

Website Design Review, New Look Proposal & Basic SEO Audit

<https://www.hiktechservices.com>

HIK Technical Services - Dubai, UAE

Audit date	22 October 2026
Pages opened	Homepage, Contact page, AC Ventilations service page
Pages identified, not opened	About, Gallery, Rooms & Partitions, 11 other service pages, Profile PDF
Method	Live page fetch and content analysis, web search check, SEO and UX checklist
Contents	A. Current design review B. New look proposal C. Basic SEO audit D. Action plan

How to read this report: Findings marked **Verified** were seen directly in the page content. **Not verified** means a tool such as PageSpeed Insights or Search Console is needed. The design review is based on page structure and content, not on a rendered screenshot, so visual judgements (colours, spacing, photo quality) should be confirmed by looking at the live site. No scores or traffic numbers have been invented.

1. Executive Summary

HIK Technical Services has a solid foundation for a local services website: a clear menu, 12 dedicated service pages, the phone number in the header, a full Dubai address, a four-step process section and repeated quote buttons. The biggest problems are not about design polish. They are broken contact links that can lose real customers, weak SEO basics (brand-only title, no meta descriptions, generic headings and alt text), and copy that contains spelling errors, claims without proof, and text that appears to come from another company.

Severity	Issues found	Meaning
Critical	2	Directly loses leads or sends them to the wrong place. Fix this week.
High	7	Strongly affects rankings, trust or conversions. Fix within 30 days.
Medium	8	Worth fixing in the redesign or content pass.
Low	2	Polish and consistency.

Top 5 actions:

#	Action	Why
1	Fix the email (mailto) and footer phone (tel) links; add a WhatsApp button	Leads are currently being misdirected
2	Confirm the quote form works and delivers to a monitored inbox	No visible way to confirm it submits
3	Rewrite homepage title, H1 and meta descriptions around Dubai services	Basic relevance signals are missing
4	Replace copied or off-topic service text with original, accurate copy; proofread everything	Credibility and duplicate-content risk
5	Create and verify a Google Business Profile and collect real reviews	Local search and trust in a crowded market

2. Part A - Current Website Design Review

The homepage follows a common service-business template. Sections appear in this order:

#	Section (as found)	Observation
1	Top bar: email, location, social icons	Email link points to the wrong address; social icons are generic links.
2	Logo and main menu (Home, About, Services dropdown with 12 items, Rooms & Partitions, Gallery, Profile, Contact)	Clear and complete. Dropdown is long; group it into categories.
3	Hero video, headline, tagline "Your Facility, Our Priority", Get A Quote button	Tagline is good. Headline is generic and carries no service or city. Video weight not measured.
4	About HIK with four feature points	Short copy with spelling errors; mentions cleaning services not offered.
5	Our Services: 7 cards	Good idea, but cards do not link to service pages and names differ from the menu.
6	Get a Quote form	Submit and service options appear as placeholder links; function unconfirmed.
7	Our Process: 4 steps (Register, Inspect & Analyze, Work Processing, Handover)	Useful trust builder. Keep and improve with real photos.
8	Project cards (split AC, water pipe, roofing)	All "View Details" buttons go to the Contact page.
9	Top rated block: 5.0/5.0, over 5000 customers, 15+ years	Strong claims with no proof shown.
10	FAQ (5 questions)	Thin answers, partly off-topic.
11	Closing CTA and footer with contacts and links	Footer phone and email links are wrong; Privacy and Terms are dead links.

Strengths

Strength	Detail
Clear information structure	Home, About, Services, Gallery, Contact are easy to find; inner pages carry breadcrumbs.
One page per service	12 service pages give a strong base for ranking on separate searches.
Phone visible at the top	Header shows the number with a click-to-call link on the main number.
Complete address	Full Port Saeed, Deira address and P.O. Box repeated consistently.
Repeated quote buttons	Multiple calls to action on each page.
Mobile viewport set	The viewport tag is present; mobile behaviour still needs a device test.

