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CASE STUDY · PEHCHAAN MEDIA · 2026

FOR AGENCIES AND CREATOR BUSINESSES

Your site should work as hard as you do.

How we rebuilt Pehchaan Media's site in a day: a fast public site, a creator roster and events gallery that run from a database, an admin for their team, and pages built for Google and AI answers.



WHY

A page builder is not a site you can run.

Many agencies launch on a bought template. The template's text stays live, images go up full size, and every change waits for a developer.

A TEMPLATE SITE

Built once, then stuck

- Placeholder text from the template, still live
- Roster and projects as hand-placed widgets
- Contact details that differ page to page
- Full-size images, slow on phones
- No meta descriptions or share tags
- Every edit waits for a developer

WITH P26

A site you run

- Your own design, in your brand colours and fonts
- Creators, projects, photos and logos stored as data
- One set of contact details, everywhere
- Resized modern images (AVIF and WebP)
- Titles, descriptions, share images and structured data on every page
- An admin your team uses, no developer needed

This guide shows the site we rebuilt for **Pehchaan Media**, a PR and creator management agency for India's finance creators (**www.pehchaanmedia.com**). Public pages are from their live site on 30 Oct 2026. Admin screens come from a local copy with fictitious enquiries.

WHAT'S INCLUDED

Site, admin, enquiries, search. One build.

01
Public website

- Home, services, roster, gallery, about and contact
- Your palette and fonts
- Laid out for phones and laptops
- Fast-loading, resized images

02
Content admin

- Creators or team, with photo upload
- Projects and events, with venue, date, stats and photos
- Client logos and testimonials
- Only listed admins can edit, checked in the database

03
Enquiries

- A checked contact form
- Stored in your database and emailed to your team
- Spam trap and a per-visitor rate limit
- Status and notes in the admin

04
SEO and GEO

- A title, description and canonical on every page
- Share images, sitemap and robots.txt
- Structured data search engines and AI tools read
- Analytics and speed monitoring

Ask for a quote.

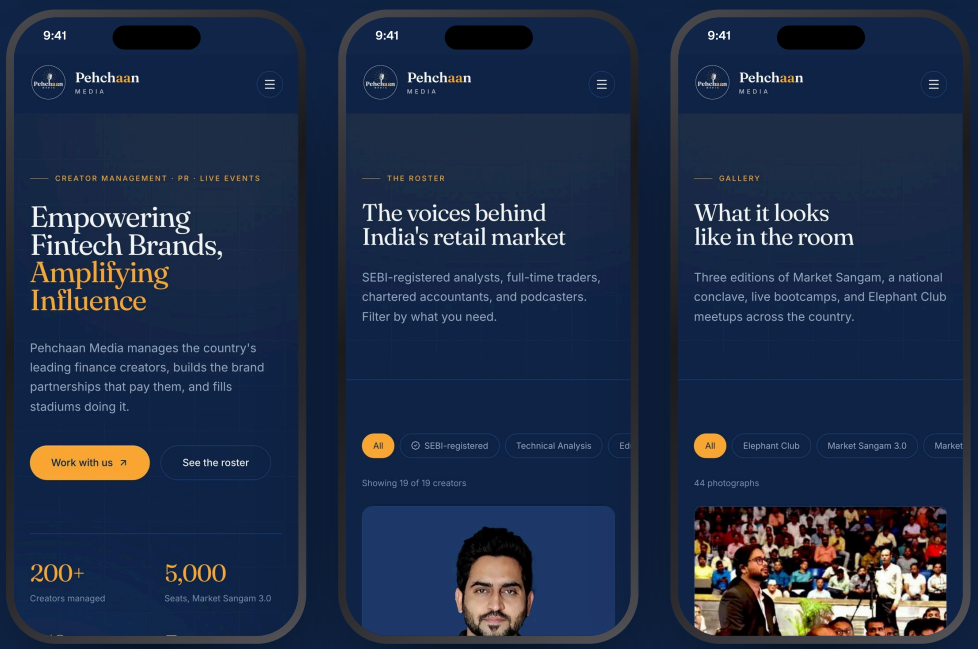
Book a free 30-minute call and we will scope your site.

01 · THE NEW SITE

Their brand, their numbers, their roster.



