



DALI WEBSITE REVAMP

Areas and Suggestions

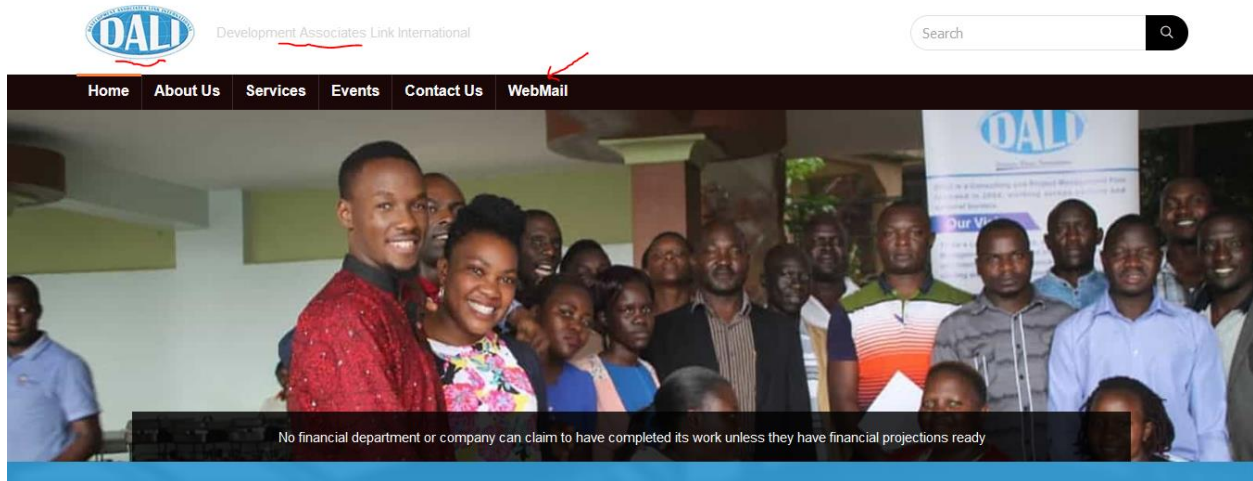
PREPARED FOR

Development Associates Link International
(DALI)

Prepared By

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I. Home Page



The website main header design needs to be given a fresh captivating design and look.

Some issues noticed;

- The website name is faint.
- “WebMail” link should not be here since it is private to only the site owners. Your webmail can be configured so that it goes directly to your Gmail accounts.
- The logo also needs an update.

Please find website links at the end of this document that give good examples of all suggestions raised in this document.

2. Images

The images on the site are few and therefore reused in many areas.

The image quality enhances a website’s look, so it’s advisable that high quality images are always used.

3. Font

I suggest the website adopts a font that uniquely identifies and distinguishes it plus the company.

The default font usually is not appealing. Check the websites provided at the end of the document and you’ll notice unique font families used.

our specialty

Our Services

Our Consulting, Advisory and Project Management practice spans over 16 years' progressive experience supporting Public Sector, Private Sector and Civil Society interventions including ICT for Development, Financial Inclusion and

Digital Economy, Research and Development, Business Development Services, Investment and Finance, Fund and Resource Mobilization, Project Design and Management.

Sales Growth

86%

Project Schedule

99%

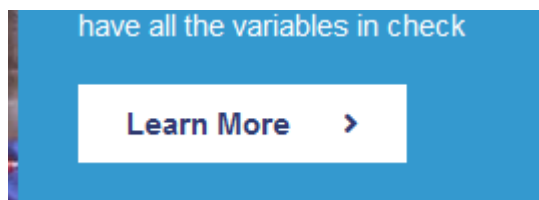
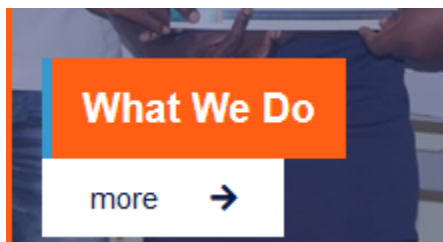
service details



4. Broken links

Page links with no endpoints should be removed or the respective end points created.

