

WEBSITE REDESIGN + BASIC SEO AUDIT

HIK Technical Services

Public-facing website review • Redesign direction • SEO action plan

Website <https://www.hiktechservices.com/>

Business focus Technical & facility services • Dubai, UAE

Report date 22 October 2026

Prepared as a practical improvement roadmap for design, enquiries and organic search visibility.

Scope note: This report is based on publicly accessible pages and indexed page content reviewed for this assessment. It is not a full technical crawl or a Google Search Console audit. Performance metrics, indexing coverage, backlinks, schema validation and live mobile tests have not been independently verified here.

1. Executive Summary

HIK has a useful service foundation: dedicated service pages, a quote form, a process section, project/gallery content and contact details. The biggest opportunity is to make the website feel more credible and locally relevant, while removing confusing copy and making it easier for a visitor to call or request a quote.

Strong base	High priority	Next step
Service pages exist	Copy & trust gaps	Redesign + SEO cleanup

Key findings from public-page review

- **Brand positioning:** the home page describes a broad range of services but mixes technical maintenance with cleaning and upholstery wording. Clarify the exact scope of work and prioritize the most profitable services.
- **Copy quality:** visible wording includes spelling and grammar problems such as “facilitiy serivces”, “We provides”, “Compares”, “fell free” and “costumer”. These reduce professionalism and can weaken trust.
- **Trust claims:** the homepage displays a 5.0 rating, “over 5000 customers” and “15+ years of experience”. Confirm that these claims are accurate and supported before featuring them prominently.
- **Contact consistency:** the public page shows two phone numbers and an email line containing both info@hiktechservices.com and contact@home.rakshak.com. Confirm the correct business contact and remove any unintended address.
- **Service presentation:** homepage service cards and copy do not appear fully aligned with the complete services menu. Align card labels, service pages, quote-form options and navigation.
- **SEO opportunity:** use one clear target search intent per service page, with Dubai/UAE relevance, unique title/meta copy, useful FAQs and stronger internal links.

Overall recommendation

Keep the existing service-page foundation, but redesign the homepage and shared page templates around a clean, premium facilities-services identity. The site should quickly answer: what HIK does, where it operates, why customers should trust it, and how to book.

2. Current Website Review

Area	What is visible	Assessment / recommended action
Homepage hero	Headline: "Sustainable HIK Technical Services"; broad supporting statement; Get A Quote CTA.	Make the value proposition specific. Example: "Reliable Technical & Maintenance Services in Dubai". Add service area, response expectation only if true, and two clear CTAs: Call Now / Request a Quote.
About section	General claims about quality and customer service; several grammar errors.	Replace generic claims with concise proof: company overview, actual team qualifications, service coverage, response process and real project photos.
Services	Menu contains multiple service categories; homepage highlights a subset.	Use a consistent service taxonomy and a dedicated landing page for each actual service. Do not list services that the company does not provide.
Quote form	Name, email, phone, service selection and message fields are visible.	Make phone required, reduce unnecessary friction, show a clear privacy note and a successful submission confirmation. Test delivery to the correct inbox.
Projects/gallery	Examples include AC installation, pipe repair and roofing.	Use genuine before/after project images with service, location and short outcome captions. Avoid generic stock imagery where real work can be shown.
Ratings & stats	5.0 score, "over 5000 customers" and "15+ years" are displayed.	Verify source, date, and permission. Link to the review platform if applicable; otherwise use substantiated testimonials and project evidence.
FAQ	Questions appear, but some answers are vague or grammatically incorrect.	Write direct, service-specific answers. Use FAQs to address pricing factors, availability, service areas, maintenance and booking process.
Footer/contact	Dubai address, phone numbers and email are shown; email line includes a second unrelated-looking address.	Verify exact legal/business name, address, phone and primary email. Keep details consistent across the site and Google Business Profile.

Pages reviewed from public search/page content

Homepage, About page, Electrical Fittings and Fixtures Repairing, Plumbing and Sanitary, Glass and Aluminum Installations, and AC Ventilations pages. This is a sampled review, not a full crawl of every URL.