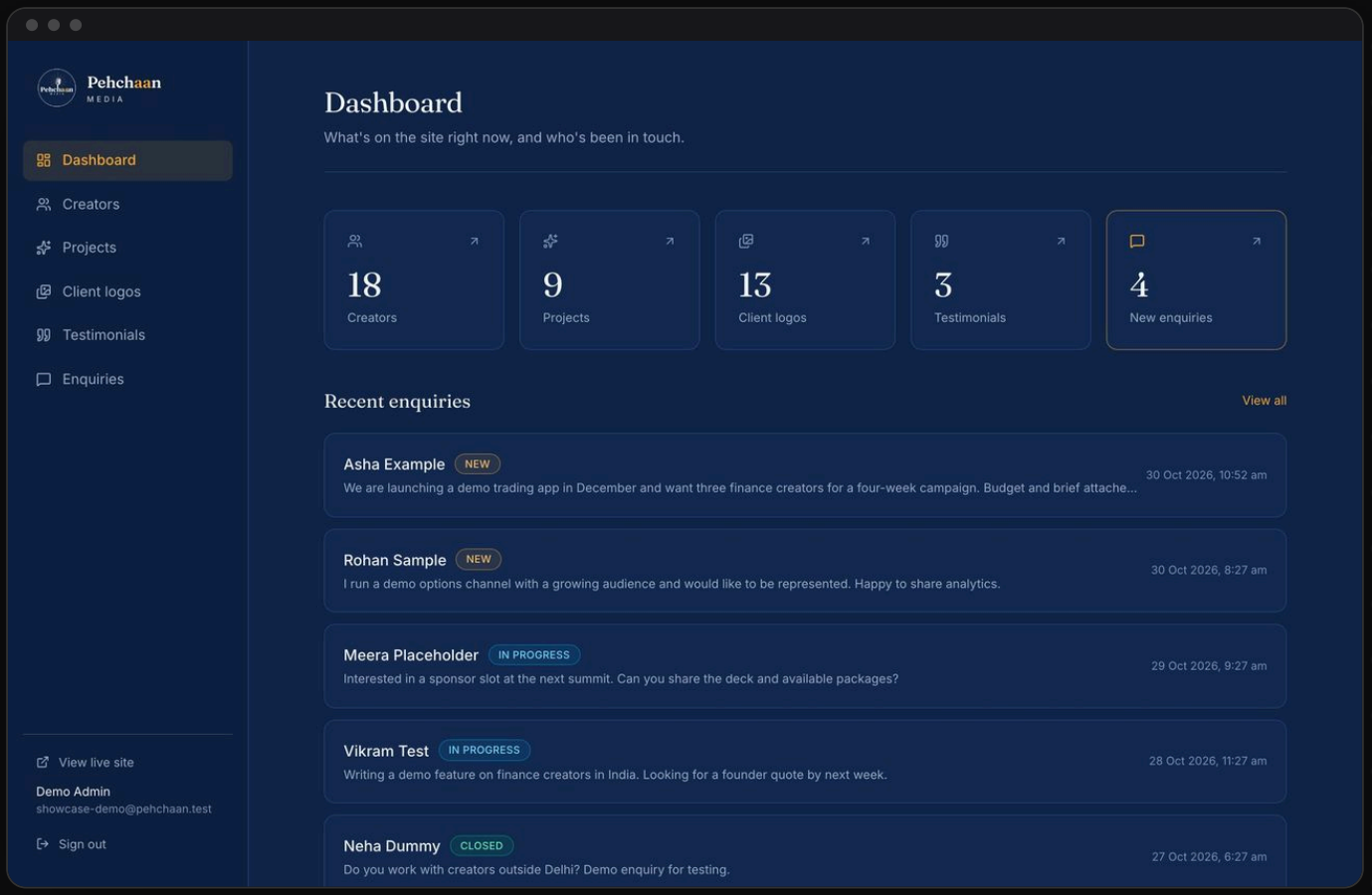
HOME · WWW.PEHCHAANMEDIA.COM (LIVE SITE, 30 OCT 2026)