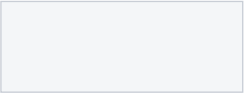
Weaknesses

Weakness	Detail
Generic, template-style copy	Wording is broad ("all kind of technical services") and not tied to Dubai areas, building types or response times.
Little proof	No named testimonials, licence number, certifications or before/after results; big claims are unsupported.
Weak conversion path	No WhatsApp, no map, form not confirmed, contact page has no form.
Inconsistent content	Service names, brand name and menus vary between pages and sections.
Quality control	Spelling, grammar, dead links and wrong contact links lower professionalism.

3. Part B - New Look Proposal

Design direction: modern, clean and trustworthy. The site should feel like a licensed, organised facilities company: a deep navy base for reliability, a warm orange for action buttons, generous white space, real project photography, and large phone and WhatsApp buttons that are always within reach on mobile.

Colour palette

				
Navy #0F2B46 Headers, footer, text blocks	Safety Orange #F57C00 Buttons, key highlights	Teal #1B9AAA Icons, small accents	Light Grey #F4F6F8 Section backgrounds	Ink #1F2937 Body text

Element	Recommendation
Typography	Headings: Poppins or Montserrat (semi-bold). Body: Inter or Open Sans (regular, 16px minimum). Arabic version: Cairo or Tajawal. All are free Google Fonts.
Imagery	Replace stock-style images with real photos of HIK teams, vans, uniforms and finished work. Before/after pairs for tiling, false ceiling, plaster and pool work.
Icons	One consistent line-icon set; give each service a distinct icon.
Buttons	Orange solid for Get Free Quote; white outline for secondary. Minimum 48px tall on mobile.
Mobile	Sticky bottom bar with three buttons: Call, WhatsApp, Get Quote.
Languages	Add an Arabic version (RTL). A large share of Dubai searches are in Arabic.
Speed	Compressed WebP images, lazy loading, hero video optional or replaced with a short muted loop plus poster.
Accessibility	Contrast ratio of at least 4.5:1, visible focus states, labelled form fields, alt text on all images.

4. Proposed Homepage Layout (Wireframe)

Layout only, not final visuals. Colours show the intended rhythm of dark, light and accent bands.

Top bar: Call WhatsApp Email EN / AR language switch
Sticky header: Logo Home Services (grouped mega-menu) Projects About Contact [Get Free Quote]
HERO: H1 "AC, Plumbing & Maintenance Services in Dubai" + 2 buttons (Call / WhatsApp) Quick quote form
Trust bar: Licensed Years in business Response time Areas covered (only facts HIK can prove)
SERVICES: 4 groups - MEP (AC, electrical, plumbing) Finishing (tiling, plaster, ceiling, carpentry) Special (pool, glass, partitions) Maintenance
WHY HIK: 4 proof points with real numbers, licence and insurance details
PROJECTS: before / after gallery, linked to project pages
PROCESS: Request > Inspect & quote > Work > Handover (with real photos)
REVIEWS: real Google reviews with names and link to profile
SERVICE AREAS: Deira, Bur Dubai, Downtown, Marina, JLT... + map
FAQ: 6-10 real questions (accordion) with FAQ schema
Final CTA band: Call WhatsApp Get Free Quote
Footer: name, address, phones, email, services, Privacy, Terms, real social links, trade licence no.

5. Service Page Template and Site Structure

Each of the 12 service pages should follow the same proven layout so that every page can rank for its own search:

Block	Content
H1 and intro	"[Service] in Dubai" with 2-3 sentences on what HIK does and where. Call and WhatsApp buttons beside it.
What is included	Bullet list of tasks (e.g. split AC installation, duct cleaning, gas refill, annual maintenance contract).
Who it is for	Villas, apartments, offices, retail, hospitality; mention the areas served.
Process and timing	Typical response time, inspection step, warranty offered.
Photos	3-6 real project photos with descriptive alt text.
FAQs	4-6 questions specific to the service, with FAQ schema.
Related services	Links to 3 related pages (e.g. AC to Air Filtration and Electrical).
Quote form	Short form: name, phone, service, area, message.

