



CASE STUDY

Website Development

Company Name:Excellence Corridor Properties LLC, Dubai - UAE

Industry:Commercial Real Estate Firm.

Duration:3 to 4 Weeks

Services Delivered:Custom WordPress, Elementor Pro, LiteSpeed Server Cache, GTM Server Container.
Complete Custom Architecture Rebuild & Tracking Infrastructure.

01. The Situation

Where They Started

The client was running their business on an outdated, **bloated WordPress template** laden with 38 unmaintained plugins. Mobile loading speeds were disastrous (over 6 seconds), and paid ad traffic was bouncing immediately. Their contact buttons pointed to **dead '#' links**, and form submissions regularly failed in background AJAX scripts without firing tracking pixels.

02. The Problem

What Was Actually Broken

Root Cause 1 (Mobile Speed Paralysis):
Google Lighthouse score was 24/100 on mobile. Uncompressed images and render-blocking scripts caused 70%+ of ad visitors to abandon before the hero loaded.

Root Cause 2 (Severe Conversion Leakage):
CTAs were buried below 4 scrolls of generic text; contact phone numbers were unclickable static spans rather than direct tel: and wa.me links.

Root Cause 3 (Tracking Blindspot):
AJAX form submissions were completely invisible to Google Analytics 4 and Google Ads, making it impossible to identify which traffic sources generated actual revenue.

03. What We Did

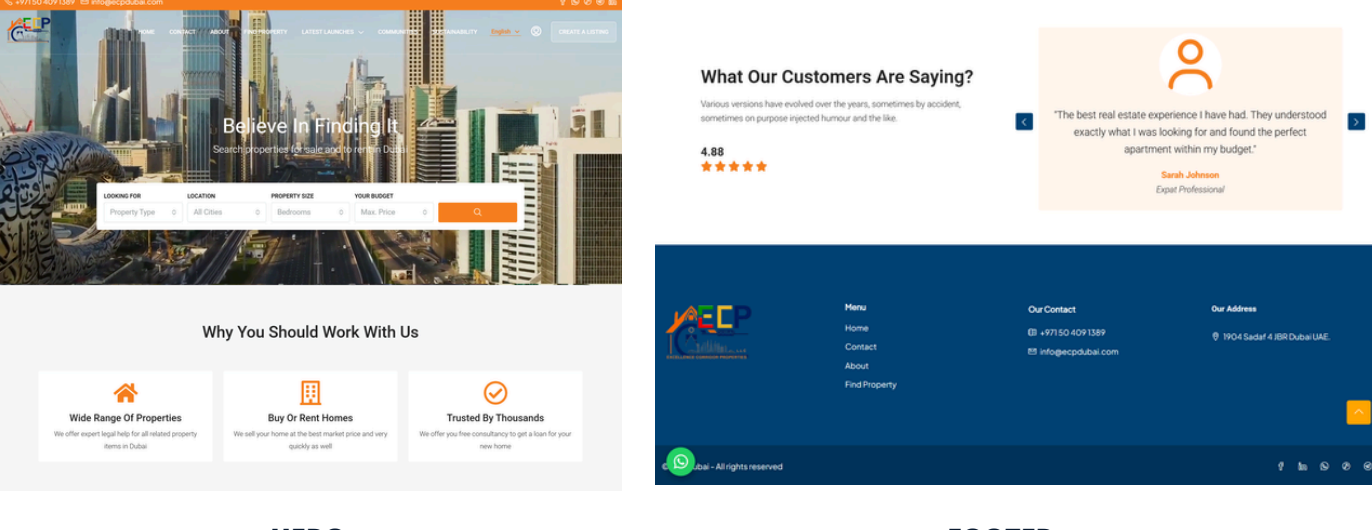
The 3-Phase Work Architecture

Phase 1: Technical Sanitization & Database Optimization:
Purged 22 bloated plugins, deactivated Google Site Kit conflicts, configured LiteSpeed server caching, and converted all assets to lightweight WebP.

Phase 2: High-Converting Mobile-First UI/UX:
Engineered a bespoke Elementor Pro theme with sticky mobile contact bars, sub-second hero rendering, and prominent trust badges above the fold.

