

# WISDOM IT SOLUTIONS – SERVICE OFFERINGS

## LOGO DESIGN AND BRANDING

Branding is a disciplined process used to build awareness and extend customer loyalty. Branding is about using a variety of ingredients to express why people should choose one brand over another – differentiation. It comes from a desire to outpace the competition and give businesses the best tools to communicate customers Brand identity is taking these disparate elements and unifying them into whole systems.

### Logo Design

Your logo is usually the most recognisable part of your brand. A logo is used for businesses or products and is a graphic symbol used to aid and promote identification and recognition of the same. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark. The logo should be the result of deep research into your competition, should be unique, relevant and attractive.

### Brochure Design

Brochures will expand your company's visibility. Brochures are essential marketing tools when reaching out to new customers. Be sure the copy in your brochure sends out a positive message about your company, service or product – one that shows how amazing you are – that will make people be attracted to your service.

### Packaging Design

The design of your packaging is equally important as the product itself. Effective packaging is essential to stand out from your competition and attract customers. The right colours, images and design on your packaging extends the brand identity and makes you recognisable and familiar to the buyer.

### Graphic Design

Graphic design is visual communication. Everywhere you look at any time – you are exposed to graphic design. Everything that needs to be communicated must be put into some form of design that communicates the message. Graphic design is essential to inform, persuade, direct, organise, entertain, and attract attention through design. We take this across brochures, PPTs, flyers, newsletters – EVERYTHING!

### Company Profile Design

A powerful company profile is an essential tool to attract customers and prospects. It is an informative platform, highlighting what your company stands for engaging with prospective clients to help them better understand what makes you different and better than your competitors. Having an excellent company profile has the potential of positioning your brand as best in your industry.

### Magically Transforming Your Presence

We create compelling brand identities that presents your company with an immediately recognisable, distinctive, professional image that positions you for success. Your brand identity helps manage the perception of your business and differentiates you from your competitors.

- We create a brand identity attractive to the target audience
- We focus on future-proof branding
- Our branding efforts that are backed by key market research
- Our end-to-end service creates a comprehensive brand identity that can be extended across all your marketing needs

## OUR BRANDING ROADMAP

The branding process demands a combination of investigation, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesise a huge amount of different information. The process, when done correctly, can produce remarkable results for your business or product.

### IDENTIFY

We begin with identifying goals for your brand and analyse your peer competition in the market. Also, the pain points of consumers are pinpointed in this phase.

### IMAGERY

Based on our findings, we will create the design theme and visuals for your brand. It has to resonate with your products or services.

### APPLY

The application of the brand identity reveals its success. Once we have defined the brand identity, we apply it to all your requirements such as website, brochures, social media, PPTs etc.

### NURTURE

Branding is not a one-time project rather it is ongoing work that requires nurturing as per the changing circumstances of the market and our audiences. We stay on top of current trends and ensure your brand stays relevant and compelling



## HOW WE DO BRANDING?

Regardless of the type of the client, business, product and the complexity of each client engagement, our branding process remains exactly the same. What changes is the depth with which each phase is conducted, the length of time and the budget allocated.

### GATHERING

We research the client needs – understanding the business, product, goals, customers, and market by asking the right questions



## COMPETITION

We closely look at your competition, their positioning, messaging, and target audience to find the gap that you will fill.



COMPETITION

## PLANNING

We decide different aspects of your brand – look, feel, design, and aura. The idea is to be unique, coherent and consistent throughout.



PLANNING

## EXECUTING

We extend the new brand identity across all the relevant platforms – website, brochures, PPTs, flyers, social media, event collateral, newsletters



EXECUTING

## The Unique Challenges of Branding In UAE

UAE has a very unique demographic. It is a country with more expats than citizens. The country's population is mostly Arabs, Indians, Pakistanis, Filipinos, and other nationalities. Its unique audience makes UAE so interesting and challenging for a branding agency.

Identifying the target audience can be tough for a product. Even if you define that, pitching and positioning come with another crisis. Language can be a difficult call too because different nationalities mean people understand and communicate in various languages.

We have just mentioned a few, there are many such small chunks scattered in any branding campaign conducted in UAE. Finding a way and sailing smoothly is not easy. Popular brands that have established itself among all circles of UAE have done an almost impossible job.

Your only chance of success in UAE depends on who you hire as the branding expert. The good **branding agency in UAE** is well aware of the market situation. It will prioritize the audience for you along with message tonality for different sectors.

Anyone who is trying the one-fits-all approach is committing suicide in UAE even if the product is as commonly used as a detergent. For instance, an India man who goes to mega mart and stocks a month's worth of daily essentials for his family will choose a quality detergent and pay a few extra bucks.

However, an Indian bachelor who lives alone and gives his clothes to laundry will not even care what detergent he is buying since he just needs it once in a while for maybe washing his home clothes or undergarments. His priority will be affordability rather than quality.

In the given example, the two Indian men may appear similar in terms of their outlook but just one difference completely changed the detergent's target audience.

The ultimate point is you need such attention to detail in order to grasp the different section of the target market in the UAE. We, at Wistech, are experienced enough to grasp such minute details and shape our branding strategies accordingly.

## APPLICATION DEVELOPMENT

### Mobile App Development

Dubai based team with international experience

We help our customers with:

- Design Prototype screens before development
- Choosing best suited technology for App development
- Streamlining business process
- Mobile App Submission to App Stores
- Mobile App Maintenance and Hosting
- Mobile App Marketing

### Application Development

Wisdom is among the frontline mobile and web app development agencies in Dubai, UAE, offering top-notch, highly creative solutions to small and large businesses across the globe. With more than a decade of experience in the app development sphere, you can count on our smart, talented team to make your brand ascent in the market and gain an edge over its competitors.

