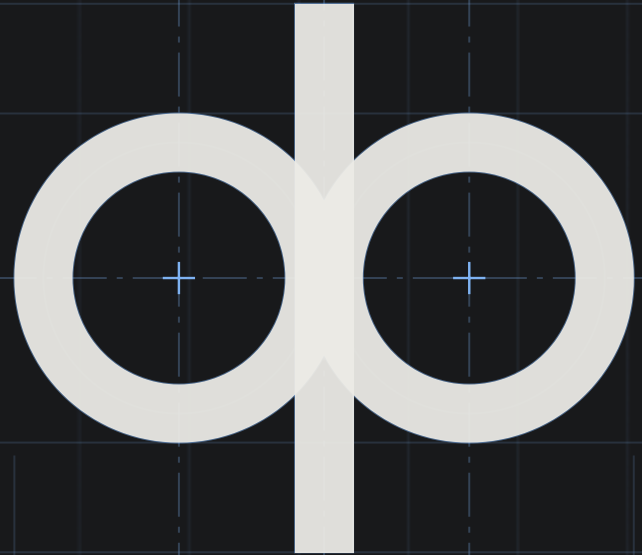


EXAMPLE, not a client



+ For Hartley & Crane Solicitors

The plan for your site.

The pages, what each one says and in what order, and the home page's first words. Written before any design, and yours to keep.

Prepared for Joanne Hartley and Simon Crane, partners	Business Hartley & Crane Solicitors	Website today hartleycrane.example
Plan started 27 October 2026	Delivered 6 November 2026 working day 8 of 10	Credit until 6 May 2027 towards the build

+ In this plan

01	The brief, in your words	3
02	Who the site is for	4
03	The pages	5
04	Every page, section by section	7
05	The home page's first words	12
06	Photographs and facts	15
07	Open questions	16
08	What happens next	17

Every section is written for you to read and correct. Nothing in it is designed yet.

+ Delivered on 6 November 2026, working day 8 of 10

Your site, on paper first.

Dear Joanne and Simon,

This is the plan for your new site, before any design. It says who the site is for, which pages it has, what each page says and in what order, and the first words of the home page, in full.

It is yours to keep, whether or not we go on to build it.

Please read it twice: once as yourselves, and once as someone an estate agent has just handed three names. Mark anything that is wrong, or that you would never say. Answer the six questions in section 07 when you can. The design waits for your answers, not the other way round.

Nothing here is designed yet. The drawings of each page show order and weight, not how it will look.

I decide every word and check every line. Nothing goes live that you haven't read.

— Aditya Vashistha

quietlybuild · hello@quietlybuild.in · +91 62399 02728

What this is	What it is worth	What you do next
The plan for the site: its pages, their order and their words. The design comes after it.	US\$750, counted in full towards the build if you book it by 6 May 2027.	Read it, mark anything wrong, and answer the questions in section 07.

The ten working days

Day 1 Wed 28 Oct	Day 2 Thu 29 Oct	Day 3 Fri 30 Oct	Day 4 Mon 2 Nov	Day 5 Tue 3 Nov	Day 6 Wed 4 Nov	Day 7 Thu 5 Nov	Day 8 Fri 6 Nov Sent	Day 9 Mon 9 Nov Spare	Day 10 Tue 10 Nov Spare
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Counted from 27 October 2026, the day the plan started. Weekends and the Indian public holidays I do not work are not counted.

The brief, in your words.

01

What you told me on our call on 22 October and in your answers of 28 October, in your words. I have quoted, not tidied.

“ Almost everyone who rings us was sent by someone. Then they look us up, and the website makes us look as if we closed in 2015.

Joanne Hartley · Our call, 22 October

“ Estate agents hand people three names for conveyancing. We want to be the one they ring back.

Simon Crane · Our call, 22 October

“ Half of our probate clients are the son or the daughter, ringing from somewhere else, on a lunch break.