Suggested pages to add: Projects (individual project pages), Service Areas, Maintenance Contracts (AMC) for companies and landlords, Reviews, Blog / Guides, Privacy Policy, Terms, Arabic versions of key pages. **Group the 12-item service menu** into the four categories shown in the wireframe so visitors find things faster.

6. Part C - Basic SEO Audit

On-page signals checked (home, contact and AC Ventilations pages):

Element	Result	Status
HTTPS	Site loads on https://www.hiktechservices.com	Verified
Title tags	Unique per page: Home = "HIK Technical Services" (22 chars); Contact = "Contact Us - HIK Technical Services" (35); AC = "AC Ventilations - HIK Technical Services" (40). Brand-led, no Dubai keywords.	Verified
Meta description	Not seen on any of the three pages	Not detected
Viewport	Present (width=device-width, initial-scale=1.0)	Verified
H1	One H1 per page (Home: "Sustainable HIK Technical Services"; Contact: "Contact Us"; AC: "AC Ventilations"). No location or intent keywords.	Verified
Internal linking	Header menu, footer menu, breadcrumbs on inner pages, service cross-links	Positive
NAP (name, address, phone)	Full address, two phone numbers and email shown consistently on all pages	Positive
Canonical tag	Not seen	Not detected
Structured data (schema)	Not seen in the content retrieved	Not detected
Open Graph / social tags	Not seen	Not detected
Image alt text	Present but generic (file-style names)	Verified
robots.txt, XML sitemap	Could not be checked from here	Not verified
Page speed, Core Web Vitals	Not measured; hero video may be heavy	Not verified

7. Issues Found, With Fixes

Every issue below was seen in the page content retrieved on 22 October 2026.

Severity	Area	What was found	Recommended fix
Critical	Contact links	The email link on the homepage and service page opens <i>mailto:contact@home.rakshak.com</i> while the visible text says <i>info@hiktechservices.com</i> . Enquiries sent through this link go to a different address (leftover template value).	Change every mailto link to <i>info@hiktechservices.com</i> . Test by clicking it.
Critical	Contact links	In the footer, both the Call number (+971 552655832) and the Landline (+971 561376098) use the link <i>tel:+1(248)3578866</i> , a US-format number. Tapping either on a phone dials the wrong number.	Set <i>tel:+971552655832</i> and <i>tel:+971561376098</i> . Add a WhatsApp link (<i>wa.me</i>).
High	Quote form	On the homepage the Submit control is a plain # link and the service options are <i>javascript:void(0)</i> . The Contact page has no form at all. Whether the form actually sends leads could not be confirmed from here.	Test the form end to end. Add a working form with email delivery, spam protection and a thank-you page.
High	Title tag	Homepage title is brand only ("HIK Technical Services", 22 characters). It has no service or Dubai keywords.	Use a keyword-led title (see Section 8).
High	Meta description	No meta description was detected on the three pages checked (only title and viewport appeared in the head).	Write a unique 140-160 character description for every page.
High	H1 / headings	Homepage H1 is "Sustainable HIK Technical Services": no service, no location. FAQ questions are marked as H2 (should be H3). A stray H2 reading "hidden" appears on the Contact page.	H1 example: "AC, Plumbing & Maintenance Services in Dubai". Fix heading order; remove the stray H2.
High	Content originality	The AC Ventilations page text refers to "AC Ventilation Limited" (another company name) and uses generic wording about healthcare and education sectors. It appears to be copied or adapted from another site. The homepage About text mentions stain removal, upholstery shampooing and deep vacuuming, which are not among the listed services.	Rewrite all service copy in your own words, specific to Dubai and to what HIK actually does. Duplicate text weakens rankings and trust.
High	Image alt text	Image alt attributes are file-style names (<i>about-sec-img1</i> , <i>our-servicesimg1</i> , <i>estimate-img1</i> , "logo"). The roofing icon is labelled "plumbing" and the Twitter icon "twiiter".	Write descriptive alt text, e.g. "Split AC installation in a Dubai apartment".
High	Trust links	Social icons link to the generic homepages of <i>facebook.com</i> , <i>x.com</i> and <i>instagram.com</i> , not to HIK profiles. Privacy Policy and Terms & Conditions links go to #.	Link to real profiles or remove the icons. Publish real Privacy and Terms pages.
Medium	Spelling and grammar	Visible errors include: "qaulity", "services", "facilitiy", "Reapir", "conatcct", "fell free to contact", "We provides", "We works", "Compares to other we charge", "Tech Serivces".	Proofread the whole site. Errors reduce credibility and can hurt conversions.
Medium	Unproven claims	"5.0/5.0 Trust Score, rated by over 5000 customers" and "Highest rated company" are shown without any source or review links.	Show real Google reviews with links, or remove claims that cannot be proven.

