive **Website + SEO Master Brief** that consolidates **every input you provided in this conversation**—organized so a designer/dev team can execute a polished 12-page site fast. I'm writing as a senior web/SEO lead with 20+ years of launches.

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## Brand Snapshot

- **Business:** ArunaDevi Builders (turnkey, structural, approvals)
  - **Origins:** Hardware trade roots since **1995** → construction supervision since **2015** (**1,00,000+ sq.ft**) → company founded **2023** (individually **50,000+ sq.ft** executed)
  - **Service areas:** Adyar, Velachery, Valasaravakkam, Alandur, Adambakkam, Tambaram, Maduravoyal, Ashok Nagar (Greater Chennai on request)
  - **Contact (from your invoice):** Arunda Devi Builders: **+91 95001 60769**; ForgeAsh Technologies: **+91 63691 26439**. *(Invoice also mentions domain/hosting & bank details—keep these internal; don't publish banking on the site.)*
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## Unique Selling Propositions (USPs) to feature site-wide

- **Digital Land Survey + Total-Station Marking** for every project
- **Compulsory Soil Testing** (included; **no additional charges**)
- **Dedicated Concrete Mixer (in-house)** for small/medium pours
- **Measuring-Box Concrete** (M-sand & aggregates by calibrated box; cement by bag count)
- **RMC** still used for **large continuous pours**
- **Basement up to 7 ft** (no compromise even in water-logged areas; dewatering + waterproofing planned)
- **CCTV monitoring** at site till completion

- **Daily WhatsApp work updates** (photos + next-day plan)
  - **100% Quality Check – Daily Quality Data** (QA logs, batch diary, curing records, waterproofing proofs, mixer calibration)
  - **20-Year Structural Warranty & Workmanship Guarantee**
  - **Payment policies:**
    - **Zero-Advance** for **>2,000 sq.ft** (progress-linked)
    - **BOQ** issued for **≥3,000 sq.ft** projects
    - **Alternate plan: 10% advance** with stage-wise schedule
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## Services (site copy anchors)

1. **Turnkey House Construction (Fully Customized)**  
BOQ (≥3,000 sq.ft), finish selections, brand materials, **basement 5–7 ft** (as per structure & groundwater).
  2. **Commercial Construction**  
Retail/office/mixed-use; schedule-driven, coordinated MEP.
  3. **Architectural Design**  
Concept → GFC; house-plan review for codes/zoning; lifestyle-fit.
  4. **Structural Design**  
IS code compliance; peer review on request.
  5. **Plan Approvals**  
CMDA/DTCP liaison, docs & submissions.
  6. **Digital Land Survey + Total-Station Marking**  
Precision grid/levels for all projects.
  7. **Quality & Oversight**  
**CCTV till completion, Daily WhatsApp updates, QA checklists.**
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# Concrete Methods (to educate & differentiate)

- **Why on-site mixer + measuring boxes (small/medium pours):** control over workability/timing; no MOQs/pump premiums; fewer cold-joint risks; quicker cycles in tight streets.
  - **When RMC is better:** large continuous pours → consistency + speed.
  - **Mixer QA:** drum/fin calibration log (every 2 weeks), **batch diary**, measuring-box photo proof, slump window & placement timings.
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## Projects (how to present)

- **Home:** show **exactly 3 completed + 1 ongoing** spotlight.
  - **Projects page:**
    - **Ongoing:** list **all** ongoing sites with weekly photo logs, last-24h update excerpt, optional CCTV snapshot.
    - **Completed:** gallery + specs.
  - **Examples to seed:**
    - **Valasaravakkam — Dual-Block Stilt + Lift** (4,500 sq.ft; 10 months; stilt + two buildings; lift)
    - **Velachery — Premium Residence** (7,500 sq.ft; 12 months; granite; Burma-teak doors; custom tiles; PU polish)
    - **Ashok Nagar — Commercial** (8,000 sq.ft; commercial-grade MEP; façade/signage)
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## Payments (use one headline page; show both options)

**Option A – Zero-Advance (>2,000 sq.ft):**

0% signing → **10%** mobilization/survey/soil → **15%** foundation & plinth/basement → **15%** ground slab → **15%** first-floor/roof slab → **10%** brickwork & internal plaster → **7%** MEP rough-ins & wet-area waterproofing → **8%** flooring & exterior plaster → **10%** carpentry/base coats/ceilings → **10%** finishes/fixtures/T&C/snag-closure.

**Option B – 10% Advance:**

**10%** signing → **10%** mobilization/survey/soil (20%) → **15%** foundation/plinth/basement (35%) → **15%** ground slab (50%) → **15%** first-floor/roof slab (65%) → **10%** brickwork/plaster (75%) → **7%** MEP & waterproofing (82%) → **8%** flooring/exterior (90%) → **5%** carpentry/base coats/ceilings (95%) → **5%** finishes/fixtures/T&C/snag & handover (100%).

Note: Percentages may fine-tune per number of floors/scope; final breakup in BOQ/contract.

