

HOW MUCH TO BUILD A WEBSITE IN DUBAI?

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HOW MUCH TO BUILD A WEBSITE IN DUBAI?

One of the FAQ's in our inbox and telephone inquires.

The answer to this question can only be given after we know a few basic things.

Even when buying a bag of potatoes at spinney's a customer will have some basic questions (organic, locally grown, quantity, freshness...etc) which determines the price.

Before we prepare a quote for building a website in Dubai, there are a couple of questions we must consider. We ask clients, what do you need to get from a new website? To help clients answer this we guide them through a process of explanation using examples.

1#Are you looking to use your website to: Direct traffic new to build awareness in Dubai, showcase your products and services to UAE based customers, Highlight your credibility as a business in the region. Generate traffic with quality leads to sell your products online.

Answers to these questions will also help clients understand what they actually need rather than what they thought they wanted.

This feedback helps both us and clients set a brief with objectives so we can the design and build your website to achieve these goals.

Like specing a new car there are choices, a base model or fully loaded model the more features the higher the cost. The main factors that determine the costs are typically the following:

- **The site size:** Number of pages.
- **The site's features:** plugins
- **The site's users:** volume of traffic
- **The site's Marketing and tracking elements:** CRM (Hubspot), Email Marketing).
- **The Sites's content (text, images and edited for SEO)The sites platform technology:** Custom, Off-the-shelf- Hybrid.

We have created a number of sites using custom code like ASP.net and off-the-shelf CMS frameworks.

APS.net - Advantages

ASP.net) is built and supported by Microsoft, therefore if hackers or viruses are trying to attack your site Microsoft quickly release patches and updates to overcome this.

CMS - Advantages

Traditional CMS such as WordPress, Joomla! or Drupal. These off-the-shelf templates are becoming better and better with every new release. They allows clients with little technical skills to manage their content on their own. If hackers or viruses attack your site they respond immediately by taking your site offline and advising where the errors and malicious code is located so it can be removed. They also provide alot of security default features and regular updates to plugins.

The Website Design and Build

Majority of clients already have an existing site that they want to replace. So we can use this to work out the volume of content and number of webpages requires. If they don't already have a site we use their brochure or their business plan to determine the amount of content and number of webpages. These pages will form the basis of the sitemap which when complete will determine the number of pages.

We encourage most clients to reduce the volume of content on their web pages for costs and UX readability. Less is more applies here. Text reduction helps improve navigation and overall User Experience whilst enabling easier to manage and optimise SEO scores for each page.

A basic corporate site can have between 5 - 10 webpages more like an online brochure showing the company, its staff, the products and services and the contact details (About>Management >Services>Contacts).

Just remember make your landing page simple, attractive and easy for users to find out quickly what you do. If there's any doubt or delay as to who your company is and what they offer, then your user will bounce and click on your competitors URL on google (SERP). The site design should facilitate your users to make an action (conversion) you want them to make i.e to contact you, buy a product, submit their details, subscribe etc.



Building in Functionality

Not only should it be easy to navigate ease for interaction with third parties. The complexity and functionality of a website build will affect the costs. The most expensive being e-commerce sites with payment transaction facilities (e.g. credit cards, paypal, Banks). An e-commerce site will typically have retail product categories, with filters to help navigate. These sites have features for users to create their own account. Create a personal profile a 'cart' or a 'wishlist'. After this the customer also wants to shop, therefore you need a link to a payment gateway so they can process payment.

3rd Party Integration

The majority of website builds in Dubai that we develop have some sort of backend database to storage like SQL or MySQL, which enables archiving of data storage (E.g Media Galleries, Downloads, Video, contacts, etc).

A CRM system like (Hubspot) or ERP system for hospitality are other examples of 3rd party functions that require integration.

These sites need extra security levels to safeguard financial information. This means the coding needs to be secure so it requires Beta tested across all browsers and devices for stability. This then adds to the development process and costs. Today web users expect websites to have automated functions to reduce manual invention of older sites.

Content Management System (CMS)

99% of small to medium sized websites require this feature. This is the system that allows you to edit or update the information on your website once it has launched. We encourage new clients to adapt to CMS and provide tutorials and ongoing support until they are comfortable managing the content independently. We say to clients if you can create a Facebook page and post content then you can manage to edit content on the latest generation of user-friendly CMS platforms like Drupal, Joomla, Wordpress and many more. This freedom lets our clients to take control of their content and reduce time and costs paying a web design or developer for this service. We can then provide more technical help for expanding the site and adding more functionality whilst the clients takes control of routine content management and editing.

Budgets for building a website in DubaiWe have built websites in Dubai in various business sectors including Education, Hospitality, retail, Oil and Gas, Property, Automotive, aviation and government.

Typically over the last 12 months we have built websites for Dubai and UAE customers for various sizes ranging from:

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Use the following as a basic guide for 2019 - present

Small corporate with 5 - 10 page basic corporate site, budget between AED 15,000 - 30,000 taking less than 2 or 3 weeks.

Medium corporate with 10 - 30 pages expect to budget between AED 35,000 - 60,000. taking around 4 to 6 weeks.

Large corporate over 30 pages. The more interactive and complicated they become, therefore you are looking at AED 60,000

Xtra Large like E-commerce sites in Dubai the costs here depend on the level of complexity. Can range between AED 30,000 to AED 200,000 dependent on features and license requirements. If you are considering to build an e-commerce site then speak to an expert to figure out exactly what you need and how it can work. Spread the costs by building it in phases to try and help cash flow with your budget and to test if your products really work online. Souq.ae or noon.ae would start at over millions Dirhams to start building it.

Small, basic 5-10 page website: AED 15,000 to AED 30,000

Medium 10 - 30 page website with limited complexity: AED 35,000 to AED 60,000

Larger websites with greater complexity and features: From AED 60,000 upwards.

A new Website build costs vary alot. Try to talk to an authority and pin down your requirements and objectives before you sketch a sitemap. Then get some comparisons quotes based on this sitemap and functionality requirements.

Choosing the Right Website Developer to Build Your Website in Dubai.

Check-out at the website developers company's linkedin profile. Visit their own website and links to the sites they've designed. They will be able to tell you exactly how much each one costs and why. Explore the different platforms of the sites they've built and open them on different browsers and devices to check how stable the coding is.

Make sure you feel comfortable talking to your web company and they are listening to what your goals and objectives are rather than just promising to do everything you tell them to do. If a web company doesn't get you from the start they probably won't at the end of the project and you'll end up being unhappy with your final website. Make sure your web company understands you and your ideas otherwise you probably aren't the right fit. Remember that this isn't a you versus them situation - you are building a project together. If they don't come off as a potential partner to your business then they probably aren't the best fit.



HOW MUCH TO BUILD A WEBSITE IN DUBAI? *Continued*

Budget

Request your website developer to quote based on your written or verbal brief which should include a sitemap listing the number of pages and functionality + required features and platform preferences.

Tell your web company how much you have to put towards this project. Most of the time they are not trying to use all of your money but seeing how they could apply it best.

An experience web design company will have a budgeting formula based in number of pages, functionality etc, get them to itemize and breakdown costs so you can see how the total costs are calculated.

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Transparency

Make sure you know if they outsource development work as this will add to the project timeline and client/agency liaison time. In our experience outsourcing adds time, complexity and the savings are minor compared to dealing with an agency who's resources are in-house. Explaining user experience to a coder via a skype call to someone in another country can add to the complexity of the project. Some things are better explained in physical meeting.



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