3. Recommended New Website Look

Design direction: modern, premium, reliable and practical. The design should communicate a professional Dubai maintenance company rather than a generic multi-service template.

Visual system

Element	Recommendation
Color palette	Deep navy (#10233F) for trust and navigation; service blue (#1769AA) for links and primary actions; teal (#00A6A6) as a small accent; white and soft grey backgrounds for clarity.
Typography	Use a clean sans-serif family such as Inter, Manrope or a similar readable web font. Clear size hierarchy: large hero heading, compact card headings, readable body copy.
Photography	Use genuine technicians, tools, AC systems, plumbing repairs and finished project details. Keep lighting, cropping and image treatment consistent.
Layout	Generous spacing, consistent grid, clear section hierarchy, rounded cards used sparingly, high-contrast CTAs and a mobile-first layout.
Interaction	Sticky mobile call/WhatsApp action only if the business uses that channel; visible quote button; tap-friendly service cards; short, accessible forms.

Recommended homepage structure

Order	Section	Purpose
1	Slim contact bar + navigation	Phone, Dubai service area, logo, Services, Projects, About, Contact and Request Quote.
2	Hero banner	Headline, short benefit-led copy, Call Now + Get a Quote, authentic technical-services photo.
3	Trust strip	Only verified indicators: licensed/qualified staff if true, service coverage, genuine review count or years in business.
4	Core services grid	Six to eight priority services with consistent names, short descriptions and dedicated links.
5	Why choose HIK	Specific differentiators backed by evidence—not generic “best quality” claims.
6	Recent projects	Real work photos, service type, neighborhood/area if appropriate, and a short project summary.
7	How it works	Request → assessment → quotation → work → handover; explain expected next steps.
8	Service areas	List only areas actually served in Dubai/UAE; link to area pages only when useful and unique.
9	Testimonials + FAQs	Authentic reviews and helpful answers to common customer questions.
10	Quote form + footer	Short enquiry form, correct contact details, map/address, opening hours, privacy and terms.

4. Basic SEO Audit & Recommendations

The issues below are based on the content visible in the sampled public pages. Technical checks that require a crawler, browser lab test or owner access are listed as validation tasks rather than claimed as failures.

Priority	Finding / opportunity	Recommended fix
High	Grammar and copy inconsistencies visible on homepage/About.	Proofread all core pages; use professional English; remove duplicated/general filler. Ensure every service page is unique and useful.
High	Homepage messaging is broad and not strongly tied to a primary local search intent.	Target a clear homepage theme such as “Technical Services in Dubai” or “Maintenance Services in Dubai”, based on actual service scope.
High	Contact email line displays two email addresses, one from a different domain.	Confirm the intended email; use one primary contact consistently in footer, forms, structured data and Google Business Profile.
High	Trust metrics and rating claims need evidence.	Verify the 5.0 rating, customer count and years in business; cite a genuine source or replace with verifiable proof.
Medium	Service names vary between homepage, menu and form.	Standardize service names and align menu, service cards, form dropdown, page H1 and title tags.
Medium	Service pages can better match local and transactional intent.	Create unique titles, meta descriptions, one clear H1, descriptive H2s, service benefits, process, service area and relevant FAQs.
Medium	Image SEO is not confirmed from text extraction.	Audit actual image alt attributes, file sizes, modern formats, dimensions and lazy loading. Write descriptive alt text for meaningful images; decorative images should have empty alt.
Medium	Internal linking and crawl setup require validation.	Check robots.txt, XML sitemap, canonical tags, indexability, redirects, 404s, breadcrumbs and internal links using a crawler and Search Console.
Medium	Local SEO signals should be consistent.	Align name/address/phone (NAP), primary category, services, photos and reviews with the verified Google Business Profile and trusted citations.
Medium	Structured data not validated in this review.	Validate relevant LocalBusiness/ProfessionalService and Service schema only where accurate. Ensure schema details match visible page content.
Low	Social preview metadata not confirmed.	Check Open Graph title, description and image; add a branded share image and favicon if missing.