Joanne Hartley · Your answers, 28 October

“ We are not the cheapest and we are not the biggest. We answer the phone, and we tell you the fee before we start.

Simon Crane · Our call, 22 October

“ Please, no photographs of handshakes.

Joanne Hartley · Your answers, 28 October

What the site must do

- ✓ Make the person who was given your name ring you, rather than the next name on the list.
- ✓ Show the fees for conveyancing and probate where people look for them, as the SRA's Transparency Rules ask.
- ✓ Work for someone reading on a phone, somewhere else, in a hurry.
- ✓ Show that the firm is open, local and run by the two of you.

What must not change

- The office number, 0161 496 0321, and the address.
- The firm's name as it is lettered on the sign above the door. No new logo.
- The email addresses you use today.

Business	Hartley & Crane Solicitors, a partnership
Where	Stockport town centre, SK1
Partners	Joanne Hartley (wills, lasting powers of attorney, estates) and Simon Crane (buying and selling homes)
The team	The two partners, a conveyancing assistant and a receptionist
Regulated by	The Solicitors Regulation Authority, SRA number 000000
Current site	hartleycrane.example: six pages, built in 2014, no fees published
Where callers come from today	Recommendations, estate agents' lists and Google, in your account of it. Nothing is counted yet.

Who the site is for, and what they must do.

02

Four kinds of person arrive. Each has one question, and one thing the site must let them do.

The site's one job

When someone has been given your name, the site makes them ring you rather than the next name on the list.

01

The home mover

Buying or selling a home around Stockport. The estate agent gave them three conveyancers' names.

They arrive asking

"What will it cost, and will they keep it moving?"

They must be able to

See the fixed fee for their sale or purchase, then ring, or ask for a written quote.

What would stop them

No fee on the page, or a fee with "plus disbursements" and no list of them.

02

The son or daughter dealing with an estate

A parent has died. They often live elsewhere and read on a phone, at lunch or late at night.

They arrive asking

"Where do I start, and what will this cost the estate?"

They must be able to

Read the first steps, see the fee, and ring or email to book a first talk.

What would stop them

Legal words, nobody named, no fee, and a phone number that only works in office hours with no word about what happens after.

03

The person making a will or a power of attorney

Often older. Sometimes it is their son or daughter looking on their behalf.

They arrive asking

"Can I get this done without fuss, and who will I see?"

They must be able to

Ring to book an appointment.

What would stop them

Small type, a phone number that is hard to find, and no word on where the appointment happens.

04

The person who passes your name on

An estate agent, a financial adviser or an accountant who refers clients.

They arrive asking

"Is this still the firm I send people to?"

They must be able to

Find the right partner's direct line and email in one tap.