**Our domain expertise and established development processes enable us to provide reliable, user-friendly apps for businesses. Our tried-and-tested development team has always managed to deliver up-to-the-mark web and mobile apps designed to meet complex business requirements. We work in a continuous learning culture where we empower our resources to train and master emerging technologies, allowing us to provide the right technological solutions for all kinds of enterprise needs.**

Wisdom is the extension of your IT team as we work closely with you at every step of the process, be it defining project scope, crafting implementation plan, design, and development, or deployment. We provide results-driven app development services that are geared towards developing customized solutions as well as improving the existing technology stack of your business. Having worked with companies in all verticals, we can create trusted, scalable solutions in popular development languages and application frameworks that ensure quick turnaround times and lasting ROI for our customers.

At Wisdom, we craft a customized project strategy and agile implementation plan for individual customers to deliver timely, accurate, complete results. We look beyond the technical requirements of our customers and propose solutions that deliver business benefits like reduced operational costs, enhanced website performance, and higher customer retention rates, helping unlock new opportunities to stretch profit margins.

## Core Development Services

### PHP Application Development

Wisdom is known for offering robust end-to-end PHP development solutions to meet the most sophisticated web and mobile app requirements. Our in-house expertise is capable of building full-fledged collaborative networking systems, e-commerce stores, content management systems (CMS), PHP business applications, and back-end systems,



allowing you to manage data across your digital operations effectively. Our team uses agile methodology and the latest PHP frameworks to build advanced and more complex applications for enterprises.

### **Custom Web Application Development**

At WisdomTech, we offer robust custom web application development across various industry verticals and platforms. Working with a more focused, customer-centric approach, we create robust web applications that are in-line with your strategic business goals. We work closely with you to explore new business avenues and empower you with integrated processes and systems to extract maximum value out of your investment.



### **Artificial Intelligence (AI) Solutions**

For enterprises to stay ahead in this hyper-competitive digital era, it has become crucial to build operations powered by AI and dominate global markets. At Wisdom, we create AI-powered systems and applications that allow you to have accurate insights at your fingertips and build more efficient, agile business operations. Our AI solution experts factor in global best practices to develop a custom methodology for your projects while putting their years of experience of this evolving technology to good use.



### **IoT App development**

IoT applications are designed to improve operational efficiencies and user experience and build businesses by connecting people, processes, and information together. Wisdom's IoT solutions division is capable of creating hyper-connected digital ecosystems for companies that enable you to drive smart initiatives and deliver unparalleled user experience at both enterprise and consumer levels.



### **ERP solutions**

Enterprises depend heavily on information from various business units and departments to seamlessly deliver on consumer demands. With a sophisticated ERP solution, distributed enterprise functions, such as human resource, finance, procurement, marketing, sales, and more, work in unison, having access to complete information for organization-wide collaboration. At Wisdom, our developers work side-by-side with business teams to build ERP solutions that are customized to meet business needs.



### **Blockchain App Development**

For fast-growing businesses, Blockchain apps are quickly becoming the best answer for quick, transparent, and easy transactions. At Wisdom, our certified developers are capable of creating end-to-end Blockchain app development solutions, covering all the key aspects such as smart contract development, node development, graphic designs, front-end mobile applications, and more. Some of our Blockchain app development services include Ethereum and Bitcoin apps, cryptocurrency wallets, smart contracts, Crypto exchange, Hyperledger development, and much more.



### **Ruby on Rails Development**

If you are looking for an agile solution to building prototypes or minimum viable products (MVPs), Ruby on Rails is the recommended way forward. With our RoR development solutions, you can build more sophisticated and complex web applications that are a lot more challenging with PHP and other languages. Having a complete command over the feature-rich framework and built-in test automation, our skilled RoR developers create outstanding run-time environments for integrated SaaS and web applications.



## Node.js API Development and Integration

Wisdom is among the most trusted digital agencies for NodeJS API development and development in Dubai, UAE. Our JavaScript developers are capable of creating integrated solutions that allow businesses to work with continuous data streams without compromising real-time data exchange and retrieval performance. With our in-house expertise in Node.js, you can expect to have the best JavaScript frameworks at your disposal for full-stack application development and integration.



## Open Source Development

Open Source Development helps the enterprise to redistribute and modify the code, giving users more flexibility to customize web and software functionality as per the business needs. At Wisdom, we use Magento plugins, Drupal, Alfresco, Asterisk modules, and many others for publishing websites and creating online marketplaces for the masses.



## AR & VR App Development

AR and VR apps take user interaction and experience to the next level, allowing companies to transform abstract business ideas into virtual reality. At Wisdom, we enable you to take your customers on a captivating journey, allowing you to showcase your brand and its offerings in a unique way through customized AR and VR app development. Our developers work with the most advanced frameworks, like ARKit and ARCore, and can design apps for top VR platforms and headsets, such as Windows Mixed Reality, HTC Vive, and others.



## Our Proven Process for Success

### Technology Consulting

We thoroughly evaluate your project requirements to pick the best technology stack and technical resources for ensuring the success of your initiatives.



### Discovery and Planning

We work closely with you in defining the project scope and build a comprehensive plan for deliverables so that the end result meets and exceeds your expectations.



### Application Prototyping

We provide a glimpse of real-world implementation of your project through application prototyping, allowing you to visualize the development results and measure ROI.



## E COMMERCE WEB DEVELOPMENT

### eCommerce Website Design and Development Services

With our End to End eCommerce Consultancy services your business will sky rocketed. Our eCommerce services include:

- Custom designed eCommerce Websites
- High Speed, technologically advanced web development

- No-nonsense SEO, Social Media and Pay per click marketing services

### **eCommerce Consultancy**

Designing best suited customer buying journey to choosing suitable eCommerce platform, Payment Gateway and Shipping methods; everything needs to jump-start your business.



### **eCommerce Web Development**

Fully customized eCommerce Web development with integrated Payment Gateways to accept credit card payment and inventory management.



### **eCommerce Marketing**

Get found on search engines with best SEO techniques, Social Media Marketing and best of breed email marketing solutions.



### **Responsive Web Design and Mobile Ready eCommerce Web Development**

Customers are using various screen sizes to browse and buy from your website, so it should be responsive and crisp on all of these different screens including desktop, mobiles or tablets.

