

A stronger digital presence. *Built for the way clients search today.*

A complete rebuild of the Diligent HR website: clearer services, reliable enquiries, and a sound foundation for SEO, AIO and GEO.

Explain every service clearly Turn interest into enquiries Build lasting search visibility

Prepared for Diligent HR Solution by Command-R Studios / 26 September 2026

THE WEBSITE PROPOSAL

Phase 1 · Complete website rebuild
Design, content, SEO, AIO and GEO

₹1,26,000

One-time website build fee. Tax treatment, recurring services and third-party subscriptions will be agreed separately.

01 / THE RECOMMENDATION

Make Diligent HR easier to find, understand and contact.

Rebuild diligenthr.com as a focused website that reflects Diligent HR's expertise in payroll and statutory compliance and gives employers a clear route from question to consultation.

01

A clearer website

Repair service journeys, reorganise pages, update FAQs and make every enquiry route dependable.

02

Search foundations

Build technical SEO into the structure, supported by expert content written for people and AI search discovery.

03

Connected marketing

Connect leads to Zoho, use approved WhatsApp follow-up, and promote helpful YouTube and social content.

Bring Diligent HR’s expertise into the website experience.

The existing site already covers payroll, statutory compliance, training, news and educational content. The rebuild can make that breadth easier to navigate and turn interest into qualified enquiries.

AREA	PROPOSED IMPROVEMENT
Service discovery	Repair the service-page issues raised in the brief; create a consistent page structure and a clear consultation route.
Information quality	Refresh FAQs and articles with expert review, references and review dates where appropriate.
Lead capture	Make contact forms reliable, route enquiries to the right inbox and connect follow-up to Zoho CRM.
Search visibility	Create a crawlable, fast public site with useful service content and clear links between related topics.

Basis: supplied brief and public homepage review. A complete URL crawl and form-delivery test will be part of discovery.

A website that explains the service and makes the next step obvious.

DESIGN

Modern, responsive and easy to maintain

- Refreshed homepage, navigation and reusable visual system.
- Service pages with scope, audience, process, documents required, FAQs and an enquiry action.
- About, contact, news, articles, resources and YouTube or video content.
- A clear consultation route on every service page.

DELIVERY

Fix the paths that lose enquiries

- Inventory all current URLs; repair internal links and map redirects.
- Update service copy, spelling, FAQs, page titles and metadata.
- Send contact submissions to a nominated email inbox and Zoho CRM, with spam protection and delivery logs.
- Accessible forms, clear validation, acknowledgement and retry handling.

Final page count, retained sections and content migration volume will be agreed in discovery. Email and CRM failures must be visible to the administrator.

Make each service easy to find, understand and enquire about.

01

Payroll and workforce

- Payroll outsourcing and monthly processing
- HR training and employee onboarding
- Employment exchange and apprenticeship support

02

Statutory compliance

- Provident Fund and ESIC
- Professional Tax and Labour Welfare Fund
- Monthly compliance and POSH
- Contract labour and construction compliance

03

Benefits and assurance

- Gratuity and bonus support
- Employee compensation and group insurance
- Labour audits and advisory
- Registers, records and documentation

Proposed grouping based on the current service menu and brief. Diligent HR will approve service names, coverage and claims. Public FAQs will answer real client questions and carry expert review dates.

Designed for search. Written for people and AI discovery.

SEO

Search engine optimisation

- Crawlable, server-rendered public pages.
- Search intent mapping for each service and genuine service location.
- Titles, canonicals, internal links, XML sitemap and redirects.
- Mobile performance, image optimisation and Search Console setup.

AIO

AI search readiness

- Clear answers to common employer questions.
- Expert authorship, sources, reviewed dates and consistent company details.
- Useful original guides, videos and transcripts.
- Clear relationships between services, topics and expert profiles.

GEO

Generative engine optimisation

- Source-backed explanations that AI systems can interpret and reference.
- Logical headings and contextual links between related topics.
- Relevant structured data matching visible content.
- Track referred enquiries and a repeatable sample of AI search mentions.

SEO, AIO and GEO share the same quality foundation. Search rankings, indexing and AI citations cannot be guaranteed. Public service content will be crawlable; any future client workspace would be separately scoped.

Help each visitor find the answer and take the next step.

DISCOVER

Homepage

Lead with what Diligent HR does, who it helps and the most useful next action.

UNDERSTAND

Service pages

Explain the service, coverage, process, typical questions and how to enquire.

LEARN

Resources

Use expert-reviewed FAQs, articles, updates and video to answer employer questions.

CONNECT

Contact

Short, dependable forms that reach email and CRM, with a clear confirmation for the visitor.

The public site will be mobile responsive and easy for Diligent HR to edit. A future client portal can be connected without making the website depend on its development.

Keep every enquiry and follow-up in the right place.

CONNECTION	WEBSITE CONNECTION
Zoho CRM	Capture website enquiries with service interest, source and consent; deduplicate, assign an owner and track follow-up and lead status.
Zoho Campaigns	Connect approved contact segments and subscription preferences for newsletters and marketing campaigns, subject to available account access.
Sensei WhatsApp Business	Link website enquiries to opted-in WhatsApp follow-up or approved campaign flows where the selected provider supports it.
Email and forms	Send contact-form notifications to the agreed inbox, with spam protection, confirmation messages and failed-delivery visibility.

