WEBSITE REDESIGN PROPOSAL

A website as strong as the company behind it.

Contrack Facilities Management turns 22 in 2026, with water projects in three countries and a workforce of 4,200+. Its website still tells the 2018 story.

Prepared by ROC Digital Solutions

Prototype for discussion

THE AUDIT

What we found on contrackfm.com

Unfinished content

Lorem ipsum filler on the About and Services pages; Careers page renders empty.

The 2026 story is missing

No water division, no Riyadh or Abu Dhabi offices, no 2025/2026 awards on the homepage.

Inconsistent contact details

Three phone numbers, two different floors for the same tower, "20 years" vs. the 22nd anniversary.

Heavy and outdated platform

48 scripts, 30 stylesheets on the homepage; PHP 7.2.34 (end-of-life) and years-old plugins.

Weak search and sharing

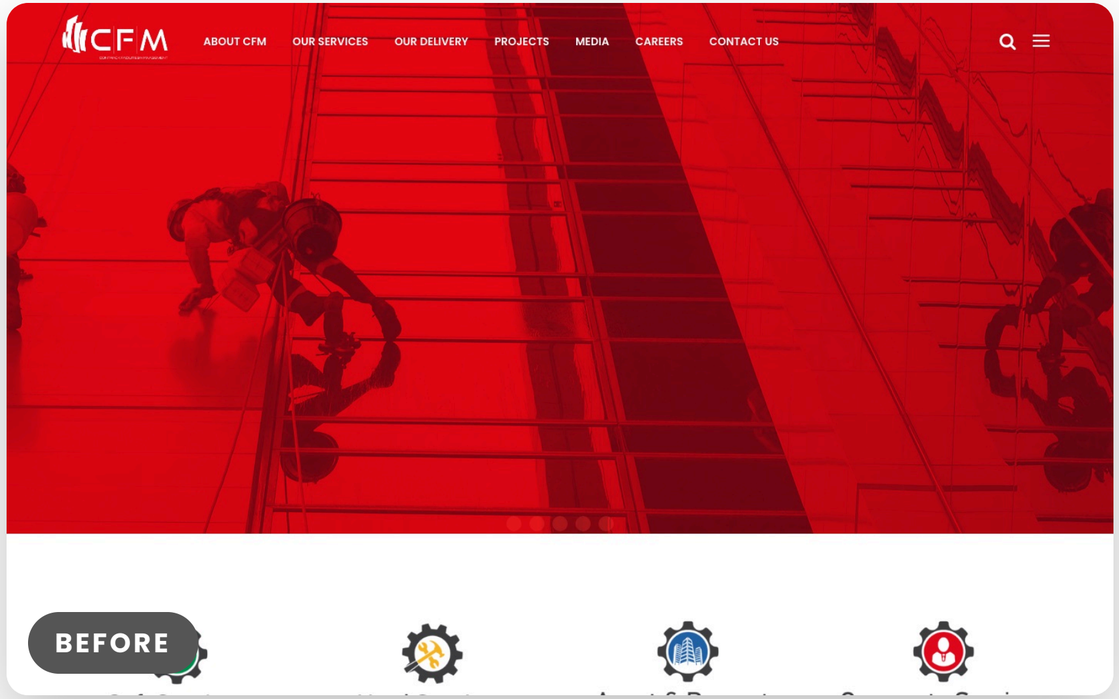
No meta description, no social-share tags, 20 of 32 images without alt text.