### **Powerful and easy to browse Catalog**

Beautifully designed searchable products catalog is the key to generate and keep your buyers' interest in your eCommerce website. We develop eCommerce websites which allows to have various type of products along with bundle offers, and associated products and accessories to make cross selling and upselling easier. And all this is powered by AI based Products search and suggestion and allows visitors to create their own wish lists to browse later.

### **Products availability Alerts**

A very specialized feature that can be added to your website is product alerts on various criteria like, stock availability or price reduction, etc.

### **Custom Built User Journey**

eCommerce is not about selling regular products only. You may sell variety of products and services. To make user buying process more flexible and scalable, custom built user journey is very important. Examples are, booking process for a boat, Gift buying process for a friends birthday, Appointment booking of a beautician, etc.

### **Powerful Yet easy to use shopping cart**





### Integrated Payment Gateway

Payment Gateway enabled you to accept Credit card payments on your website. We have worked with various payment gateways including Paypal, Pay forte, Paytabs, Network Solutions, Cash on Delivery, etc. We have even handled tokenized payments for subscription payments.



### Integrated Shipping Solutions

Shipping is one of top factors which can increase or decrease sales on your eCommerce website. We have integrated various shipping companies APIs in our eCommerce web development projects including DHL, Aramex, TNT, etc.



### Talk

First, we talk. Learning about you, your company and brand, to discover how we can empower you to maximise your business growth.



### Design & Development

Our eCommerce design and development teams build your website, reviewing and revising the material until it meets your goals.



### Launch

As your eCommerce website goes live, Our team will continue to ensure your website is performing optimally by reviewing and supporting.



### Lets' Develop eCommerce Website

Our friendly eCommerce web Consultants are here to help you understand your requirements, build on your ideas and grow your business. Whether you're just starting up or are ready to expand, we're here to offer you expert support, so if you have any questions give us a call on +971 50 3809772

### eCommerce Website Design Dubai

**RESPONSIVE ONLINE SHOPS. POWERFUL ECOMMERCE.**



eCommerce is one of the fastest growing business growth areas in the Middle East, and UAE revenue is reaching to 10 billion dollars mark. Be part of this massive boom by getting the very best eCommerce consultancy and development services:

- Complete end-to-end eCommerce consultancy
- Custom designed and developed eCommerce websites
- Integration with payment gateway and shipping (e.g. PayPal, Aramex)
- Powerful SEO and search marketing optimisation
- Custom eCommerce functionalities to streamline your business
- Integration with inventory and marketplaces like Souq

## THE ECOMMERCE WEB DESIGN FEATURES YOU NEED TO SUCCEED

Having a robust eCommerce website is the foundation of your online retail business. We give you everything you need to run your own professional online shop, packed with all the latest eCommerce features to increase your profitability.

Our eCommerce solutions offer the best in standard features and functionality while remaining completely customizable. Our team will discuss your custom functionality needs and tailor a solution that meets your brand and eCommerce goals.

### Drive Sales Across All Devices

With a desktop, tablet and mobile responsive eCommerce website, you'll be able to increase your conversion rate and online purchases to grow your bottom line across all audience devices



### From Homepage to Checkout, Fast!

Developed using the latest technology and standards, you'll have a blazing fast website that allows customers to go from browsing to checkout in seconds!



### Robust Product Features & Capabilities

Whether you have basic products or need product customisation, unique product options or a whole set of custom product functionality, we've got you covered.



### Easily Manage Your Content & Scale

Through a well-designed content management system (CMS), you can easily update pages, categories, products, articles, posts, banners and more.



### A Powerful Marketing Suite

From advanced search engine optimisation to tools running promotions, our sites are built to give you a suite of powerful marketing tools. Run BOGOs, create landing pages and drive revenue to your eCommerce website.



## How Do We Help With Your eCommerce Web Design Project?

- eCommerce business planning and feasibility (taking your business idea and converting it to a do-able action plan)
- eCommerce technology and website development - planning the user journey (UI) wire framing.
- eCommerce back-end workflows and automation, to ensure smooth operation and order handling.
- Help in choosing best payment gateway and integration with the payment gateway, banks and other authorities.
- Help in choosing best shipping solutions and logistic tie-up.
- Internet marketing strategy for eCommerce website branding.



## Why eCommerce Web Design Matters?

You get just one chance to wow shoppers when they land on your eCommerce website, making the website design is attractive and the user journey seamless is extremely important. That's why we custom-make an eCommerce storefront design that is unique to your business and target audience – we ensure a user-experience that people will return to again and again.

Contrary to most other web developers, we don't believe that a responsive website is robust enough to excel across all devices. We believe the mobile platform has its own unique user interface requirements and user journey. We design and develop your mobile website in a way that offers your customers an effortless navigation to purchase.



## What is eCommerce?

Planning & executing your business idea effectively  
eCommerce or e-business is much more than just business online. Use of internet and communication technologies for activities like sales, service and administration, all comes under the roof of eCommerce. Some activities that come in the definition of eCommerce are:

- The trade of Products or services between the company and business
- The trade of products or services between company and consumer
- The trade of products or services between consumer and consumer



## eCommerce in MENA and UAE Particularly:

eCommerce solutions to ensure online retail success

Online shopping in the Middle East is rapidly evolving and has grown by 1500% over the last decade. UAE has highest per capita internet penetration as well as a huge middle class with disposable income. The banking system is well developed, and every third person is using credit/debit cards.



This shows huge potential for new entrants to start their eCommerce Business in UAE – that's why the large players like Amazon are opening their offices in UAE.

## DIGITAL MARKETING

### DIGITAL MARKETING COMPANY IN DUBAI

#### PROVEN DIGITAL MARKETING STRATEGIES TO GROW YOUR BUSINESS

We have generated over 10,000 leads / inquiries in 2018 for businesses in UAE.