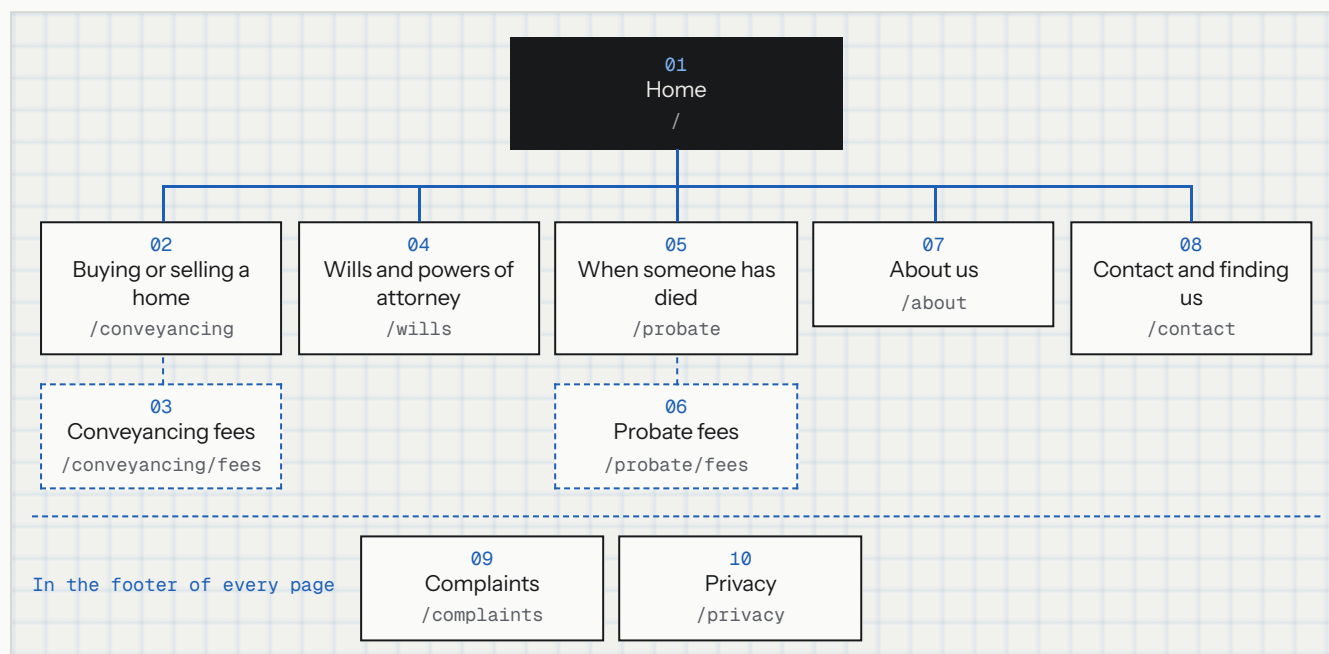
What would stop them

A site that looks closed, which is what they see today.

The pages, and what each is for.

03

Ten pages: the home page, five in the menu, two fee pages one tap under their service, and two in the footer of every page. Nothing is here that nobody would look for.



Left out, on purpose

- A **news or blog page**. Nobody asked for one, and a page that stops being fed makes a firm look closed, which is the problem you have today.
- A **page for each town you serve**. Those pages are written for search engines, not for people. Your callers were sent by someone, and they arrive looking for you by name.
- A **separate reviews page**. The reviews sit where the doubt is, on the home page, with a link to all of them on Google.
- **Online booking**. A wills appointment depends on who is coming and why. The phone does that better, and you told me it is what works (question 1).
- A **page for every kind of property matter**. Three kinds of caller need three doors. A long list of services makes each one harder to find.

Every page, and what it is for

No.	Page and address	Its job	For	What it asks them to do
01	Home /	Say who you are, what you do and where, then send each kind of caller to their page.	Everyone	Call 0161 496 0321
02	Buying or selling a home /conveyancing	Explain how a sale or a purchase runs with you, who handles it and what it costs.	The home mover	Ask for a written quote
03	Conveyancing fees /conveyancing/fees	The fees, the likely disbursements and what is not included, laid out as the Transparency Rules ask.	The home mover	Ask for a written quote
04	Wills and powers of attorney /wills	What making a will or a lasting power of attorney involves with you, the fixed fees, and how to book.	The person making a will, and their family	Ring to book an appointment
05	When someone has died /probate	The first steps for a family, in plain words, and what you do for them.	The son or daughter dealing with an estate	Book a first talk
06	Probate fees /probate/fees	The fee basis for an uncontested estate, the stages, the disbursements and the usual time, as the Transparency Rules ask.	The son or daughter dealing with an estate	Book a first talk
07	About us /about	The two partners and the people who answer the phone, with photographs and what each one does.	Everyone, and the people who pass your name on	Call a partner directly
08	Contact and finding us /contact	Phone, email, address, hours, parking and step-free access, on one page.	Everyone	Call
09	Complaints /complaints	Your complaints procedure, and how and when to go to the Legal Ombudsman and the SRA.	Anyone unhappy, and anyone checking	Write to the complaints partner
10	Privacy /privacy	Your privacy notice, in your text; I build the page. The site sets no cookies unless you ask for them.	Anyone checking	None

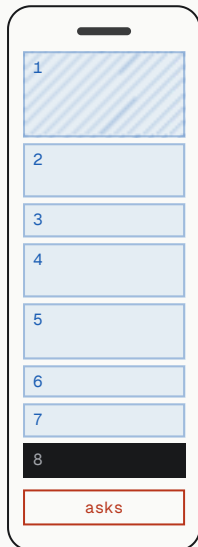
Every page, section by section.