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## Warranty & Quality

- **20-Year Structural Warranty & Workmanship Guarantee**  
Coverage: RCC frame, foundations, structural masonry/steel per design; OEM warranties for fixtures/finishes.  
Exclusions: force majeure, unauthorized modifications, missed maintenance.
  - **Daily QA Data Protocol:** reinforcement & cover checks, shutter alignment, curing logs, slump/cube (where applicable), wet-area/terrace waterproofing proofs, photo evidence, **CCTV clip references**, stored in a shared Drive/Notion folder + **WhatsApp daily digest**.
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## 12-Page Site Map (final)

1. Home
2. About & Heritage
3. Services Overview
4. Turnkey House Construction
5. Commercial Construction

6. **Engineering & Process** (Architectural, Structural, Approvals, Survey, Total-Station)
  7. **Materials & Brands**
  8. **Concrete Methods** (RMC vs Mixer + Measuring-Box)
  9. **Projects** (Ongoing + Completed tabs)
  10. **Project Detail** (dynamic template)
  11. **Payments & Policies** (Zero-Advance + 10% Advance)
  12. **Warranty, Quality & Daily Updates**  
**Contact & FAQs** → combine into one of the above (e.g., footer link + [/contact](#)) to keep the count at 12.
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## Page-Level Copy Starters (headlines you can use)

- **Home:** “Fully-Customized Turnkey Construction in Chennai” / “From BOQ to handover—precise, transparent, on schedule.”
- **About:** “Three Decades of Hands-On Building” / “1995 roots → 2015 supervision → 2023 company.”
- **Services:** “What We Build & How We Deliver” / “Fully customized. Engineering-led. Transparent billing.”
- **Turnkey:** “Homes Tailored to Your Life” / “BOQ for 3,000+ sq.ft; basement up to 7 ft; daily updates.”
- **Commercial:** “Business-Ready Spaces on Schedule”
- **Process:** “From First Peg to Final Handover”
- **Materials:** “Brands That Stand the Test of Time”
- **Concrete Methods:** “The Right Mix for the Right Job”
- **Projects:** “Ongoing Work with Daily Visibility” / “Completed Projects, Documented”

- **Payments:** “Clear, Stage-Linked Payments—Zero-Advance Eligible”
  - **Warranty / Quality:** “20-Year Structural Warranty & Daily Quality Data”
  - **Contact & FAQs:** “Talk to Us / Your Questions, Answered”
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## Forms & Conversion

- **BOQ Enquiry (Home + Turnkey):** name, phone, email, WhatsApp opt-in, site address & location pin, plot size (sq.ft), floors, **basement (Y/N; target depth)**, budget range, timeline, file upload (site docs).
  - **Contact:** name, phone, email, message; show WhatsApp & call CTAs.
  - **Auto responses:** confirmation + “What happens next” (site visit → soil test → concept/BOQ).
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## Asset Checklist (what you need to supply)

- **Logo & brand colors**
  - **Hero/site photos** (6–10): site collage, **measuring-box** shot, **dedicated mixer** at site, CCTV sample still (blur faces/plates), 3 project galleries, 1 ongoing site set
  - **Project data** for 3 completed + 1 ongoing (location, size, highlights, 3–6 images each)
  - **WhatsApp Business number** for daily updates (copy template can be provided)
  - **Compliance:** GST/registration numbers (if you want in footer/policies)
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## SEO Plan (high-impact, low-noise)

**Primary keywords (geo-modified):** house construction Chennai, turnkey house construction Chennai, building contractors in Chennai, basement waterproofing Chennai, soil testing included Chennai, total station marking Chennai, commercial construction Chennai.

**Supportive intents:** measuring-box concrete, on-site vs RMC, daily site updates, CCTV construction monitoring, BOQ Chennai.

**On-page for each page:**

- Title (≤60 chars), Meta description (≤155), H1 matching intent, internal links to related pages, FAQ snippet where useful.
- **Schema:**
  - [LocalBusiness](#) (NAP, geo, hours)
  - [Service](#) for Turnkey, Commercial, Plan Approvals
  - [FAQPage](#) (for contact/FAQs)
  - [Project](#) for completed jobs (name, area, size, dates, images)

**Technical SEO & UX:**

- Fast (Image optimize/lazyload, HTTP/2, cache headers), Mobile-first, Core Web Vitals > 90, a11y AA, XML sitemap + robots, canonical tags, clean URL slugs </services/turnkey>, etc.

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## Publishing & Governance

- **Homepage hero badges:** Soil testing included, Total-Station for all, **Dedicated Mixer**, CCTV till completion, Daily WhatsApp updates, Zero-Advance (>2,000 sq.ft), BOQ (≥3,000 sq.ft), Basement up to 7 ft, 20-Year Warranty.
- **Homepage projects strip:** 3 completed + 1 ongoing (strict).
- **Projects page:** two tabs (Ongoing/Completed); ongoing shows last-24h excerpt & optional CCTV still.
- **Payments page:** both schedules in one view + notes on variation orders & invoicing cadence.

- **Warranty page:** certificate summary + coverage/exclusions; link to downloadable PDF later.
  - **Privacy note:** CCTV/WhatsApp updates—state that media shared is strictly for client visibility and internal QA.
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## What's Next (actionable)

1. **Confirm public contacts** (phone/email/office hours). If you want to use **+91 95001 60769** publicly, say so; otherwise supply your preferred display number.
2. **Approve warranty & payment text** as written (or mark edits).
3. **Send images** (mixer, measuring-box, CCTV sample, 3 project galleries + 1 ongoing).
4. **Choose which policy to lead with in the hero** (Zero-Advance vs “10% Advance”—I recommend highlighting **Zero-Advance** for >2,000 sq.ft).
5. **Share WhatsApp Business number** (I'll give you a daily update template + Drive/Notion folder structure).
6. **Decide the exact 12 pages** (use the map above) and I'll finalize page-by-page copy blocks from this brief.

If you say “go,” I'll format this into a clean copy deck per page (ready for your CMS) and an SEO sheet (titles/descriptions/schema) based on the above.