- A Google Partner Team with certified ad-words Specialists for ad-words, display and e-commerce.
- Google Adwords & Social Media Marketing with proper conversion optimization and re-marketing techniques to measure your ROI.
- Detailed monthly reports and one-on-one meeting to improve strategies and measure results.

#### ONLINE ADVERTISING SERVICES

Paid advertising is the fastest and most effective way to bring your business in front of potential customers. WISDOM's Google Certified Professionals, with years of experience in online advertisement, make sure that you get best return on investment.

#### DISCOVER COMPETITION AND POTENTIAL CLIENTS

We'll discover what your potential customers are searching for online, and build you a paid advertising strategy to grow online leads, calls, and revenue.



#### CAMPAIGNS THAT WORK

With Google Ad-words, or Facebook campaigns, we ensure your ads stand out by strategic planning, designing and targeting – using best industry practices.



#### REFINE AND IMPROVE

The key to success is consistency and continuous improvement. We regularly measure conversions, testing new keywords and targets – and comparing results to stay ahead of the curve.



#### Generating Sales and Leads, Creating Return on Investment

Bringing traffic and potential customers to your website is just half the job, the real objective is to convert this valuable traffic into qualified leads and sales. We take every opportunity to bring your visitors into your sales funnel, we'll help to design and develop landing pages that increase your chances of a conversion.

Compelling Sales Copy and Proper Call to actions play an important role. By A/B testing we ensure to use best and continuous improvement to generate best returns on investment.



## Digital Marketing Dubai

We'll pair you with one of our digital advertising specialists, so you'll always be able to check in on the status of a campaign. Plus, we will analyse all data to continually optimise and improve your marketing campaigns.



## How Does Pay Per Click Work ?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

PPC can be on a Search Engine like Google and Bing or Social Media Sites like Facebook, Youtube and LinkedIn. Every Platform has its own parameters and our experts will make sure to use the best mix to generate best results.

## How we do manage PPC Campaigns ?

- Identify the product you are selling
- Keyword research and PPC
- Build your PPC campaign step by step
- Build specific landing pages
- Ad keyword variations
- Report and analytics
- Define and refine your campaign

## WEBSITE SECURITY AND MAINTENANCE

### Website Security & Maintenance in Dubai. Keep your Website Alive and Kicking

Your website is the most important part of your marketing strategy and it needs to perform reliably, consistently, keeping it slick, smart, perfectly polished and working like a dream. Wisdom Website Management team will ensure that:

- Keep your Website Software and Plugins updated.
- Host your website in a dedicated, super-secure location.
- Ensure regular backups are safely made.
- Provide support and disaster recovery services.
- Update any new website content and additions.
- Optimise and monitor for availability and performance.

## WEBSITE SECURITY & MAINTENANCE

Your hard-earned website visitors are seeing the Google Red Warning for un-safe websites, or your website content is broken. Wisdom will ensure that you will not face such issues or that they are fixed immediately. If your site is hacked, we make sure that your site is protected, updated, maintained and backed up.

## CLEAN UP YOUR WEBSITE

An unprotected website is like an open door for computer viruses. Using the latest technologies and techniques, we scan and remove spyware and computer viruses from your website code and database, and take action to stop malware interrupting your business.



## GET OFF THE BLACKLISTS

Once site is cleaned from malware and bad code and your domain's health status is perfect; we submit reviews with Google and other malware checkers to ensure your visitors don't get any warnings again.



## SUPPORT AND MAINTENANCE

Outdated software and plugins are usually the cause of website vulnerability. We make it sure that your website software is always updated and maintain regular backups to ensure quick and smooth disaster recovery in case anything goes wrong.



## Website Maintenance Services

Just as we expect to pay attention to timely oil changes and tune-ups on our cars to maintain our investment, our websites also need regular attention also. Websites need ongoing maintenance for many reasons: apart from security risks and hacking attacks

- Adding / Editing Information such as Contact Info or About Us, or New Clients or News & Updates, Products and Services.
- While updating, making sure that images are properly re-sized and formatted for optimum look and performance.
- Quick disaster recovery in case your server goes down, or your site had a hacking attack.
- Updating theme/front coding, when Content Management System or Plugins are updated.



## Website Repair Services

It's the worse situation when your clients and prospects are seeing red screens or warnings or even simply no site at all. Do you know every 2nd website suffers hacking attacks more than one time in its life?

If your site has been hacked or infected with malware or spam, you should act quickly to repair the damage, protect your reputation and prevent your website being blacklisted. Is your website already marked as "This site may harm your computer" in Google and your customers are being scared away?

Wisdom has qualified web developers and security experts to enable full website recovery as quick as possible and get you back on track.



## SEARCH ENGINE OPTIMIZATION (SEO)

### Search Engine Optimization (SEO) in Dubai. Rank No. 1 on Google

Conquer the Google 1st Page with best SEO Agency in Dubai.

- Top SEO professionals find, assess and correct technical errors.
- A strategic keyword approach to driving more traffic and meaningful conversions
- Compelling and SEO optimized contents are key to rank on top of Google
- Building authority with white hat link building.
- Transparent, KPI reporting



## RESULTS – CASE STUDIES

Wisdom has achieved 1st Page google rankings for hundreds of companies and thousands of keywords. Basis for these top **SEO results** is tested result-oriented SEO strategies developed on best practices of SEO. Besides, our **best SEO strategies**, we specially work on website improvements to increase the conversion, so you can get best out of traffic generated through SEO and other marketing activities.