04

For each page: the sections in order, what each one says, what it proves to the person reading, and the one thing the page asks them to do. The drawing beside each shows order and weight only. It is not the design.

Page 01 Home

Its job Say who you are, what you do and where, then send each kind of caller to their page.



#	Section	What it says	What it proves to the reader
1	First screen	What the firm does, for whom and where; both partners' names; the phone number; the SRA line.	"This is the firm I was told about, and it is open."
2	Three doors	Buying or selling a home. Making a will or a power of attorney. When someone has died. One line and a link each.	"They do the thing I need."
3	The fee, before you ring	Fees are fixed and published, with links to both fee pages.	"There will be no surprise bill."
4	Who you will speak to	The two partners, with photographs, one line each and their direct lines. Who answers the office phone.	"Real people, and I know who picks up."
5	In their words	Two or three of your Google reviews, word for word, with the name as Google shows it, and a link to all of them.	"Others were looked after."
6	Where we are	The address, the hours, and a link to the page on parking and access.	"They are local, and I can get there."
7	Close	"Given our name? Ring us." The number, the hours and the email.	"The next step is one tap."
8	Footer	The SRA digital badge and number, complaints, privacy, and the partnership's details.	"Regulated, and checkable in one tap."

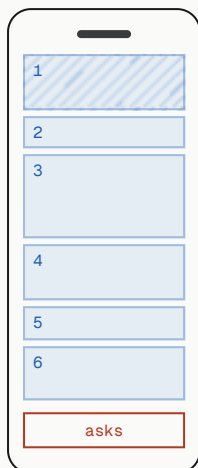
The one thing this page asks

Call 0161 496 0321. On a phone, the number sits in a bar at the foot of every screen.

Page 02 Buying or selling a home

/conveyancing

Its job Explain how a sale or a purchase runs with you, who handles it and what it costs.



#	Section	What it says	What it proves to the reader
1	Opening	Buying or selling a home in and around Stockport. One person handles your file from start to finish.	"This page is for me."
2	The fee, in short	The fee for a typical sale and a typical purchase, with a link to the full fees page.	"I can compare you with the other two names."
3	How it runs	The stages from instruction to completion: who does what, and where the usual waits are.	"They will keep it moving, and I will know what comes next."
4	Who handles your file	Simon Crane and the conveyancing assistant, with photographs and direct lines.	"A named person, not a call centre."
5	What we need from you	Identity documents, the forms, and when each is needed.	"I can stop delays on my side."
6	Questions people ask	Five or six questions from your own phone calls, answered in a paragraph each.	"My question has an answer."

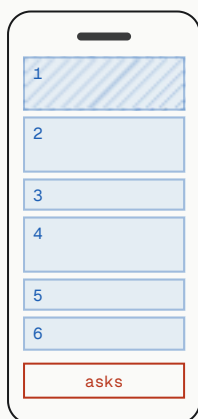
The one thing this page asks

Ask for a written quote: by phone, or by email with the price of the home and whether it is freehold or leasehold.

Page 03 Conveyancing fees

/conveyancing/fees

Its job The fees, the likely disbursements and what is not included, laid out as the Transparency Rules ask.



#	Section	What it says	What it proves to the reader
1	Selling	The fee by price band, whether VAT is included, and what the fee covers.	"The whole cost, before I start."
2	Buying	The same for a purchase, and the extra for a leasehold.	"No surprise if the flat is leasehold."
3	Remortgage	The fee, and what it covers.	"They do the small jobs too."
4	Disbursements	The costs you pay on the client's behalf, such as searches and the Land Registry fee, with each figure or how it is worked out.	"Plus disbursements' has a list."
5	What would change the fee	The cases that cost more, and the promise to say so in writing first.	"I will not be surprised later."
6	How long it usually takes	The key stages and the usual range, from your own files.	"I can plan my move."