Suggested title/meta examples (drafts)

Page	SEO title draft	Meta description draft
Homepage	Technical Services in Dubai HIK Technical Services	Explore HIK Technical Services for maintenance and installation in Dubai. View our services and request a quote for your property or business.
Plumbing	Plumbing & Sanitary Services in Dubai HIK	Need plumbing repairs or sanitary installation in Dubai? Explore HIK's plumbing services and send an enquiry for your requirements.
AC / Ventilation	AC & Ventilation Services in Dubai HIK	Explore AC and ventilation installation, maintenance and related services in Dubai. Contact HIK to discuss your property requirements.

These are draft examples. Final wording should reflect the actual service scope, page content, target area and keyword research.

5. Keyword & Content Plan

Treat the following as keyword themes to validate with Google Keyword Planner, Search Console and local competitor research. Search volume and difficulty have not been measured for this report.

Page / topic	Potential keyword themes	Content focus
Homepage	technical services Dubai; maintenance company Dubai; facility maintenance Dubai	Broad overview, service categories, location, proof, quote CTA.
Plumbing	plumber Dubai; plumbing repair Dubai; sanitary installation Dubai	Repair/install scope, common issues, process, emergency availability only if offered.
AC / ventilation	AC maintenance Dubai; AC installation Dubai; ventilation services Dubai	Service types, property types served, maintenance steps and booking.
Electrical	electrical maintenance Dubai; electrical fittings repair Dubai	Safety-led explanation, work scope, qualified team claims only if verified.
False ceiling / partitions	false ceiling contractor Dubai; light partition installation Dubai	Material/options, installation process, project images, quotation factors.
Tiling / flooring	floor tiling Dubai; wall tiling services Dubai; wood flooring Dubai	Surface preparation, materials, finish examples and project portfolio.
Glass / aluminium	glass installation Dubai; aluminium doors and windows Dubai	Types of installation/repair actually offered, examples and quote requirements.
Supporting articles	how to maintain AC in Dubai; signs of plumbing leaks; when to inspect electrical fittings	Helpful articles that answer real customer questions and link naturally to service pages.

Content standards

- Write for customers first. Avoid repeating the city keyword unnaturally or creating near-duplicate pages.
- Include original photos, service scope, process, realistic expectations, FAQs and a clear next step on priority pages.
- Do not create thin area pages for every neighborhood. Publish an area page only if it provides useful, specific information.
- Add internal links between related services and relevant project examples.
- Use accurate English and keep technical terminology consistent throughout the website.

6. Technical Checks to Run Before Launch

These checks require live tools or access to the website. Their status is marked “Not verified” because no direct measurement or authenticated account data was available in this review.

Check	Status in this report	How to verify / acceptance criteria
HTTPS and redirect behavior	Not independently verified	Check HTTP → HTTPS and www/non-www canonical preference; each URL should resolve cleanly without redirect loops.
PageSpeed / Core Web Vitals	Not measured	Run PageSpeed Insights for mobile and desktop homepage plus key service pages. Review LCP, INP, CLS and lab diagnostics; record the actual scores.
Mobile usability	Not lab-tested	Test at common phone widths; no horizontal overflow, readable type, visible phone CTA, accessible form controls and tap targets.
robots.txt and XML sitemap	Not verified	Open /robots.txt and sitemap URL; confirm important pages are crawlable and included in the XML sitemap.
Indexing and canonical tags	Not verified	Inspect representative URLs and Search Console URL Inspection; ensure canonical points to the preferred URL and no important page is noindex.
404s and redirects	Not crawled fully	Crawl all internal URLs; fix broken internal links and redirect obsolete URLs to the closest relevant replacement.
Form delivery	Not submitted/tested	Submit a controlled test enquiry; confirm success message, correct inbox delivery, spam protection and mobile usability.
Analytics / conversion tracking	Not verified	Confirm GA4 and Search Console ownership; track click-to-call, quote form submission and WhatsApp clicks if used.
Structured data	Not validated	Run Google Rich Results Test / Schema Markup Validator for applicable schema; no fabricated reviews, ratings or business facts.
Security headers / CMS maintenance	Not tested	Check response headers, software updates, backups, least-privilege accounts and form anti-spam controls.