[www.orangeauto.ae](http://www.orangeauto.ae)

Keyword	Position
volkswagen service dubai	3
mercedes maintenance dubai	3
infiniti garage	2
car body repair dubai	2
car tinting dubai	3

[www.virginieweddingplanner.com](http://www.virginieweddingplanner.com)

Keyword	Position
wedding planner	5
wedding organizers	5
dubai wedding planners	5
wedding planner in dubai	6
wedding planner	6

[www.wowshoots.com](http://www.wowshoots.com)

Keyword	Position
real estate photography dubai	2
ecommerce photography dubai	3
fashion photography services	3
photoshoot services	4
baby shower photography	5

[www.alayditents.com](http://www.alayditents.com)

Keyword	Position
dubai tents	1
tent rental dubai	1
tent suppliers uae	2
party tents dubai	3
school shades	4

[www.qer.com](http://www.qer.com)

Keyword	Position
aerial platform hire dubai	1
compressor hire	1
crawler boom lift hire	1
lighting tower hire dubai	2
generators in dubai	5

[www.libertyprintingpress.com](http://www.libertyprintingpress.com)

Keyword	Position
printing press ajman	2
coupons printing	3
cheap printing press	5
printing press dubai	5
offset printing press	5

## SEARCH ENGINE OPTIMIZATION (SEO)

Do you seek More Traffic? More Leads? More Visibility? Wisdom will deliver all three. SEO Dubai is all about getting found in search results in Google, Bing etc. There are proven search engine optimisation techniques and strategies to follow which will help your website rank higher, and we'll be here helping you every step of the way. Get the Top Search Engine Ranking with our SEO Services Dubai. Our SEO Agency Dubai services are designed to earn your website more traffic and sales from Google organic traffic in a legitimate way and for the long term.

## GET MORE TRAFFIC

Social media marketing is a very simple yet very smart & efficient process of driving your audience to your website – using your social media channels. Gain Traffic, Attention, Brand Awareness, and Customer Feedback & Leads with social media marketing today.



## LONG-TERM FOCUS

Get free social media consultation for your business from SOCIAL MEDIA ADVERTISING to B2B MARKETING. Get free strategic consultancy and grow your audience on leading social media platforms & start monitoring increased audience flow on your website.



## OUTRANK THE COMPETITION

We implement social media marketing & strategy development, Social media content writing & production, Social media multi-channels and social media APP development integration to maximise your audience.





## Professional SEO Approach

You will receive regular updates on the improvements our work has had on your rankings, down to a keyword-specific level. We'll ensure your website is consistently climbing the search results.

## SEO Rankings Reports

We'll dive deep into the specific keywords, potential customers are typing into Google, and devise SEO strategies to help you rank for these critical search terms.

## Be Wary of SEO Agencies Guaranteeing Ranks

We work to the best of current knowledge and keep your best interests at heart, but no one (except Google) can "guarantee" a #1 rank, and you should be wary of any SEO agency that does.



## SEO Agency Dubai

If you're interested to see just how well your website is currently performing, contact us for a free SEO report. You may be surprised at the improvements we can recommend.



## Why you need to Optimize for SEO?

A good SEO consultant can set your business on a path to success. But get a dodgy one, and they can cripple any traffic you may have coming in. Unfortunately the nature of this industry is plagued with "experts" who are out for quick results, using less than admirable practices. We call this black-hat SEO. While it can work short-term, Google are constantly updating their results to eliminate businesses who game the system. So you lose in the long term and waste your money.

It may take a bit longer, but the trick is to implement SEO strategy correctly, so no matter what algorithms Google decides to change, you have built a solid foundation for success. Seek a SEO agency with a portfolio of past success, understand what techniques they'll be using for your website, and only hire someone you trust. It really is that important you get this right, and if you work with us what I can guarantee, is we'll be in it for the long-haul, helping your business succeed for years to come.

## SOCIAL MEDIA MARKETING

### Embrace the Power of Social Media

### From creating Awareness to generating Sales

#### Social Media Strategy

Our Team along with Client Team brain storm every month to make a social media strategy. It involves analyzing previous period results and planning upcoming period strategy.

#### Remarketing on Social Channels

Social retargeting, or remarketing reminds, reintroduces and making offers to prospects who visited your website and then left without making decision. It increases conversion by more than 30%.

#### Social Media Management

Designing Posts, Posting and monitoring, answering customers queries are part of our social media management services. Interactive posts, videos, pictures, and music, GIFs, shoppable posts, discount offers, stories, etc are just few types.

## Social Media Advertising

Beyond just boosted posts, we know how to get best out of over 20 types of Social media campaigns, along with finding right audience targeting.



## WHY SOCIAL MEDIA MARKETING

### BUILDS BRAND AWARENESS

Social media helps increase brand exposure and builds long-terms brand advocates.

### INCREASES WEB TRAFIC AND BOOSTS SEO

Social media drives traffic to websites and helps generate sales, as well as higher search engine rankings.



### LOWERS MARKETING COSTS

Compared to traditional media formats, social media is highly targeted and accountable, removing misspent marketing dollars and maximising the marketing ROI.



### DEVELOPS A LOYAL COMMUNITY

Customers love being part of a community – social media establishes and emotional connection with them.



### IMPROVES CUSTOMER SERVICE

Social media is a fantastic toll for customer feedback. helping deliver better services and increased brand trust.



### INCREASES DIGITAL EXPOSURE

Marketing on social media provides instant global distribution and the ability to engage with huge number of daily users.



## SOCIAL MEDIA MARKETING

Welcome to Dubai's leading Social Media Marketing Agency. Fully blown social media sites likes Facebook' Twitter' Instagram & a lot more allows you to share updates, news, events & announcements. Efficient social media packages by true specialists. Grow your audience today & spread good words about your company with the leading social media agency of Dubai, Wisdom IT Solutions. We have a team of Social Media Optimization professionals who understand the importance of Social Media Services

## **SIMPLE' EFFICIENT & SMART**

Social media marketing is a very simple yet very smart & efficient process of getting audience onto website using various social media channels. Gain Traffic, Attention, Brand Awareness, and Customer Feedbacks & Leads with social media marketing today.



## **1ST CONSULTATION IS FREE**

Get free social media consultation for your business from SOCIAL MEDIA ADVERTISING to B2B MARKETING. Get free strategic consultancy and grow your potential audience on leading social media platforms & start monitoring huge audience flow on your website.



## **SOCIAL MEDIA SERVICES**

Social media marketing & strategy development, Social media content writing & production, Social media multi-channels integration to maximize audience, Social media APP development.