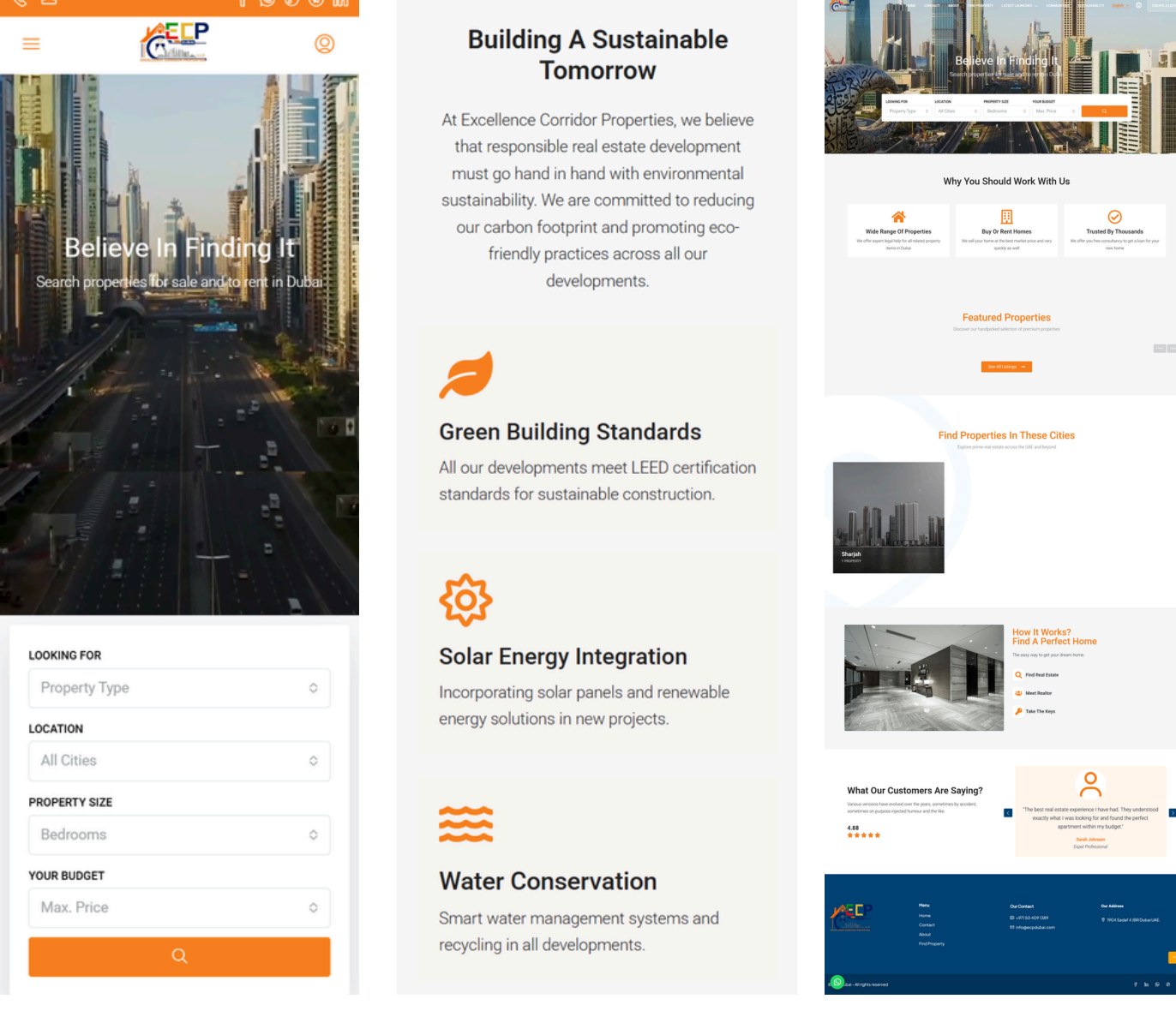
Phase 3: Bulletproof GTM & AJAX Conversion Pipeline:
Deployed custom jQuery form listeners capturing AJAX lead events, standardized link-click triggers, and verified 100% GA4 event delivery.

