



Property Investment and Sales Firm in Dubai

Portfolio Case Study Report

How Strategic Digital Transformation Strengthened PFOC's Real Estate Authority and Lead Generation



Website Transformation

BEFORE

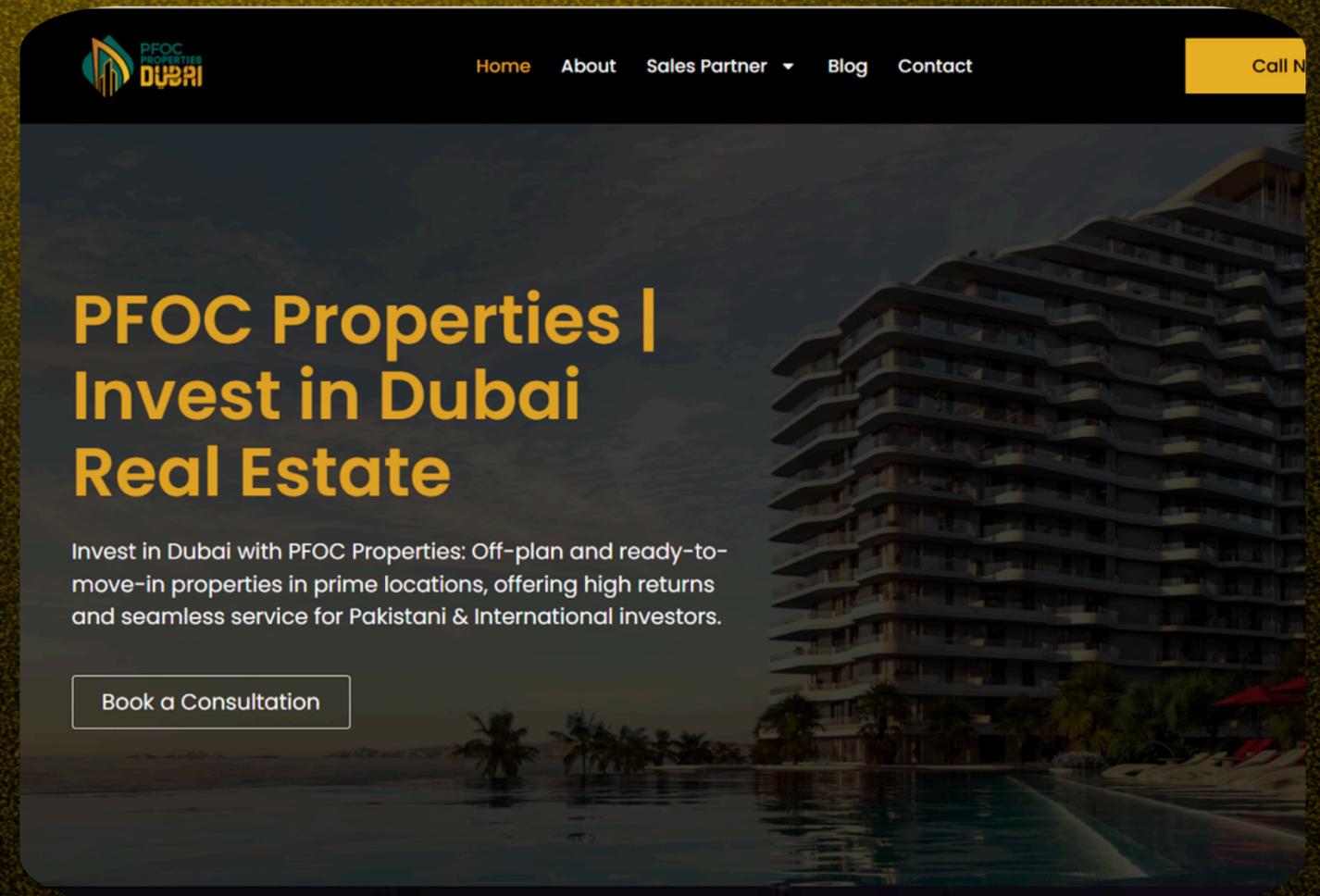


Lack of prominent trust signals

Cluttered navigation

Outdated design with no strong branding

AFTER

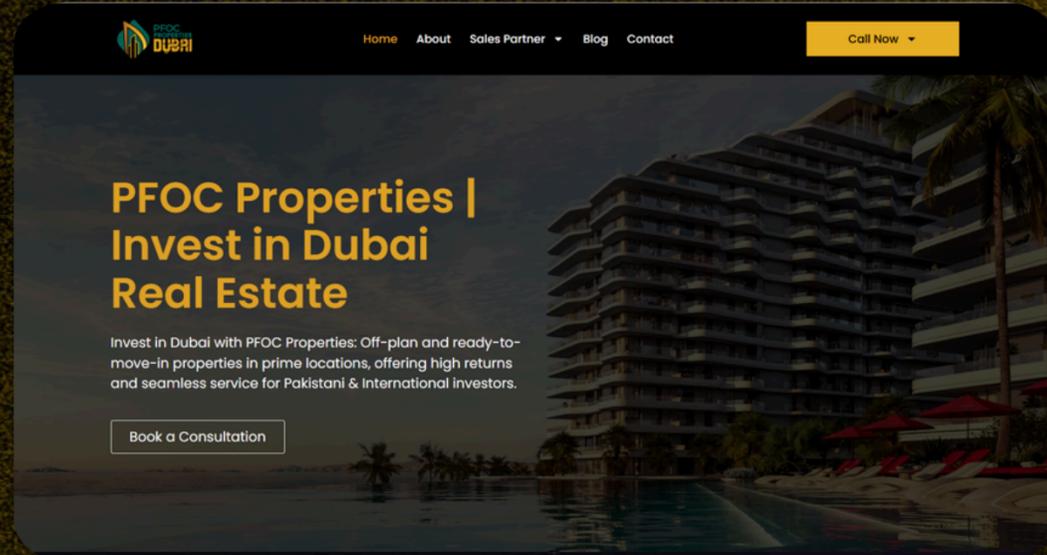


Clean and modern design emphasizing

Integrated trust elements

Clear, strategic CTAs

Design System & Brand Refinement