The one thing this page asks

Ask for a written quote.

Page 04 Wills and powers of attorney

/wills

Its job What making a will or a lasting power of attorney involves with you, the fixed fees, and how to book.



#	Section	What it says	What it proves to the reader
1	Opening	A will or a lasting power of attorney, done properly, with Joanne Hartley.	"This page is for me."
2	Wills	What it involves, how many appointments it usually takes, and the fixed fee.	"I know what I am signing up for."
3	Lasting powers of attorney	The two kinds in plain words, the fee, and the registration fee paid to the Office of the Public Guardian.	"I understand the difference, and the whole cost."
4	Where we meet	At the office, and at home if you offer it (question 2).	"I can do this even if I cannot easily travel."
5	Booking	The number, the hours, and what to bring.	"Booking is easy."

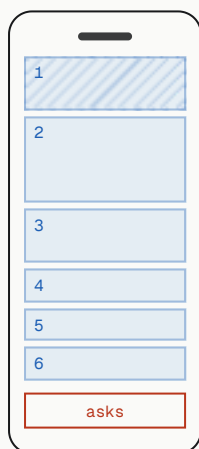
The one thing this page asks

Ring 0161 496 0321 to book an appointment.

Page 05 When someone has died

/probate

Its job The first steps for a family, in plain words, and what you do for them.



#	Section	What it says	What it proves to the reader
1	Opening	You do not have to do everything at once. Here is what comes first.	"They understand where I am."
2	The first steps	What to do in the first days and weeks, in order. I draft; you correct every line.	"I can start today."
3	What we do	Applying for the grant, collecting in, paying what is owed, and sharing out what is left, in plain words.	"I can hand this over."
4	What it costs	How the fee works, and a link to the fees page.	"I can tell my family what it will cost."
5	If you live elsewhere	How much can be done by phone and email.	"I do not need to take a week off to do this."
6	Who you will speak to	Joanne Hartley, with her photograph and direct line.	"One person, who knows the file."

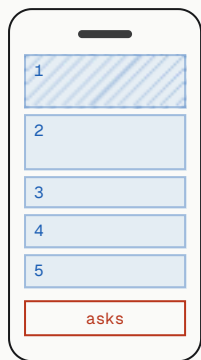
The one thing this page asks

Book a first talk, by phone or email.

Page 06 Probate fees

/probate/fees

Its job The fee basis for an uncontested estate, the stages, the disbursements and the usual time, as the Transparency Rules ask.



#	Section	What it says	What it proves to the reader
1	Our fee	Fixed, or hourly with an estimate: whichever way you charge, set out plainly.	"I can budget for it."
2	What the fee covers	The stages it includes, and those it does not.	"I know what I am paying for."
3	Disbursements	The court fee, the notices and the searches, with each figure.	"‘Plus disbursements’ has a list."
4	What would change it	The cases that cost more, and the promise to say so in writing first.	"No surprises for the estate."
5	How long it usually takes	The stages and the usual range, from your own files.	"I can tell the family when."

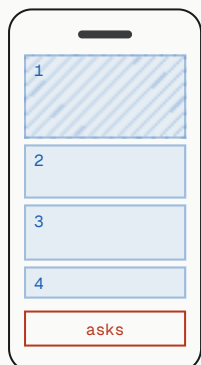
The one thing this page asks

Book a first talk.

Page 07 About us

/about

Its job The two partners and the people who answer the phone, with photographs and what each one does.