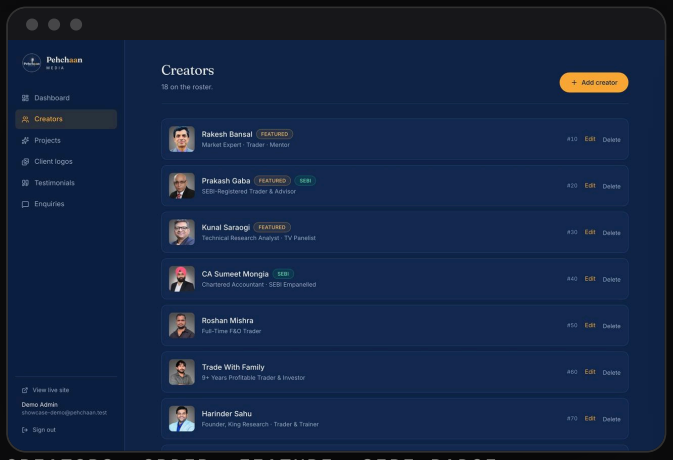
- Stats and client logos up front
- Creator roster with filters
- Six services and how a campaign runs
- Events gallery with 44 photos
- Market Sangam and Elephant Club
- Founder and testimonials

PHONES: HOME, CREATORS, GALLERY

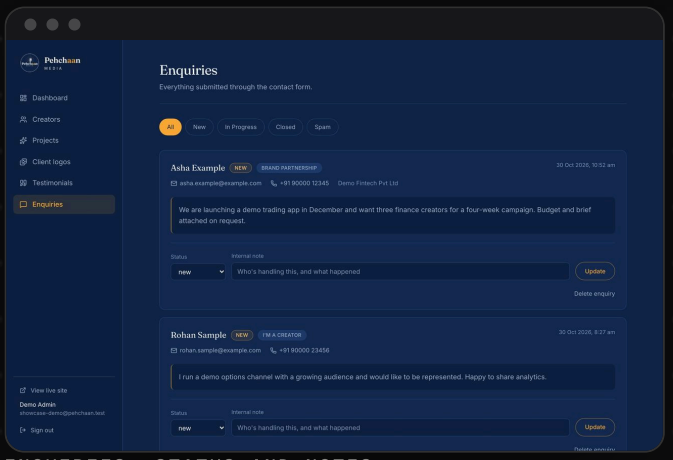
Run it yourself. No developer.



DASHBOARD: COUNTS AND THE LATEST ENQUIRIES · LOCAL DEMO, FICTITIOUS ENQUIRIES



CREATORS: ORDER, FEATURE, SEBI BADGE



ENQUIRIES: STATUS AND NOTES

- Creator editor: bio, headshot upload, channel links
- Client logos for the home page marquee
- Projects: venue, city, date, attendees, sponsor
- Testimonials linked to a creator

Found on Google. Understood by AI.

Search engines and AI assistants read the same signals: what the business is, who runs it, what it does and where. Every page carries them.

JSON-LD · EVERY PAGE

```
{
  "@type": "Organization",
  "name": "Pehchaan Media",
  "legalName": "Pehchaan Productions
    Media House Private Limited",
  "slogan": "Empowering Fintech Brands,
    Amplifying Influence",
  "founder": {
    "@type": "Person",
    "name": "Tanisha Garg"
  },
  "knowsAbout": ["Finance creator
    management", …]
}
```

/SITEMAP.XML

6 pages

each with its own title, description, canonical

/ROBOTS.TXT

```
Allow: /
Disallow: /admin
Disallow: /api
```



GENERATED SHARE IMAGE

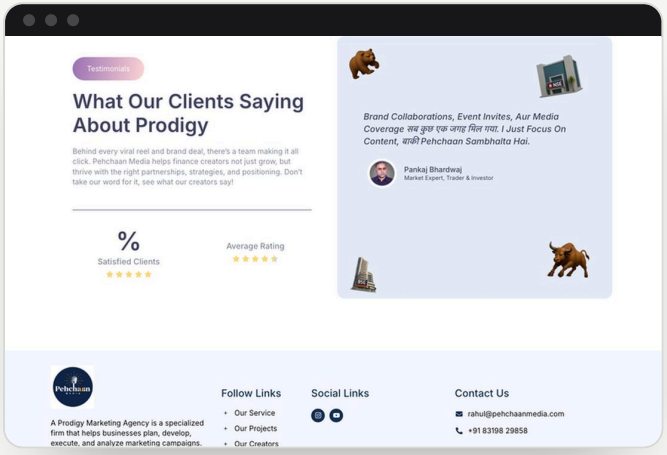
STRUCTURED DATA TYPES ON THE SITE

Organization · WebSite · Person · ContactPoint · BreadcrumbList · ItemList · Event · Place