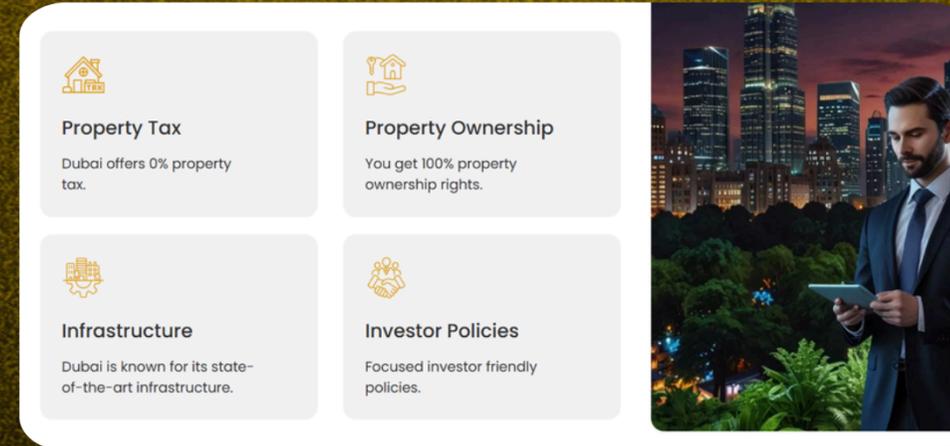
Authority-Focused Hero Section

Clear value proposition: "Invest in Dubai Real Estate with Confidence" with high-quality imagery and a powerful CTA encouraging users to book a consultation.

Color Palette

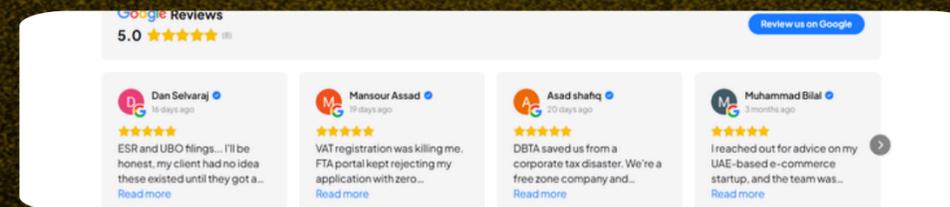
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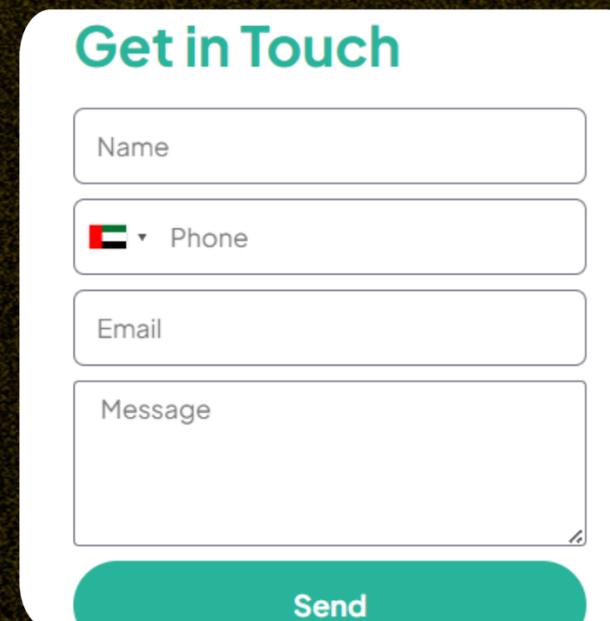
Modular Service Architecture

Clear investment categories: Property Tax, Ownership, and Policies for international investors.