#	Section	What it says	What it proves to the reader
1	The partners	A photograph, one paragraph and a direct line each.	"Real people, and senior ones."
2	The people who answer	The conveyancing assistant and the receptionist, first names and photographs, with their agreement (question 6).	"I know who I will get."
3	The office	A photograph of the front door and the sign.	"The place exists, and I will recognise it."
4	The firm	A partnership in Stockport since the year you give me, regulated by the SRA, with the number.	"It is checkable."

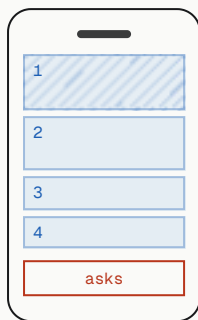
The one thing this page asks

Call a partner on their direct line.

Page 08 Contact and finding us

/contact

Its job Phone, email, address, hours, parking and step-free access, on one page.



#	Section	What it says	What it proves to the reader
1	Ring, email or call in	The number, the email, the hours.	"Open, and easy to reach."
2	Finding us	The address, the nearest car park, the walk from the station, and step-free access.	"I can get there without ringing to ask."
3	Map	A link to a map, not an embedded one, so the site sets no cookies.	"I can find the door."
4	After hours	What happens to a call or an email after 17:00.	"A late message is not lost."

The one thing this page asks

Call 0161 496 0321.

Page 09 Complaints

/complaints

Its job Your complaints procedure, and how and when to go to the Legal Ombudsman and the SRA.



#	Section	What it says	What it proves to the reader
1	How to complain	To whom, and how.	"It is taken seriously."
2	What happens then	The stages and the times, from your procedure.	"I will hear back."
3	The Legal Ombudsman and the SRA	How and when to contact each, in the words of your procedure.	"There is someone independent."

The one thing this page asks

Write to the complaints partner.

Page 10 Privacy

/privacy

Its job Your privacy notice, in your text; I build the page. The site sets no cookies unless you ask for them.



#	Section	What it says	What it proves to the reader
1	Your privacy notice	Your own text, set out to be read.	"They take care with personal details."
2	Cookies	"This site sets no cookies."	"Nothing is tracking me."

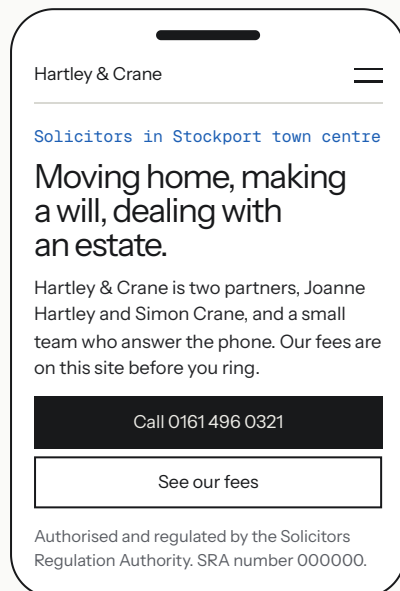
The one thing this page asks

None. The footer's links carry on from here.

The home page's first words.

05

The home page's first words, in full, in the order they appear. They are a first draft for you to correct. The red notes say why each part is there; they are not on the site.



These are the words of the home page from top to bottom, as a reader meets them. Headings are set large and buttons as boxes only so you can see what is what.

Read them aloud once. Anything you would never say out loud, mark.

Anything that is not true today, mark twice: nothing goes on the site that we cannot show.

The words of the other pages are written in the build, from the structures in section 04, and you correct every line of them too.

Red notes like this one are mine. They are not on the site.

The first screen's words on a phone, before design. The layout is drawn at the design stage.

01 · First screen

Their question first. is this the firm I was told about, and is it open?

Solicitors in Stockport town centre

Moving home, making a will, dealing with an estate.

Hartley & Crane is two partners, Joanne Hartley and Simon Crane, and a small team who answer the phone. Our fees are on this site before you ring.

Call 0161 496 0321

See our fees

Authorised and regulated by the Solicitors Regulation Authority. SRA number 000000.

02 · Three doors

Three Kinds of caller, so three doors. Nobody reads a list of eleven services.