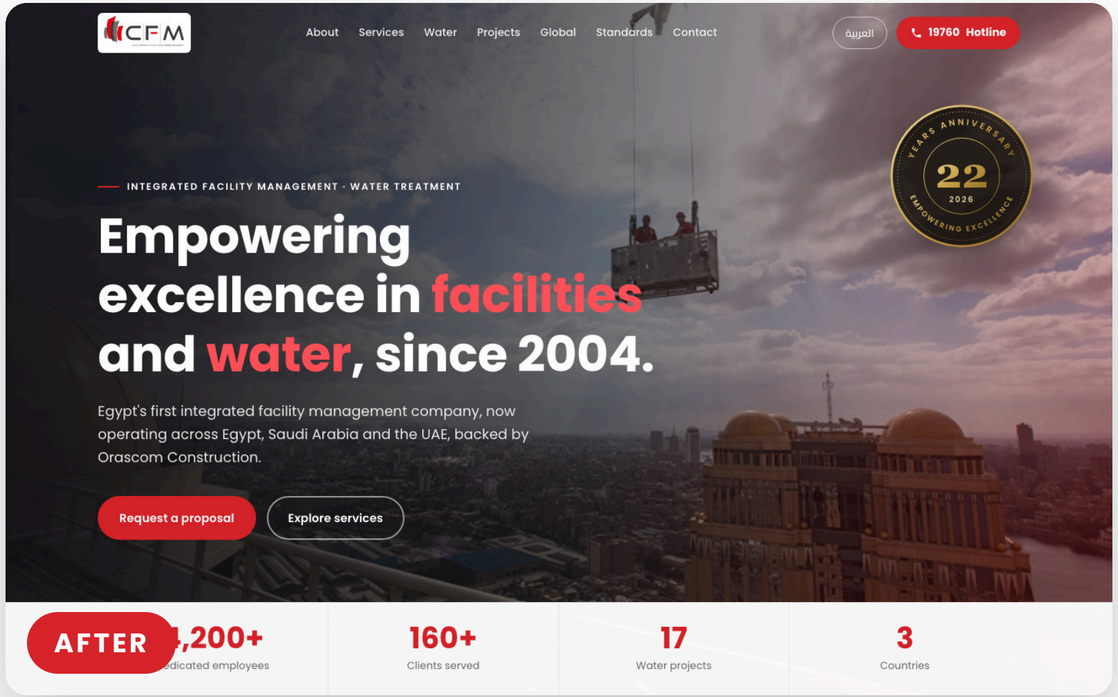
English only

A company serving Egypt and Saudi Arabia, with no Arabic version.

BEFORE AND AFTER

The first screen, today and redesigned





BEFORE AND AFTER

Side by side

AREA	BEFORE	AFTER
Content	Lorem ipsum on key pages; empty Careers	Approved copy from the 2026 company profile
Story	No water, KSA, UAE or awards	Water division, portfolio, regional timeline, awards
Languages	English only	English and Arabic with full RTL
Contact	3 phone numbers, conflicting addresses	One hotline (19760) and one address per office
Standards	5 ISO badges, PAS 55 reference	All 6 current ISO systems, including ISO 55001:2024
Lighthouse (mobile)	Perf 62 · A11y 84 · Best practices 71 · SEO 85 · 4.6 MB	Perf 86 · A11y 100 · Best practices 100 · SEO 100 · 0.7 MB
Search and sharing	No description or share tags	Title, description, Open Graph, structured data
Security	End-of-life PHP and old plugins	Static build, no plugin or admin attack surface

THE NEW SITE LEADS WITH

Facts that win tenders

2004
First local integrated FM company in Egypt

4,200+
Dedicated employees

17
Water projects in 3 countries

6
ISO management systems

Soft services | Hard services | Asset management | Corporate services | Water treatment | Cairo · Riyadh · Abu Dhabi | 2025 and 2026 awards

Source: CFM company profile and 2026 brochure

BILINGUAL AND MOBILE-FIRST

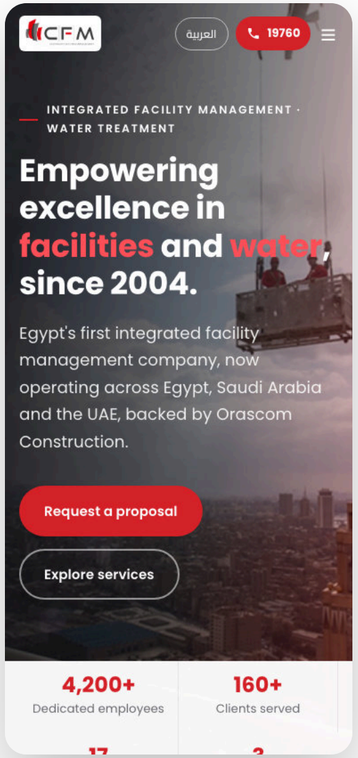
Arabic with full right-to-left, and a clean phone experience



Arabic (RTL)



Phone, before



Phone, after

One-click language switch, remembers the visitor's choice

NEXT STEPS

From prototype to launch

1. Review
Confirm figures, photos, testimonials and the Arabic copy.

2. Build
Move the prototype to the production CMS of CFM's choice.

3. Extend
Careers board, project pages, news and media, tender enquiry form.

4. Launch
Redirects, analytics, search indexing and hosting handover.