## **Social media for 'Conversion' leads & much more**

Social media marketing is changing the style we use websites for Conversation' Branding' Trending & News monitoring. Millions of people are engaged on social media channels doing conversation about market trends. Your website should not remain out of the conversation on social media channels & that's where WE COMES IN.

## **Better engagement & More 'Authenticity with social media**

Reach out today and authentically get engaged with your audience on trending social media channels. We are doing everything from FACEBOOK & INSTAGRAM Posts & Banner designs till LINKEDIN CONNECTION building to AUDIENCE BUILDING & Marketing your BRAND EVERYWHERE.



## **Do you know about your social media needs ?**

Are you ready? Talk today to our expert social media consultants about your social media requirements, needs, leads & a lot more.



## **We Offer Quality Social Media**

We Are Giving Quality Work to Keep the Standard High

- Social media trends and audience monitoring
- Conversation and traffic analytics monitoring
- Social media organic & paid marketing
- Complete Social media monthly reporting
- Social media engagement building competitive campaigns
- Social media 1st time free consultation



## The Importance of **Social Media for Your Business?**

- Drive targeted audience on your website
- Help SEO of your website with right social media activities
- Build relationships with your customers through your brand
- Target your audience with Location, Age & Gender
- Get notices in events or generate revenue with media coverage
- Increase brand loyalty with right social media strategy
- Did you notice your competitors are getting social?
- Get attention in the News with right social media strategy
- Get more sales, audience and customers through social media
- Get new customers and unbeatable ROI with social media

## PHP WEB DEVELOPMENT

### PHP Web Development

WisdomTech offers powerful and robust PHP web development solutions all over Dubai, UAE that are focused on delivering customized, scalable results to all our clients. Our talented team of PHP developers bring innovative ideas to the table, which helps in significantly increasing the overall quality of the end product. Since our inception, we have worked on multiple projects for clients from different industries that have given us the exposure and insight to be more exclusive for our future projects.

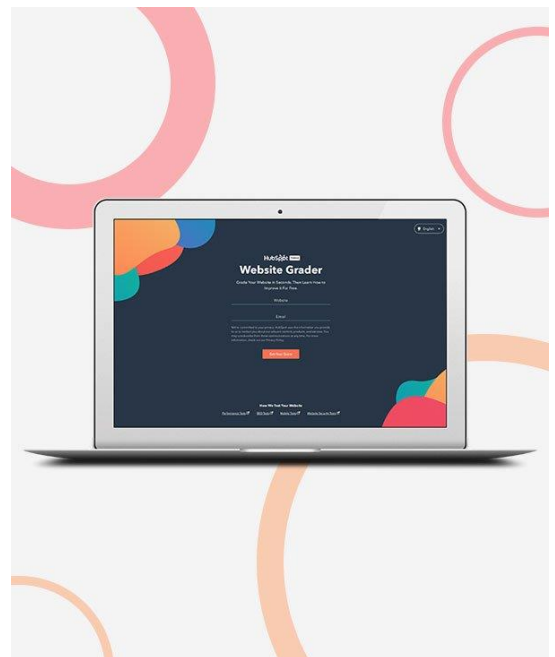
### PHP Web Development

At WisdomTech, we conduct an in-depth analysis of the project scope, target audience, and geographic market to cultivate the best possible outcome for your business. Every step of the process is scrutinized by experts and is done under the supervision of our clients. We recommend using PHP for web development because it is an open-source server-side language with various frameworks and attributes, making it ideal for all kinds of business websites.

To date, we have delivered several PHP web development projects ranging from simple business websites to social networking sites, payment gateways, web calendars, CMS development, and e-commerce websites.

Some of the highlighting benefits of using PHP frameworks for web development are:

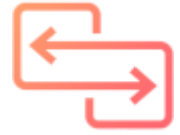
- It reduces the costs and time of the project
- Customization of all website components becomes more accessible and quicker
- Secured, optimized, and fast way of building your business's virtual storefront
- Opens a world of possibilities to design and develop your website regardless of its purpose



### PHP Web Development Services

## Custom PHP Web Development

The beauty of any PHP framework lies in its ability to customize any aspect of your website. When we work with PHP for your web development, we utilize its powerful functionality to increase the websites' quality and make it more robust, comprehensive, and elegant. We specialize in customizing websites with constructive features that sync with your business.



## PHP based CMS Development

Our PHP developers utilize their deep knowledge and expertise of PHP frameworks that allow us to deliver a state-of-the-art, fully customized Content Management System (CMS) for your business. We ensure that everything aligns with your business strategy while facilitating the integration of key internal and external processes for better results.



## Portal Development Solutions

WisdomTech has experienced programmers and developers capable of building user-friendly- secure, highly functional web portals for businesses to cater to larger audiences and communities. We can help in developing enterprise-level portals for all the external and internal users.



## CakePHP Development Services

Wisdom Tech can help you in developing scalable and highly-functional web applications for your business using the CakePHP framework. If you have a vast business strategy and want to build a big, content-driven website, we recommend using CakePHP as it is the best option for your development needs. It is the safest PHP framework due to CSRF protection and SQL injection prevention.



## Yii Development Services

At Wisdom Tech, we offer top-notch Yii framework development services that ensure full caching support, a reduced response time, and improved performance with speed for web applications. With Yii, our web developers can create web 2.0 applications that are compatible with large and small business infrastructures. Since Yii runs on the MVC concept, it makes it extremely customizable. If you want to develop applications that deal with high traffic flow like e-commerce and similar forums, our Yii development services are your best bet.



## Laravel Development Services

The Laravel framework is used for projects of all sizes, from large applications to simple JSON APIs. Laravel provides one of the cleanest and easiest documentation, which makes the development process trouble-free. If you are a business that requires enterprise-level applications, our team of Laravel developers is the perfect option for you. We recommend working with this PHP framework when customers are in



industries that involve heavy data processing, high-traffic, and data complexities. At Wisdom Tech, we use the Laravel PHP framework because of its flexibility and scalability.