Three things, done properly.

Buying or selling a home	A sale, a purchase or a remortgage, in and around Stockport. One person handles your file from start to finish. Conveyancing and fees →
Making a will or a power of attorney	Fixed fees, and one of the partners from the first appointment to the signing. Wills and powers of attorney →
When someone has died	What to do first, what we can do for you, and what it costs the estate. Probate and fees →

03 · The fee

Simon's own words: tell them the fee before you start.

The fee, before you ring.

Our fees for buying and selling a home and for dealing with an estate are published in full, with the costs we pay on your behalf and what is not included. If your case is different, we tell you the fee in writing before we start.

[Conveyancing fees →](#) [Probate fees →](#)

04 · Who you will speak to

Real faces here, not stock. This is the answer to "are they still open?"

You will speak to one of us.

Joanne Hartley, partner

Wills, lasting powers of attorney and estates. Direct line 0161 496 0322.

Simon Crane, partner

Buying and selling homes. Direct line 0161 496 0323.

When you ring the office, our receptionist answers and puts you through to one of us, or takes a message that one of us returns.

05 · In their words

Never written by me. Chosen by you, copied exactly, with permission where a name is shown.

In our clients' words.

To come from you

Two or three of your Google reviews go here, word for word, each with the reviewer's name as Google shows it and the month it was written, then a link: "Read all our reviews on Google". You choose them (section 06). I do not write or edit reviews.

06 · Where we are

The children of an older client ask this before they ring.

In Stockport town centre.

Our office is a short walk from Stockport station. We are open Monday to Friday, 9:00 to 17:00.

[Parking, access and directions →](#)

07 · Close

The last screen says the one job again, in their words.

Given our name? Ring us.

0161 496 0321, Monday to Friday, 9:00 to 17:00. Or email the office, and one of the partners will reply.

08 · Footer

The SRA's badge and number on every page, as the Transparency Rules ask.

Hartley & Crane Solicitors is a partnership, authorised and regulated by the Solicitors Regulation Authority, SRA number 000000. Partners: Joanne Hartley and Simon Crane. Complaints · Privacy

To come from you

The SRA's digital badge, from the code the SRA gives you, and anything else your rules ask the footer to carry (question 4).

Photographs and facts I need from you.

06

What the design needs from you, and when. Nothing here comes from a stock library, and no fact goes on the site until its source is on this list.

Photographs

What	Why, and where it goes	Who takes it	By when
☐ Joanne Hartley and Simon Crane, each at work in the office, in daylight	Home page and About: the answer to “are they still open?”	A local photographer, from my shot list	Before the design is approved
☐ The front door and the sign, from the street	Contact, and the About page	The same photographer	Before the design is approved
☐ The receptionist and the conveyancing assistant, if they agree	About: the people who answer	The same photographer, with their written agreement	Before the design is approved
☐ The room where clients sign	Wills and powers of attorney	The same photographer	Before the design is approved

Facts, and where each one comes from

What	Where it comes from	Status
☐ The SRA number and the digital badge's code	The SRA, through mySRA	To send
☐ Conveyancing fees: sale, purchase, leasehold extra, remortgage, with VAT shown	Your current fee sheet	To send
☐ Conveyancing disbursements, each with its figure or how it is worked out	Your client care letter	To send
☐ Probate: the fee basis, the stages, the disbursements	Your client care letter	To send
☐ The usual time for a sale, a purchase and a probate	The partners, from your own files	To send
☐ The complaints procedure, as you issue it today	Your procedure	To send
☐ Wills and powers of attorney: the fees and the usual number of appointments	Joanne Hartley	To send
☐ The year the firm started in Stockport	The partners	To send
☐ The walk from Stockport station, the nearest car park, step-free access	I check on a map; you confirm	To confirm
☐ The Google reviews you want quoted, with the names as shown	You choose	To choose
☐ What must be checked against the SRA's Transparency Rules	The SRA's website, read together on the day design starts	To check

Open questions, for you to decide.