WEBSITE

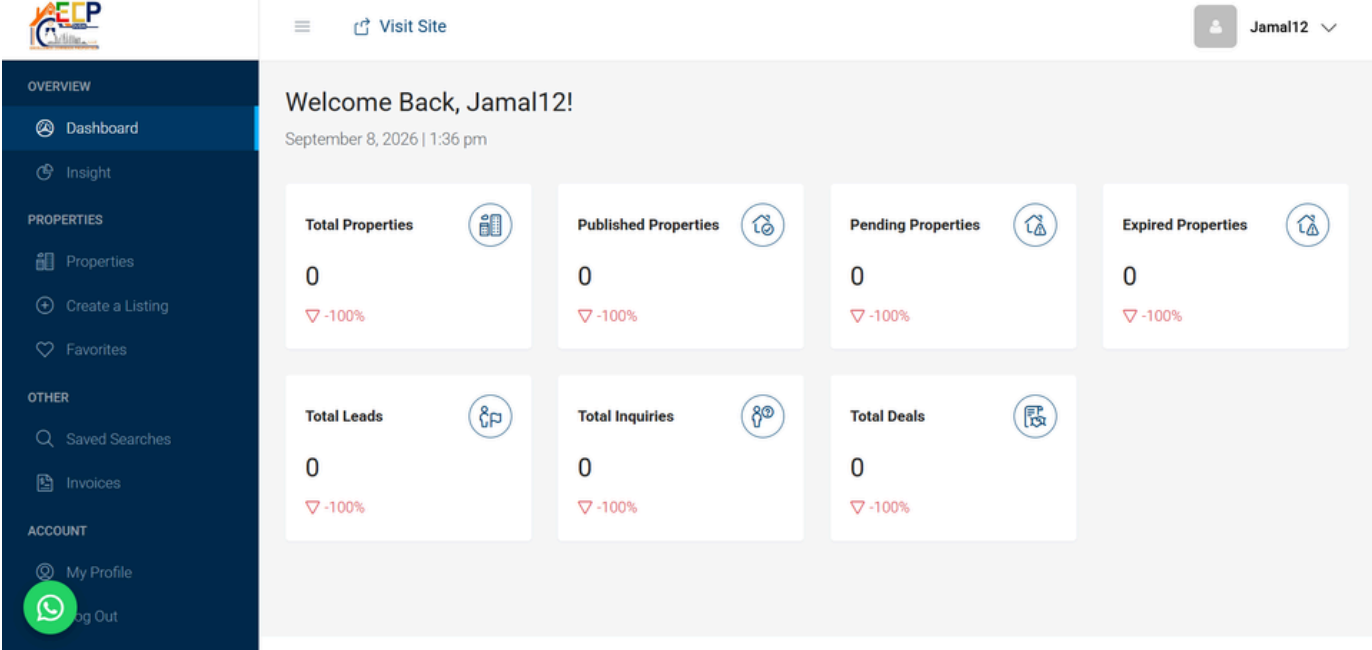


HERO

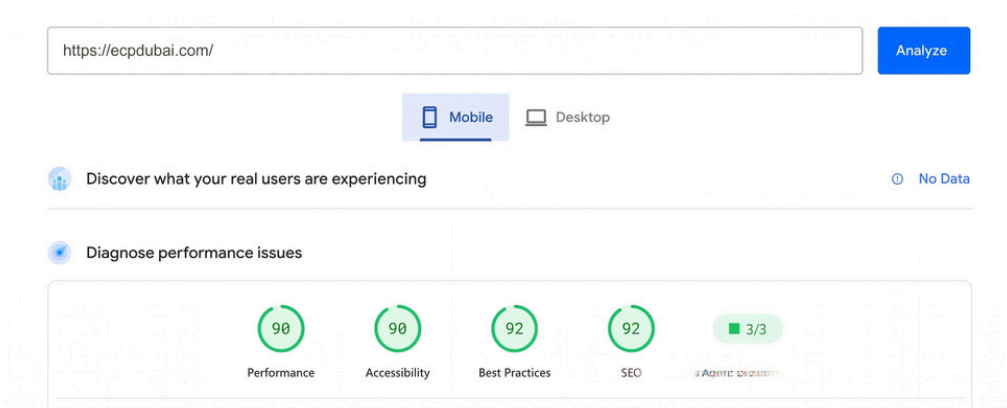
FOOTER



MOBILE VIEW



USER DASHBOARD



MOBILE PAGE SPEED SCORE

04. The Results

Development Measurement Standard

Core Measurement Metric	Before	After	Performance	Data Source
Mobile PageSpeed Score	24 / 100	96 / 100	+300% Speed	Google Page Speed
Full Page Load Time (Mobile 4G)	6.4 Seconds	0.9 Seconds	-85.9% Faster	GTmetrix Report
Mobile Traffic Bounce Rate	71.5%	26.2%	-63.3% Drop	GA4 Engagement
Visitor-to-Lead Conversion Rate	0.85%	3.65%	+329.4% Lift	GA4 Key Event Audit

05. In Their Words

Client Quote

"We didn't realize how many clients we were losing simply because our website was slow on phones. Abbasi & Sons completely rebuilt our site in 3 weeks. It loads instantly, our leads tripled on the exact same ad spend, and for the first time, our **analytics dashboard actually matches real sales.**"

Karim Mansoor, Operations Lead