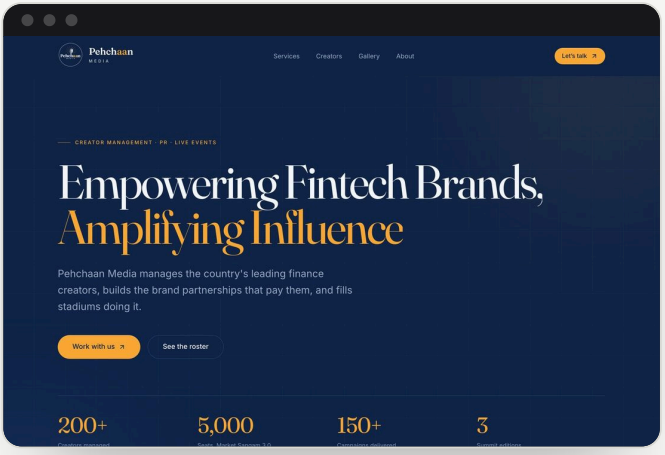
- Creators page lists every creator as a Person
- Gallery lists each dated event with its venue

SOURCE: WWW.PEHCHAANMEDIA.COM, 30 OCT 2026

From a template to their own site.



BEFORE: THE TEMPLATE'S "ABOUT PRODIGY" HEADING, STILL LIVE · AUDIT, 25 AUG 2026



AFTER: WWW.PEHCHAANMEDIA.COM, 30 OCT 2026

80%
faster website
CLIENT-REPORTED, OCT 2026

90%
better search and AI visibility
CLIENT-REPORTED, OCT 2026

100%
satisfied with the new design
CLIENT-REPORTED, OCT 2026

70%
less time managing content
CLIENT-REPORTED, OCT 2026

100
SEO, all six pages

100
Best Practices, all six pages

95–100
Accessibility

83–90
Performance

LIGHTHOUSE MOBILE (SIMULATED), WWW.PEHCHAANMEDIA.COM, ALL SIX PAGES, 30 OCT 2026. ZERO LAYOUT SHIFT ON EVERY PAGE.