07

Six things only you can decide. Each has my suggestion, which you are free to overrule.

1 A quote form, or the phone?

Why it matters

A form collects enquiries at night, but only helps if someone answers it quickly, and you told me the phone is what works.

Your answer

My suggestion

Phone and email at launch. Add a form later if callers ask for one.

2 Do you visit people at home for wills and powers of attorney? If so, how far?

Why it matters

Older clients and their families ask this before anything else.

Your answer

My suggestion

If you do, say so on the home page and the Wills page. If you don't, say where the office is and that it is step-free, if it is.

3 Which email address goes on the site?

Why it matters

A shared office address is read when someone is away. A personal one is not.

Your answer

My suggestion

The office address everywhere, and each partner's own address only on About.

4 What must the footer carry for a partnership?

Why it matters

The SRA asks for the badge and the number. Your own rules may ask for more, and that is your call, not mine.

Your answer

My suggestion

You send the list; I place it on every page.

5 Should the headline fees include VAT?

Why it matters

The Transparency Rules ask you to be clear whether VAT is included, and people compare totals.

Your answer

My suggestion

Show the total with VAT first, and the VAT beside it.

6 May we name and photograph the receptionist and the conveyancing assistant?

Why it matters

The people who answer the phone are the first people a caller meets.

Your answer

My suggestion

First names and photographs, only with their written agreement.

What happens next, and what this plan is worth.

08

Step 1 · done ✓	Step 2	Step 3	Step 4
Site plan	Book the build	Design approved	Launch
Standard US\$750	Standard US\$2,250	Standard US\$3,000	Standard US\$1,500
Founding US\$750	Founding US\$750	Founding US\$3,000	Founding US\$3,000
Paid; the plan was delivered on 6 November 2026.	On signing the agreement. The design dates start then.	When you approve the design.	The day the site goes live.

Total US\$7,500 in both columns. Only the order of the payments differs. Yours are marked in red

Founding places. The first three clients outside India who book from October 2026 pay less up front and more at launch, and agree to a named case study and one reference call. The price is the same US\$7,500.

Your pages. Up to 12 pages are in the price; an extra page is US\$400, writing included. This plan lists 10 pages. Most sites take six to nine weeks from the Site plan to launch, including your review time.

What this plan is worth

Your US\$750 counts in full towards the build if you book it within six months.

Book the build by
6 May 2027

If you go on

Reply to say so, by email or WhatsApp. The agreement and the invoice to book the build come from aditya@growmintmedia.in within one working day, with the dates for the design and the launch.

This plan becomes the brief for the design. Your answers to section 07 go into it first.

If you do not

Nothing more is owed. This plan is yours to keep, and you may use it with anyone, including another designer. If this plan is no use to you, tell me within 7 days of receiving it, by 13 November 2026, and the US\$750 comes back in full. Once per business.

No follow-up sequence. If I do not hear from you, that is the end of it.

How you would pay

Your price in pounds is fixed on the day you sign the agreement, and does not change after that. You pay by an ordinary bank transfer in your own currency to GrowMint Media's account for the UK, printed on each invoice, or by Wise.

What you own

Your domain and every file are yours from the first day. The hosting goes into your name at launch. Copyright in the finished site passes to you when the last payment reaches me.

Payment details

Payment details only ever come from aditya@growmintmedia.in, and they never change by email. If a message says they have, WhatsApp me before you pay.

Questions about the plan? Ask me.

Email

hello@quietlybuild.in
Replies within one working day

WhatsApp

+91 62399 02728
Messages and calls, with the same reply time

Studio hours

15:15 to 19:00 India time, Monday to Friday

Video calls

cal.com/quietlybuild/call
In studio hours, and on Tuesday and Thursday at 06:00 India time (for Australia and New Zealand) and Thursday at 19:30 India time (for the UK and North America)

Payment details

Payment details only ever come from aditya@growmintmedia.in, and they never change by email. If a message says they have, WhatsApp me before you pay.