Trust Signal Integration

Here's a more concise version of that line: Partnership logos with top developers like Emaar, Damac, and Azizi, plus a section on high-yield properties and Golden Visa details.

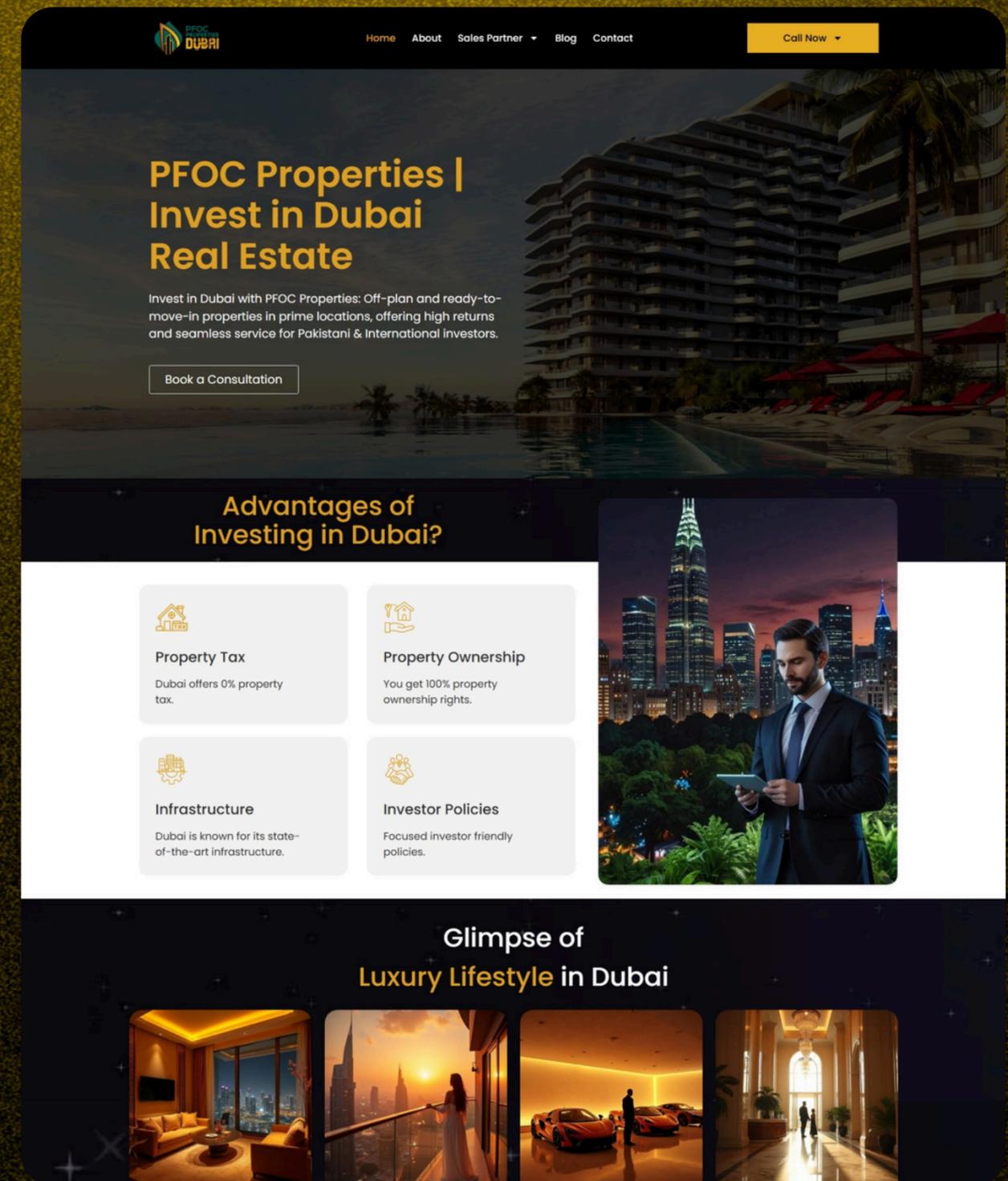


Conversion Infrastructure

Clear, low-friction lead capture forms with a strong visual contrast, driving inquiries for consultations.

UX & Conversion Architecture

- **Clear Hero Positioning:** Invest in Dubai with Confidence" highlighted immediately upon landing.
- **Strategic CTA placement:** "Book a Consultation" clearly visible, encouraging action within the first few seconds.
- **Structure service segmentation:** Organized service sections to guide users from property tax to luxury investment advice.
- **Trust signals** Integrated partnership logos and testimonials early in the user journey, establishing credibility.
- **Low-Friction Contact Flow:** Simplified inquiry forms to enhance lead capture and reduce friction



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