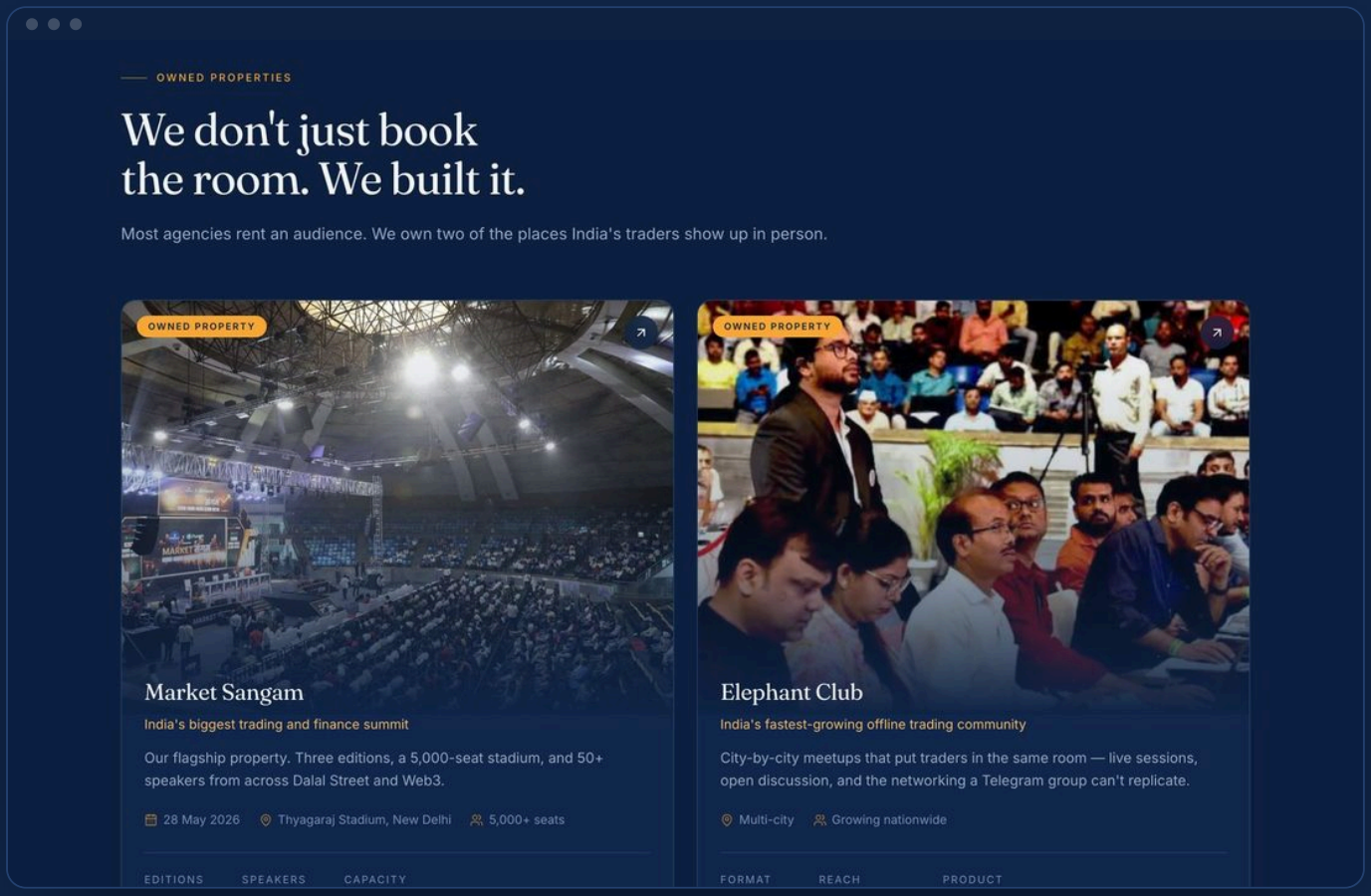
12.5 MB → 0.89 MB

Images on the old Projects page (audit, 25 Aug 2026), against the whole new Gallery page with its 44 photos (Lighthouse, 30 Oct 2026).

CASE STUDY · WWW.PEHCHAANMEDIA.COM

Pehchaan Media, PR for India's finance creators.

Pehchaan Media manages finance creators, builds their brand partnerships with fintech companies, and runs live trading events including Market Sangam. Their WordPress site still carried its template's text. We rebuilt it on Next.js and Supabase in a day (25 Aug 2026), with the roster, events, photos, client logos and testimonials as data their team edits.



6
public pages

19
creators on the roster

44
event photos in the gallery

1 day
to rebuild, 25 Aug 2026

Scan to see it live

www.pehchaanmedia.com

COUNTS FROM THE LIVE SITE, 30 OCT 2026 · REBUILD DATE FROM THE PROJECT'S COMMIT HISTORY

HOW WE WORK

From first call to a site you run.

01

CALL AND AUDIT

We look at what you have

A free 30-minute call, then an audit of your current site: content, images, contact details, search tags.

02

CONTENT INTO DATA

Pages become records

Your people, projects, photos, logos and testimonials move into a database your team can edit.

03

BUILD AND REVIEW

The new site, in your brand

Built on a preview link for you to check on your phone and laptop before anything changes.

04

LAUNCH AND HAND OVER

Live on your domain

Admin logins for your team, a walkthrough, and search tags, sitemap and analytics switched on.

WHAT WE NEED FROM YOU

- Access to your current site or its content
- Photos, people and project details
- An email sending account for enquiries
- One person who can say yes
- Your logo, colours and fonts
- The services you want to lead with
- One contact email and phone number
- Logins for whoever will run the admin

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A WEBSITE YOU CAN RUN

Book a free 30-minute call.

Ask for a quote.

A website you can run, for agencies and creator businesses: a fast public site, your roster and portfolio as data, an admin for your team, enquiries in one place, and pages built for Google and AI answers.

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CALL OR WHATSAPP

cal.com/abhishekj/p26-meeting
BOOK A CALL

Vadodara, Gujarat, India

Scan for the case study on p26.co

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