Severity	Area	What was found	Recommended fix
Medium	FAQ content	FAQ answers are very short and promotional ("for this choose HIK Tech Services"). One question is about a masonry contractor, which is not a listed service.	Write 6-10 genuine, helpful Dubai-specific answers and mark them up with FAQ schema.
Medium	URLs and canonicals	The homepage is linked as /index.html (duplicate of the root URL). No canonical tag was detected. One slug has a typo: electrical-fittings-and-fixtures-repairing.html.	Add self-referencing canonical tags; redirect /index.html to /; fix the slug with a 301 redirect.
Medium	Brand consistency	The business name appears as "HIK Technical Services", "HIK Technical Service", "HIK Tech Services" and "HIK Tech Services".	Use one exact name everywhere (site, Google Business Profile, directories).
Medium	Calls to action	All three "View Details" buttons in the project section go to the Contact page. Services listed on the homepage and in the form (e.g. Roofing) do not match the navigation (False Ceiling & Light Partitions, no Roofing page).	Link each card to its real service or project page. Align service names across menu, form and cards.
Medium	Missing trust signals	No WhatsApp button, map, trade licence number, service-area list, named testimonials, or pricing guidance was seen.	Add these; in the UAE WhatsApp and a visible licence build a lot of trust.
Medium	Dated content	Footer shows "Copyright 2025"; the current year is 2026. The copyright link goes to #.	Update the year automatically with a small script.
Low	Navigation consistency	"Our Profile" appears in the homepage menu but not in the inner-page menus. The "SERVICES /" breadcrumb links to #. The footer lists only 8 of the 12 services.	Use the same menu on every page and list all services in the footer.
Low	Hero video	The hero uses a video file (assets/video/video10.mp4). Its size and loading behaviour were not measured.	Compress the video, add a poster image, and do not autoload it on mobile.

8. Recommended Titles and Meta Descriptions

Ready to paste. Confirm the claims (for example response times) before publishing. Lengths are checked to fit Google's display limits.

Page	Title (max 60)	Meta description (max 160)
Home	AC, Plumbing & Maintenance Services in Dubai HIK Technical (60 chars)	HIK Technical Services in Deira, Dubai: AC, plumbing, electrical, tiling, false ceiling and more for homes and offices. Call or WhatsApp for a free quote. (154 chars)
AC Ventilations	AC Installation & Ventilation Services Dubai HIK Technical (60 chars)	Split AC installation, ventilation and maintenance for villas, apartments and offices in Dubai. Fast inspection, clear quotes. Call HIK Technical Services. (155 chars)
Plumbing & Sanitary	Plumber in Dubai - Plumbing & Sanitary Repairs HIK (52 chars)	Leak repair, pipe fixing and sanitary installation across Dubai. Trained plumbers, clear pricing. Request a free quote from HIK Technical Services. (147 chars)
False Ceiling	False Ceiling & Partition Contractors Dubai HIK Technical (59 chars)	Design and installation of false ceilings and light partitions for homes and offices in Dubai. See our projects and get a free quote. (133 chars)
Contact	Contact HIK Technical Services Port Saeed, Deira, Dubai (57 chars)	Call +971 55 265 5832, WhatsApp or visit our Port Saeed, Deira office. Tell us about your project and get a quote. (114 chars)

Target keyword themes to research and map to pages (volumes not measured here): AC maintenance Dubai, AC installation Dubai, plumber Dubai, plumbing repair Deira, false ceiling contractor Dubai, tiling contractor Dubai, swimming pool installation Dubai, glass and aluminium works Dubai, villa maintenance Dubai, handyman Dubai, AMC maintenance contract Dubai. Check real search volume in Google Keyword Planner or Search Console before finalising.