### CodeIgnitor Development Services

At Wisdom Tech, we provide robust CodeIgnitor solutions for developing highly functional web applications. Some of the highlighting features of this CodeIgnitor are its powerful framework with an error handling module that is the best and fastest among the other PHP frameworks. We recommend working with our CodeIgnitor team when businesses are looking for reliability, distinctive features, top-notch security, e-commerce friendliness, and flexibility together in their web applications.



### Our Proven Process for Success

#### Transforming raw ideas

Our company houses some of the most brilliant PHP web developers capable of transforming your raw ideas into a solid product. We strive to understand your business requirements and think out of the box to deliver a unique yet functional website.



#### Research and Business Development

We believe that research helps you in building inimitable and exclusive ideas. Our developers always give preference to your ideas while providing intelligent suggestions based on the business website needs and ensuring successful execution.



#### Result-Driven Methodologies

We rely on agile development methodologies geared toward completing your project in phases with flexible results to shape the product's development cycle.



01

High level of security

PHP provides top-notch security and allows building hacking-proof websites and web applications due to its modern libraries and frameworks.

02

Reduced Web Costs and Time

PHP-based websites are developed in lesser time and on fixed budgets than any other language, making it budget-friendly without compromising on the quality of your project.



# 03

## Rapid Development

PHP makes web development faster and more reliable, as it allows developers to can work at the front-end and back-end simultaneously.

### WORDPRESS WEB DEVELOPMENT

#### WordPress Web Development

WisdomTech is a well-known digital marketing agency in Dubai, UAE specializing in WordPress web development. Our developers are highly experienced and have completed several WordPress-based projects, delivering unique and high-performing results to our clients. We work with large and small businesses from all verticals, helping them convert their raw ideas into a solid brand image.

#### WordPress Web Development

WisdomTech has been providing WordPress web development solutions for over a decade. With a knack for staying up to date with the latest trends, our developers continuously upgrade their skills to improve client experiences. We believe in taking an agile approach for every project to deliver robust and responsive WordPress websites.

When you approach our team for website development, we make sure that we build your website in a manner that is not only highly functional but also market competent. With the ever-rising competition in the crowded digital space, businesses like yours require custom WordPress web development services that can make your brand stand out and give an edge over your peers.

Our team of developers and designers is here to take care of all the aspects of your WordPress website so you can focus on your business strategies and expansion. WordPress's exceptional framework covers everything from website security to themes, plugins, and custom functionality so that you can have an outstanding, well-rounded website for your business.

Using WordPress for web development comes with the following advantages:

- Opportunity to custom design your website
- Ensure a high-performing, easily navigable website
- Top-notch security of your backend database and sensitive information
- Easy administration of your day-to-day website management
- Built-in SEO tools and plugins for greater search engine visibility
- User-friendly functionality to facilitate non-technical users

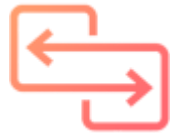




## WordPress Web Development Services

### WordPress Migration

At WisdomTech, we make the process of migrating your existing website quicker and more accessible through our WordPress migration services. If you have to transfer from Wix, Joomla, Drupal, Squarespace, or any other platforms to WordPress, you can entrust this job to our team.



### Custom WordPress Web Development

We offer a range of custom WordPress web development services. We ensure to make a bug-free, clean coded, SEO friendly website. By using customized themes and designs to build your WordPress CMS ecosystem, we are able to create a reliable and responsive website.



### WordPress CMS Installation and Configuration

Our team of experienced developers helps you in the seamless installation of WordPress CMS and its configuration. We make sure to design the websites according to your business requirement. Whether you need to create a full-fledge corporate website, ecommerce store, or just a personal blog, our developers are competent enough to handle projects of all sizes.



### Support and Maintenance services

We at WisdomTech believe that while a website built using high-quality, well-structured codes and scripts weighs in heavily in delivering unparalleled visitor experience, the key to its sustainability is regular, timely maintenance. Keeping that in mind, we provide our clients with monthly WordPress support and maintenance services. We offer performance management, error detection, optimal uptime, and malware protection solutions to all our customers. Our developers know how to prevent security threats and secure it from all sorts of cyber-attacks, as well as provide quick remedial solutions.



### Custom Plugin Development

To maximize the functionality and ensure the integrity of its design, we add handpicked plugins to your WordPress website. In addition, we offer custom WordPress plugin development services that allow you to add various unique features to your website. Such value-added functionality makes your website more efficient, upscale, and approachable.



### WordPress SEO

Every business in the digital marketplace wants to be high in search engine rankings to drive maximum traffic to your key webpages and provide visibility to your products and services. At WisdomTech, our WordPress SEO experts optimize your website for the search engines and help your pages and posts gain a good ranking on Google, Baidu, Bing, and others.



### WordPress Theme Development

Our clients are given the freedom to choose the themes for their websites based on their brand image. Our experienced team guides them through the process of selecting the best, highly functional themes that not only ensure optimal performance but great aesthetics and functionality as well. Having the right theme to power your WordPress plays a crucial role in higher rates of visitor engagement, conversion, and customer retention.



## Our Proven Process for Success

### Robust Consultation

WisdomTech provides top-notch technical advice, problem identification, and support services to all our clients. We help explore new ideas and provide expert consultation at every step to make you a website that you can be proud of.



### Custom Development

As we opt for a client-centric approach, we always ask our clients to explain in detail their digital business strategy or any other niche marketing ideas they have before working on their website. This open communication aids in creating the WordPress masterpiece that can truly benefit your business.



### Quality Assurance

Our mission is never to compromise on the quality of work we deliver. We have a team of quality assurance specialists who thoroughly check the codes and design and seek your approval before making your WordPress website live.



# 01

## Enhanced Functionality

WordPress helps in increasing the functionality of the website. It also assists in making the website more responsive and interactive. When your website is navigable and easy to use, it results in higher user engagement and customer retention.

