Ankur Goon | Elite Freelance Web Development & Design

Engineering resilient, custom-coded websites with zero bloated templates.

- **WhatsApp / Direct:** (+91) 9108081996
- **Email:** ankur.goon03@gmail.com
- **LinkedIn:** linkedin.com/in/ankurgoon
- **Book a Strategy Call:** cal.com/ankurbuilds/strategy-call

---

1. Design Philosophy & Stack

I build modern, minimalistic websites that feel dynamic and alive. I do not push cookie-cutter templates (like WordPress or Shopify). Every layout is custom-designed per client request with a relentless focus on semantic structure, intuitive hierarchy, and scalable design.

- **The Frontend Stack:** Custom HTML5, Tailwind CSS, and vanilla JavaScript for crisp, lightweight interfaces.
- **The Backend Stack:** Python and Google Cloud infrastructure for robust server logic and AI integrations.

2. Pricing & Delivery Standards

- **Base Package (₹20,000):** Standard scope covering up to 2 custom-designed pages.
- **Complex/Backend Package (₹30,000+):** Required for projects exceeding 2 pages, requiring Python/Google Cloud infrastructure, or integrating custom APIs (like Google Gemini).
- **Turnaround Time:** 5 business days for basic sites; ~10 days for semi-dynamic/backend projects.
- **The Delivery Guarantee:** If I fail to deliver the full turnaround within the maximum agreed deadline, you have two choices: receive a **full refund**, or allow a project delay and receive a **50% discount** on the total cost.

What is Included by Default:

- Custom-designed `404.html` and `legal.html` (Privacy Policy) at no extra cost.
- Deployment on zero-maintenance, lightning-fast global CDNs (Cloudflare Pages, Vercel, Netlify) meaning **zero monthly server hosting costs** for standard traffic.

- ⚡ **Limited Time Offer:** Enterprise-grade **Server-Side GTM (SS-GTM)** setup is currently included in the ₹20,000 Base Package. *(Note: This advanced data architecture will soon be moved exclusively to the ₹30,000+ Complex tier)*.
  - *Requirement:* Client must register for a free stape.io account (10,000 requests/mo). Standard Client-Side GTM is available if preferred.

Important Service Policies:

- **The Work Clock:** My project clock does not start until *all* requested materials (logos, copy, assets) are handed over. Collaborative tasks (like DNS/Domain setup or Stape.io configuration) do not count towards my working hours.
- **Third-Party Costs:** All costs regarding API usage, Server-Side GTM hosting upgrades, server maintenance, and domain purchases are borne entirely by the client.
- **White-Label / NDA (+₹10,000):** By default, all projects include a discreet "Built by Ankur Builds" footer credit and may be featured in my public portfolio. This add-on buys out that marketing value, transferring complete anonymity to your brand and removing all developer attribution.

3. Other Service Tiers & Add-Ons

- **Revamps & Optimizations (Starting at ₹20,000):** Complete technical overhauls for existing sites to achieve peak Speed, SEO, and Accessibility. Includes comprehensive before-and-after performance reports.
- **Professional Portfolios (₹20,000):** Sleek, highly optimized 1-2 page personal branding sites (plus legal/404).
- **Domain Management:** Guidance on purchasing and configuring custom DNS records (one-time fee; contact for pricing).
- **Ongoing Analytics & SEO Content:** Basic monthly analytics reporting (strictly limited to 3-5 clients/month) and SEO-focused copywriting available to alleviate your workload.
- **Consulting & Retainers (₹2,000 - ₹4,000/hr):** For clients managing their own builds who need elite architectural guidance, or for post-launch maintenance (updating APIs, Python dependencies, security headers, or content).

4. The Technical Edge: What I Do That Others Don't

I engineer websites to perform flawlessly under the hood. My work (including the *[Salmon Attitude](#)* brand and my [personal portfolio](#)) targets near perfect **100/100 PageSpeed Insights** ratings across all metrics on mobile and desktop.

Elite Performance & UI/UX

- **Mobile-First Architecture:** Flawless responsiveness using touch-friendly carousels, sticky-sidebars, and accordions.

- **Code-Based Canvases:** Dynamic, mathematically-coded background animations (HTML5 Canvas) that intelligently degrade on low-end devices to preserve 60fps frame rates without the heavy load times of video files.
- **Zero-CDN Policy:** I strictly self-host fonts, browser icons, and inline SVGs to eliminate third-party latency.
- **GPU-Accelerated Animations:** I exclusively use composited CSS properties (transform/opacity) for "butter-smooth" movement that prevents Cumulative Layout Shift (CLS).

Technical SEO & Discoverability

- **Highly Crawlable Architecture:** Built with semantic HTML, automated `sitemap.xml`, `robots.txt`, and automated Google Search Console indexing.
- **Rich Results & Snippet Farming:** Implementation of JSON-LD Schema markups and structured FAQs so your links show up with stars, prices, and direct answers in Google Search results.
- **Optimized Social Sharing:** Open Graph and Metadata configuration for maximum click-through rates on WhatsApp and LinkedIn.

Advanced Tracking & Privacy

- **Server-Side GTM (Ad-Blocker Bypass):** I proxy heavy third-party trackers (like Meta Pixels) through a private server. This bypasses ad-blockers and iOS restrictions, delivering 100% accurate marketing data to lower your ad costs.
- **Compliance:** GDPR/CCPA-compliant Consent Mode logic ensures cookies are only dropped after explicit agreement.

Hardened Security & Accessibility (a11y)

- **Backend Security:** Strict implementation of Content Security Policies (CSP), COOP, and HSTS headers.
- **Inclusive Design:** Full implementation of ARIA labels and rigorous tab-index structuring for keyboard navigation.