Schema to add: LocalBusiness (or HomeAndConstructionBusiness) with address, phones, hours and service area; Service markup on each service page; FAQPage on pages with FAQs; Review markup only for real, visible reviews; BreadcrumbList.

9. Local SEO and Off-Page SEO

A web search for the business in the Port Saeed area returned directory pages for several other technical-services companies in the same neighbourhood but no HIK listing. That is not conclusive, yet it shows a crowded local market where reviews and listings matter. Good rankings need both on-page work (Sections 6-8) and off-page authority:

Task	Why it matters
Create and verify a Google Business Profile (category: handyman / maintenance, add all services, photos, hours, service areas)	Drives map-pack visibility and direct calls.
Ask every finished customer for a Google review; reply to all reviews	Reviews are a top local ranking and conversion factor.
Keep name, address and phone identical on site, Google, Facebook, Instagram and directories	Consistency strengthens local trust signals.
List on UAE directories (e.g. Dubai business directories, Yellow Pages UAE, Dubizzle services)	Citations and referral leads.

Task	Why it matters
Post project photos regularly on Instagram, Facebook and the Google profile	Fresh proof of work and brand signals.
Get links from property managers, suppliers, partners and local news or blogs	Quality backlinks build authority.
Publish helpful guides (e.g. AC maintenance checklist for Dubai summer, signs of hidden pipe leaks)	Captures research searches and shows expertise.

10. Technical Checklist (To Be Measured)

These items need tools with direct access. Mark each one after checking.

Area	What to check	Tool	Status
Google Search Console	Add the site, submit sitemap, check indexing and errors	Search Console	Not verified
Page speed	LCP under 2.5s, INP under 200ms, CLS under 0.1 on mobile	PageSpeed Insights	Not verified
robots.txt and sitemap.xml	Exist, allow crawling, list all 17+ pages	Browser	Not verified
Redirects	http to https, non-www to www, /index.html to /	Browser / crawler	Not verified
Broken links	Find all # and dead links, 404s	Screaming Frog	Not verified
Mobile usability	Tap targets, readable text, menu and form work on phones	Real device, Lighthouse	Not verified
Image weight	WebP, compressed, correct dimensions, lazy loading	Lighthouse	Not verified
Security	SSL validity, security headers, spam-protected forms	SSL Labs	Not verified
Analytics	GA4 and conversion tracking for calls, WhatsApp clicks and form sends	Google Analytics	Not verified

11. Prioritised Action Plan

When	Action	Type
This week	Fix mailto and tel links; update copyright year; test the quote form; add WhatsApp button	Fix
This week	Set up Google Search Console and Google Analytics; create or claim Google Business Profile	Setup
Week 2	Rewrite titles, H1s and meta descriptions (Section 8); fix heading order and alt text	On-Page
Week 2-3	Proofread site; rewrite homepage, About and all service text in original wording	Content
Week 3	Add canonical tags, schema, Open Graph tags, sitemap.xml and robots.txt; redirect /index.html	Technical
Week 3-4	Add real photos, projects, licence details, service areas, real reviews; remove unproven claims	Trust
Month 2	Redesign homepage and service pages using Part B; add Privacy, Terms, Projects, Areas pages	Design
Month 2-3	Launch Arabic pages; list on directories; start review collection and backlink outreach	Off-Page
Monthly	Review Search Console, Analytics, reviews and rankings; publish 2 helpful posts	Ongoing

12. Scope and Limitations

This audit covers three pages opened on 22 October 2026 (homepage, Contact, AC Ventilations). The other pages appear to use the same template, but were not opened, so page-specific issues may exist. The design review is based on page structure and text, not on a visual rendering. Rankings, backlinks, traffic, page speed and indexing could not be measured without Search Console, PageSpeed Insights or SEO tools. Items marked Not verified should be checked before being treated as problems or strengths.