# 02

## Easy Administration

Using WordPress for web development allows you to administer your websites easily. It is designed to be user-friendly and simple, yet it is robust to manage traffic spikes without affecting the website loading and server running time.

# 03

## Flexibility in usage

You can use WordPress either for personal blogs or full-fledged e-commerce websites. The platform is versatile and seamless enough to fulfill all your custom development needs through its extensive features making the website highly functional.

## HUBSPOT WEB DEVELOPMENT

### HubSpot Web Development

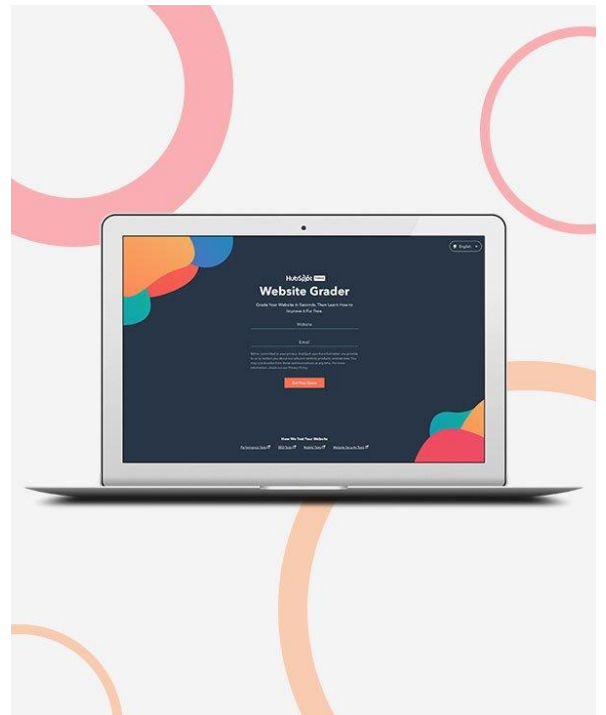
WisdomTech is a prominent digital development agency in Dubai, UAE, specializing in all types of HubSpot web development projects. Our team of developers is highly experienced and proficient in building remarkable, intuitive, and highly functional websites using HubSpot CMS. We work with our clients in an approachable and responsive manner, keeping you in the loop at every step of the project, from ideation and project scope to development and execution.

## HubSpot Web Development

At WisdomTech, we have more than a decade of experience in web development, and you can rely on our talented team to bring your virtual store to life in the form of a fully functional website. We design, plan, and launch the website using HubSpot CMS web development according to your brand image. We believe that a website is a foundation for any business, so it is crucial that the visitors have a seamless experience and your products and services get the maximum exposure. Several platforms like Wix, WordPress, Hootsuite, and Joomla are great for small businesses, but HubSpot's superior functionality and intuitiveness bring more sophistication to your website.

When you use HubSpot CMS for web development, you get the following advantages:

- A custom visual layout according to your business branding
- A better client and proprietor relationship is developed
- External API integration
- Reporting and analysis



## HubSpot Web Development Services

### HubSpot Migration and Integration

Our HubSpot CMS developers understand the need for your marketing goals to be in sync with your digital campaigns. Our HubSpot integration and migration services aid you in managing adaptations and transfigurations effectively. We offer a variety of services for businesses that range from personalized migration to designing themes that match your existing brand image.



### HubSpot Website Development

At WisdomTech, we facilitate clients by developing customized websites specifically designed to fulfill your marketing goals. Our HubSpot CMS developers ensure that every page is made with your target audience in mind, allowing you to drive more conversions and sales. Making your business website a memorable one for the visitor is our topmost priority.



### HubSpot Email Development

Our creative minds are capable of creating HubSpot email templates that stand out and give customers an edge over the competitors. We make custom designs according to the customer's brand, ensuring consistency across various online channels. Every HubSpot email newsletter we create is optimized to turn potential leads into clients while reducing time to conversion of your business.



## Landing Page Templates

Our developers' team has experienced CRO experts that work in sync to create efficient and serviceable live landing pages with smart CTAs and content for HubSpot websites. These pages can further replicate to form multiple leading scoring pages as studies have shown that product- or service-specific landing pages are more converting than the homepage of your website. By focusing on landing pages, you engage and gain more customers.



## HubSpot Plugin Development

If you want vigorous and bug-free plug-ins powering your HubSpot website, WisdomTech is here to help you with it. Be it enhancing and optimizing your lead marketing campaigns or making more clients and retaining the old ones, our HubSpot CMS developers are there to assist you.



## HubSpot Blog Development

The primary purpose of a website for any business is visitor engagement and conversion. Almost 70% of marketers have agreed that smart content has impacted the website traffic and customer retention. Keeping these facts in mind, we craft interactive and feature-rich HubSpot based blog templates that boost your content marketing goals.



## Technical Setup Support

At WisdomTech, we provide with technical setup support when a business is purchasing a new HubSpot portal. We ensure that we are available to offer our services to customers at any time. You can count on our friendly, highly responsive support team to provide accurate, timely resolution to any issues that may arise on your HubSpot website.

## Our Proven Process for Success

### Dynamic Designs

We focus on making business websites have to be more versatile and efficient. We build HubSpot websites supported by HubDB. By using the feature of HubDB, more creative and dynamic design modules can be created with database tables.



### Content Driven Pages

To drive more leads, we use smart parameters like appealing CTAs and personalized content to boost the conversion rates of your website.



### Easy Templates

We built sites that are effortlessly templated. HubSpot is an all-inclusive platform that has several smart, functional features in it. Our developers create websites in such a format that all the special features are easily accessible.



# 01

## Personalized User Experience

Maximize your visitor experience with Hubspot CMS web development. Provide reliable and enhanced features on websites that increase lead conversion and customer retention rates.

# 02

## Improves website performance

Build more interactive and optimized websites, bringing focus to your products and services, while ensuring outstanding website performance.

# 03

## Generates potential customers

Make your website more engaging with HubSpot CMS and attract more visitors. Generate more leads, deliver unparalleled user experience, and complement your marketing efforts remarkably.