Useful official testing tools

- Google PageSpeed Insights: <https://pagespeed.web.dev/>
- Google Search Console: <https://search.google.com/search-console/>
- Google Rich Results Test: <https://search.google.com/test/rich-results>
- Schema Markup Validator: <https://validator.schema.org/>
- Google Business Profile: <https://www.google.com/business/>

7. Prioritized Implementation Roadmap

Phase	Tasks	Priority / outcome
Phase 1 — Quick wins (Days 1–3)	Verify phone, email, address and business claims; correct spelling/grammar; standardize service names; improve hero headline and CTA; test enquiry form.	Critical. Reduces confusion and improves trust.
Phase 2 — Visual redesign (Week 1)	Build responsive design system; refresh navigation, hero, service cards, project gallery, trust section, FAQ and footer; optimize mobile call/quote path.	High. Improves perceived quality and conversion path.
Phase 3 — On-page SEO (Week 1–2)	Rewrite unique title/meta/H1s; improve service descriptions; add internal links, image alt text and breadcrumbs where appropriate; optimize image sizes.	High. Makes page intent clearer for users and search engines.
Phase 4 — Technical validation (Week 2)	Run crawl, PageSpeed tests, indexing checks, sitemap/robots review, canonical/redirect tests, schema validation and form-delivery tests.	High. Establishes a measured baseline and catches launch issues.
Phase 5 — Local SEO & content (Weeks 2–4)	Align Google Business Profile and citations; request genuine reviews; publish useful service FAQs/articles; add real project case studies.	Ongoing. Supports local discovery and customer confidence.
Phase 6 — Measure & iterate (Monthly)	Track organic clicks, impressions, calls, quote submissions, landing-page conversion rate and top queries; refine pages based on data.	Ongoing. Connects SEO activity to business results.

Suggested acceptance checklist

- All contact details verified and consistent across website, forms and business listings.
- Homepage explains core services, service area and next action in the first screen on mobile.
- Each priority service page has unique title, meta description, one clear H1 and useful original content.
- No obvious spelling/grammar issues remain on priority pages.
- Quote form tested end-to-end and confirmation is clear to the user.
- Performance, indexability and structured data checks have actual test results recorded.
- Analytics events and Search Console are verified before measuring results.

8. Final Recommendations & Scope

Recommended direction

Proceed with a focused redesign rather than changing everything indiscriminately. Preserve useful dedicated service pages, improve the shared layout and copy, strengthen proof, standardize business information, and then complete a measured technical SEO pass. Prioritize the pages that can generate qualified service enquiries.

What this report does and does not establish

Included	Not confirmed in this public review
Public homepage and selected service-page content review; design and copy recommendations; keyword themes; proposed page structure; prioritized action plan.	Actual PageSpeed scores, Core Web Vitals, full crawl results, backlink profile, keyword volumes, rankings, Google Analytics/Search Console data, schema status, live form delivery and comprehensive security testing.

Public pages referenced

Page	URL
Homepage	https://www.hiktechservices.com/
About	https://www.hiktechservices.com/about.html
Plumbing & Sanitary	https://www.hiktechservices.com/plumbing-and-sanitary.html
AC Ventilations	https://www.hiktechservices.com/ac-ventilations.html
Electrical Fittings and Fixtures Repairing	https://www.hiktechservices.com/electrical-fittings-and-fixtures-repairing.html
Glass and Aluminum Installations	https://www.hiktechservices.com/glass-and-aluminum-installations.html

BOTTOM LINE

HIK has a service-page foundation to build on. The strongest immediate gains are likely to come from cleaner, more consistent copy; verified contact and trust information; a modern mobile-first homepage; and service-specific on-page SEO—followed by real technical measurements.

Prepared on 22 October 2026. Recommendations are advisory; verify business claims and test technical items before implementation or launch.