Confirm Zoho editions and whether “Campaign” means Zoho Campaigns or CRM campaign records. Confirm the exact Sensei vendor, API access and account ownership. Licences, message charges and provider approvals are separate dependencies.

Turn expertise into content that brings the right enquiries.

YOUTUBE

Build an educational channel

- Review channel positioning, branding and playlists.
- Improve video titles, descriptions, thumbnails and consultation links.
- Publish expert explainers, FAQs and compliance updates.
- Use captions and transcripts; feature relevant videos on service pages.

SOCIAL

Distribute useful insights

- Prioritise LinkedIn for employer and HR audiences; confirm other platforms.
- Repurpose videos into short clips, explainers and useful carousels.
- Maintain a reviewed monthly content calendar.
- Route enquiries and comments to the responsible team.

MEASUREMENT

Connect content to outcomes

- Track website clicks and qualified enquiries with campaign tags.
- Review video retention, watch time and audience response.
- Report leads and conversions alongside reach.
- Use paid promotion only against an approved audience and budget.

Ongoing marketing is a separate workstream. Monthly volumes, filming, editing, languages, moderation and advertising spend can be scoped separately from the website build.

Built to load quickly, work reliably and stay editable.

CONTENT

A manageable website

- Reusable layouts for services, FAQs, articles and updates.
- An editor-friendly content system with appropriate access.
- Documented handover so the team can publish confidently.

QUALITY

Strong foundations

- Responsive layouts across mobile, tablet and desktop.
- Accessible navigation, forms, headings and readable contrast.
- Performance checks, working links and tested redirects.

MEASUREMENT

Know what works

- Search Console and analytics setup.
- Enquiry conversion events and campaign source tags.
- A clear baseline for reporting on search and leads.

Final technology and hosting will be selected after reviewing the current setup, content migration needs and Diligent HR's preferred editing workflow.

A practical route from audit to a live website.

STAGE	INDICATIVE TIMING	WHAT WILL BE COMPLETED
Discovery and content plan	Weeks 1-2	Review current URLs, navigation, service content, FAQs, forms, analytics and search performance. Confirm the page inventory.
Design and content	Weeks 2-4	Approve the visual direction, page templates, service structure and priority copy.
Build and integration	Weeks 4-6	Develop responsive pages and CMS; set up redirects, SEO foundations, email form delivery and agreed CRM connection.
Testing and launch	Weeks 6-8	Complete content review, mobile and browser testing, link checks, accessibility checks, analytics verification and handover.

Indicative website schedule: 6-8 weeks from access and approved scope. Timing depends on content approvals, existing website access and the agreed number of pages.

Launch only when the key visitor journeys work.

EXPERIENCE

Pages and content

- Every agreed page is complete, readable and usable on phone, tablet and desktop.
- Service details and FAQs are approved by Diligent HR.
- Navigation, internal links and mapped redirects are tested.
- The nominated team can edit and publish content.

CONVERSION AND SEARCH

Forms and visibility

- Test enquiries reach the correct email address and agreed CRM destination.
- Forms show useful validation and confirmation states.
- Page titles, metadata, canonicals and sitemap are reviewed.
- Analytics and conversion events are verified before launch.

A page being indexed or appearing in an AI response depends on third-party search platforms and cannot be guaranteed.

The complete website rebuild.

ONE-TIME PROJECT FEE

₹1,26,000

Website design and rebuild, responsive service pages, refreshed FAQs and agreed content migration, contact form delivery, SEO/AIO/GEO foundations, redirects, analytics setup, testing and handover within the signed page inventory.

ONGOING WORK

Scoped separately

Monthly SEO activity, new articles, YouTube and social media management, paid campaigns, hosting, third-party subscriptions and messaging charges can be quoted once the monthly output is agreed.

The Phase 1 fee is quoted in INR. Taxes, payment milestones, support terms and the final page inventory will be specified in the statement of work.

A future compliance portal when Diligent HR is ready.

A later discovery exercise can define a dedicated client workspace for audit checklists, compliance calendars, document evidence, notices and company, auditor and employee access.

CONCEPT

Software direction

Start with the actual company workflows, legal applicability, roles and integrations. Agree a pilot before specifying the full platform.

EARLY BUDGET GUIDE

Approximately ₹6-9 lakh

This is an indicative range for a potential software build, not a Phase 2 quotation. Scope, modules, integrations and commercials would be proposed separately after discovery.

The Phase 1 website can go live independently. The software work is outside the current website fee and schedule.

Clear inputs make the website easier to deliver.

COMMAND-R STUDIOS

Website delivery

- Discovery, website design, development and agreed copy implementation.
- Technical SEO, AIO/GEO foundations and approved integrations.
- Quality checks, launch support and CMS training.
- Technical documentation and agreed handover.

DILIGENT HR

Review and approvals

- Brand assets, existing site access and service content.
- Expert review of legal and compliance statements.
- Nominated contacts and access to email, Zoho and other selected accounts.
- Timely feedback on design, content and testing.

A separate statement of work will identify the agreed website pages, deliverables, content responsibilities, milestones and support terms.

Approve the website direction and begin the rebuild.

01

Confirm the website

Agree the sitemap, priority services, page inventory and brand direction.

02

Share access and content

Nominate reviewers and provide the existing website, CRM and contact form details.

03

Start Phase 1

Approve the ₹1,26,000 website fee and final statement of work, then begin discovery.

Make Diligent HR easier to find and easier to work with.

Proposal prepared by Command-R Studios for Diligent HR Solution.