For example, the “Learn More” button is a call-to-action button for a visitor on your site but on clicking it, nothing much happens



✓ Investment and Finance

GO TO SERVICE

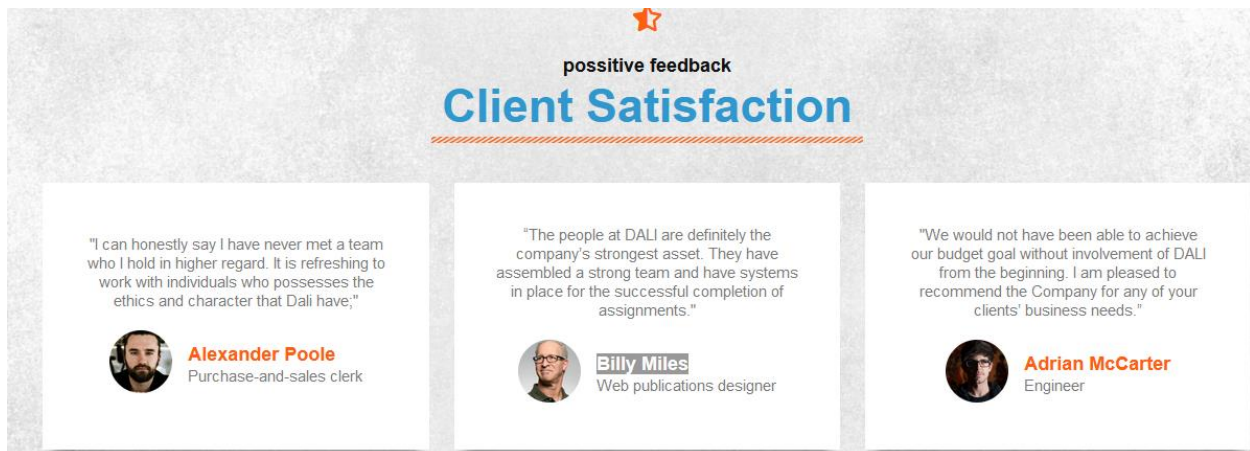


VIEW MORE



5. Reviews

Even only one review but from an actual client speaks a lot, other than dummy reviews.



For the website below, they even go into the details of the review which builds a new customer's confidence in deciding to choose them.

- <https://www.koombea.com/>

6. Map

An actual map of the business premises location should be provided so that visitor's confidence in contacting you is boosted.



7. Contact Us

The website doesn't have a form so that visitors can send a quick message direct to the company email account.

- Some users prefer sending in a brief email/message for inquiry purposes before making a call.
- <https://joinbridge.com/contact/>

Interested In Bridge? Get In Touch.

Ready to see how Bridge can help you leverage data and technology to scale your organization? Contact us below to schedule a call or demo.

Request A Free Technical Audit Of Your Organization, Organize An Online Demo, Or Just Let Us Know You Are Interested In Learning More.

8. The Footer

The footer area is the bottom part of your website. Please refer to the website links provided for examples of good footers.

- If the website visitor counter is not counting actual visits, it should not be there.

About DALI

Our Consulting, Advisory and Project Management practice spans over 16 years' progressive experience supporting Public Sector, Private Sector and Civil Society interventions including ICT for Development, Financial Inclusion and Digital Economy, Research and Development, Business Development Services, Investment and Finance, Fund and Resource Mobilization, Project Design and Management.

Our Services

- [Financial Inclusion & Digital Economy](#)
- [Project Design & Management](#)
- [Business Development Services](#)
- [Research and Development](#)
- [Fund and Resource Mobilization](#)
- [Investment and Finance](#)
- [Investment and Finance](#)

Visitors

US 1,400	IN 89
UG 1,252	FR 84
GB 117	DE 78
KE 113	NL 71
CN 105	CA 62

Pageviews: 10,427

FLAG counter

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9. Further Suggestions.

- **Blog**

A blog is a good way to share insights into what the company has done and is currently doing. Through a blog the site will receive repeat visitors as they check in to read up on your content. The writing though should be of high quality.

- **Newsletter**

You can prompt users to sign up for a monthly newsletter that you release. The newsletter should be insightful and beneficial to the client, so that they see reason in subscribing to it.

➤ **Overall Design**

The overall design should be revamped for a fresh look. Browse through the links below for some inspiration.

- <https://chaseinv.com/>
- <https://gust.com/>
- <https://growthfinancial.com.au/>
- <https://www.seedpg.com/>
- <https://www.coreamerica.com/contact/>
- <https://www.keatons.com/>
- <https://www.rdoffuttfarms.com/>
- <https://www.simplot.com/>
- <https://adamchurch.co.uk/>
- <https://ashcroftlawfirm.com/>
- <https://www.floretflowers.com/>