

CASE STUDY : SDPJ AND ASSOCIATES



SDPJ & Associates
Chartered Accountants

1. Project Snapshot:

Client: SDPJ Associates

Industry: Financial services (audit / accounting) — Nepal

Project type: Multi-page website (redesign → static build)

Primary goal: Modern online presence (brand credibility), not lead generation

Stack / deliverable: Vanilla HTML, CSS, JavaScript; `sitemap.xml`, `robots.txt`; Google Maps embed; separate HTML pages for each section (home, about, services, industries, clientele, teams, contact).

Timeline (recommended): 7 business days from kickoff to handoff.

2. Problem (before):

SDPJ's existing site was outdated and did not reflect the firm's professional credibility. Additional constraints:

- No business photography (client preference to exclude images).
- Client requested to self-deploy (no server-side dependencies).
- Needed straightforward contact presentation without a form.

Business impact: limited trust signals and unclear, dated online presence.

3. Objectives:

- Deliver a clean, professional website that communicates firm profile and services.
- Make deployment simple: static files only so the client can host themselves.
- Keep the firm's logo in the classic **SF Sports Night** treatment as requested.
- Improve discoverability with `sitemap.xml`, `robots.txt`, and a Google Maps embed.
- Prioritise speed, accessibility, and clear typography over decorative elements.

4. Strategic approach:

- **Trust-first layout:** typographic hierarchy, negative space, and clear content blocks to convey credibility without photography.
- **Static-first engineering:** vanilla HTML/CSS/JS for maximum simplicity and client control.
- **SEO readiness:** sitemap and robots file, descriptive page titles/meta, semantic content structure.
- **Contact clarity:** direct contact details and Google Maps embed instead of a form.

5. Design decisions (what we built and why):

Typography:

- **Logo:** retained in **SF Sports Night** per client direction.
- **Body / UI font:** Inter (system fallback stack).
Rationale: Inter delivers high legibility at small sizes and pairs cleanly with the display logo to produce a professional, modern tone.

Color Palette:

- `--color-primary: #004953`; — finance / stability
- `--color-accent: #FFD166`; — highlights
- `--neutral-900: #0F1724`; — headings / text
- `--neutral-600: #64748B`; — secondary text
- `--neutral-100: #F7FAFC`; — background



Rationale: A restrained green palette conveys financial trust; accent color provides subtle emphasis.

Layout & spacing:

- Fixed content width, strong vertical rhythm (48–64px between sections), limited text column width for readability.
- Generous negative space to create a premium, calm aesthetic.

Contact UX

- Displayed phone, email, and address plus embedded Google Maps for shareability and local discoverability.

6. Handoff & client deployment

- Delivered a single ZIP containing static source files and an actionable deployment README covering common hosts (Hostinger / cPanel).
- Included instructions for verifying sitemap.xml submission and basic search indexing checks.
- Provided Google Maps embed snippet and guidance for adding Google Business Profile if desired.

7. Results (qualitative)

- Modernized visual identity that aligns with professional expectations for an audit/financial firm.
- Clear, scannable presentation of team, services, and contact details.
- Fast-loading static pages with no server dependencies and straightforward client maintenance.
- Improved local discoverability via embedded Google Maps and prepared SEO files.