Content Requirement Document for Revamping Dhanvruksha Website

1. Home Page Updates

- Provide the slide names and photos that should be displayed on the homepage.

2. How It Works Page Design

Verify and rearrange the sequence of for how its page better consistency and clarity

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3. Services & Products Offered

- Verify and rearrange the sequence of services and product offerings for better consistency and clarity

Our Services

Wealth Management
Read More ▸

Financial Planning
Read More ▸

Insurance and Investment Portfolio Restructuring
Read More ▸

Free Review of External Portfolio
Read More ▸

Equity Advisory
Read More ▸

Tax Planning
Read More ▸

Retirement Planning
Read More ▸

Estate Planning
Read More ▸

Products Offered

Mutual Funds
Professional management of pooled funds invested in diversified portfolios.

Equities
Stock market investments in publicly traded companies.

Unlisted Stocks
Investment opportunities in private company shares.

PMS & AIFs
Professional portfolio management and alternative investment funds.

Gift City Investments
International financial services and investment opportunities.

Bonds
Fixed income securities with regular interest payments.

Corporate Deposits
Fixed deposits in corporate entities with attractive returns.

Term Insurance
Life coverage protection for financial security.

Health Insurance
Comprehensive medical coverage for healthcare needs.

Venture Capital
Investment in early-stage and high-growth potential startups.

Business Loans
Financial solutions for business growth and expansion.

4. Company Profile Section (About Us Page)

Provide the new keywords for the "About Us" section of the Company Profile page as discussed by Krishna Sir.
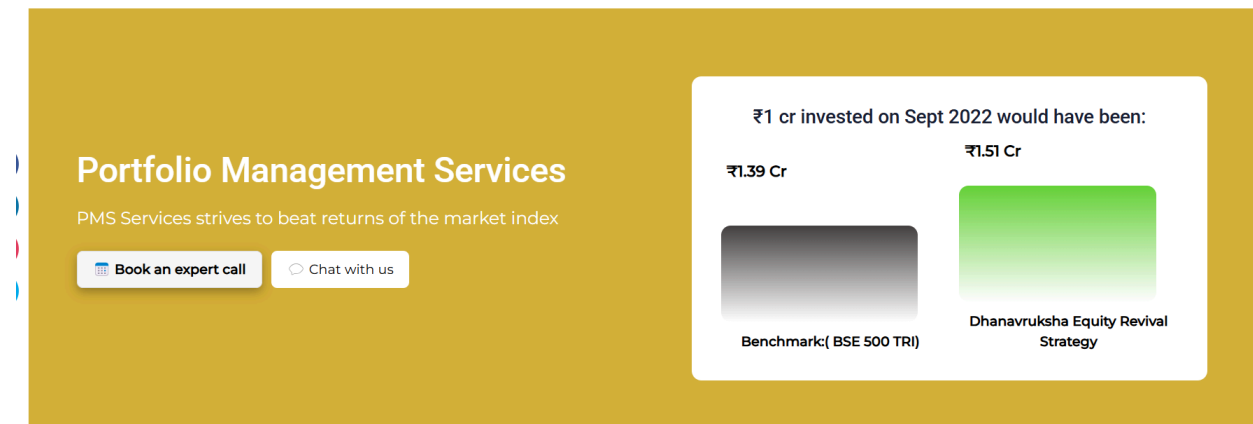
5. Our Team Page Updates

- provide the photos:background:white .
- Standardize team members' identity photos.
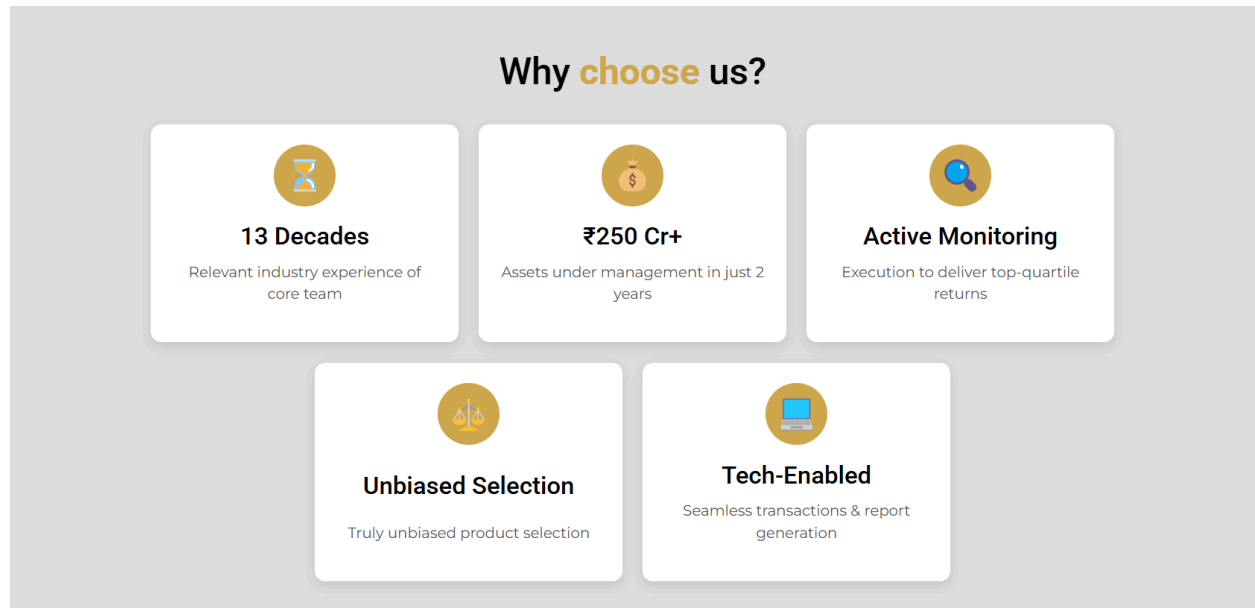- Maintain a fixed width-to-height ratio of 350px x 350px for uniformity.

6. Equity & Derivatives Content

- Provide detailed content about Equity and Derivatives.
- Include examples to explain Equity and Derivatives.

7. PMS & AIF Content

- Provide detailed content regarding PMS (Portfolio Management Services) and AIF (Alternative Investment Funds).

Why choose us?

13 Decades
Relevant industry experience of core team

₹250 Cr+
Assets under management in just 2 years

Active Monitoring
Execution to deliver top-quartile returns

Unbiased Selection
Truly unbiased product selection

Tech-Enabled
Seamless transactions & report generation

8) Email ID and Access Key:

For testing purposes of scheduling meetings and open a demat account page, an email ID and access key are required.

9): Information Required from Content Writer

To improve search engine visibility and user engagement, the following SEO content requirements are essential:

1. Keyword-Rich Content

- Detailed descriptions and FAQs for each service and product. - Industry-specific keywords that potential customers might search for.

2. Headings and Subheadings

- Clear and descriptive headings (H1, H2, etc.) for each section (e.g., 'Benefits of Wealth Management', 'How to Use a SIP Calculator').

3. Meta Descriptions

- Concise and engaging meta descriptions for all pages (155–160 characters).

4. Primary Keywords

- A list of primary keywords relevant to each page and service.

5. Secondary Keywords

- Additional keywords to support primary keywords for better SEO targeting.

6. Meta Tags

- Define meta tags for all pages to enhance search engine ranking.

7. Meta Descriptions

- Provide concise, engaging descriptions (155–160 characters) for each page.

8. Alt Tags

- Suggest alt tags for every image to improve accessibility and image search rankings.