PROJECT DOCUMENTATION

Conversion EG

How a Cairo heating and MEP contractor turned twelve technical services into pages customers understand, trust and book a site survey from.

DURATION	SERVICES	GUIDES	STATUS
6 weeks	12 pages	37	Live
Discovery to support	One per service	In English and Arabic	conversion-eg.com

CLIENT Conversion EG	REFERENCE PD-Ektra_0011	DURATION 6 weeks
CATEGORY Websites	VERSION 1.0	PREPARED BY Ektra Tech

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01 OVERVIEW

The project at a glance

Conversion EG designs, installs and maintains heating, hot water and MEP systems across Egypt, from Cairo, since 2010. Ektra built its bilingual website: a page per service, the work step by step, a gallery, guides and the booking of a site survey.

CLIENT	KIND OF PROJECT	PLATFORM	DURATION
Conversion EG	**Company website**	**Web, static, bilingual**	**6 weeks**
DELIVERED BY	STATUS	LANGUAGES	LIVE LINK
Ektra Tech	**Live**	**English and Arabic**	**conversion-eg.com**

SERVICES
12
Central heating to maintenance

GUIDES
37
Costs, choices, safety

AREAS
8
New Cairo to Alexandria

02 THE CONSTRAINT

What held the client back

The company offers a wide range of technical services that are hard to explain, and customers needed trust before booking a visit.

- **Twelve services, one blur:** underfloor heating, boilers, heat pumps, solar water heating, pool heating: to a homeowner they were one expensive unknown.
- **Trust before the visit:** a site survey means letting an engineer into the home; people wanted to understand the work and the company first.
- **Two languages:** customers read Arabic or English, and both had to be first-class, not a translation bolted on.
- **Questions with no page:** what a boiler costs, which radiator to choose, why the water heater must stay above fifty degrees: asked daily, answered nowhere.

03 HOW WE FOUND IT

Discovery

We listened to the questions customers ask the engineers, then built the site around answering them.

01 **Listed the services.** Twelve, each with what it is, when it fits, how it is sized, what it costs to run and how it is maintained.

02 **Wrote down the process.** Survey, design, install, care: the four steps every job runs, so a customer knows what happens after the call.

03 **Collected the questions.** Costs, choices (combi or system boiler, aluminium or steel radiators, heat pump or gas), safety (carbon monoxide, hot water temperature), seasons and areas.

04 **Chose the calls to action.** Book a site survey, WhatsApp, call: the three ways customers reach the company, on every page.

04 THE SOLUTION

What Ektra built

A fast bilingual site where every service has its own page, the work is explained step by step, the gallery is categorised and the guides answer the questions customers bring to the first call.

- Twelve service pages: MEP projects, central and underfloor heating, radiators, boilers, hot water, solar water heaters, pool heating, heat pumps, products and controls, fireplaces, maintenance.
- How the work runs: survey, design, install, care, with what the customer sees at each step, and the key figures (years, projects, services, brands) beside it.
- Thirty-seven guides in both languages: costs, comparisons, planning, seasons and safety, including the water heater and carbon monoxide guides.
- A gallery in five groups: radiators and towel warmers, boilers and heat pumps, underfloor and controls, fireplaces, pools and spas, MEP.
- Eight area pages, a warranty page, the installed international brands, and a cookie policy that tracks nothing unless the visitor agrees.
- Book a site survey, WhatsApp and call buttons on every page, so a reader becomes a lead where the question was answered.

Arabic is not a translation: every page has an Arabic twin written for Arabic readers, right to left, with the same guides, services and buttons.

The stack

FRAMEWORK **Static site, prebuilt pages**	LANGUAGES **EN and AR twins**	IMAGES **Optimised per page**
THEME **Light and dark**	LEADS **Survey form, WhatsApp, call**	PRIVACY **No tracking without consent**

05 MODULES AND FEATURES

What the system holds

What the site holds, section by section, each in English and Arabic.

MODULE	WHAT IT DOES	STATUS
P1 Home	Services grid, key figures, why the company, the four-step process, gallery groups, brands, latest guides, start a project	Live
P2 Services	Twelve pages, one per service, with its own call to action	Live
P3 Guides	Thirty-seven educational guides: costs, choices, planning, seasons, safety	Live
P4 Gallery	Radiators, boilers and heat pumps, underfloor and controls, fireplaces and pools, MEP	Live
P5 Areas	Eight area pages across Cairo, Alexandria and the North Coast	Live
P6 About and warranty	The company since 2010, its engineers, its warranty	Live
P7 Contact	Book a site survey, WhatsApp, call, with the cookie and privacy pages	Live

Features worth a line

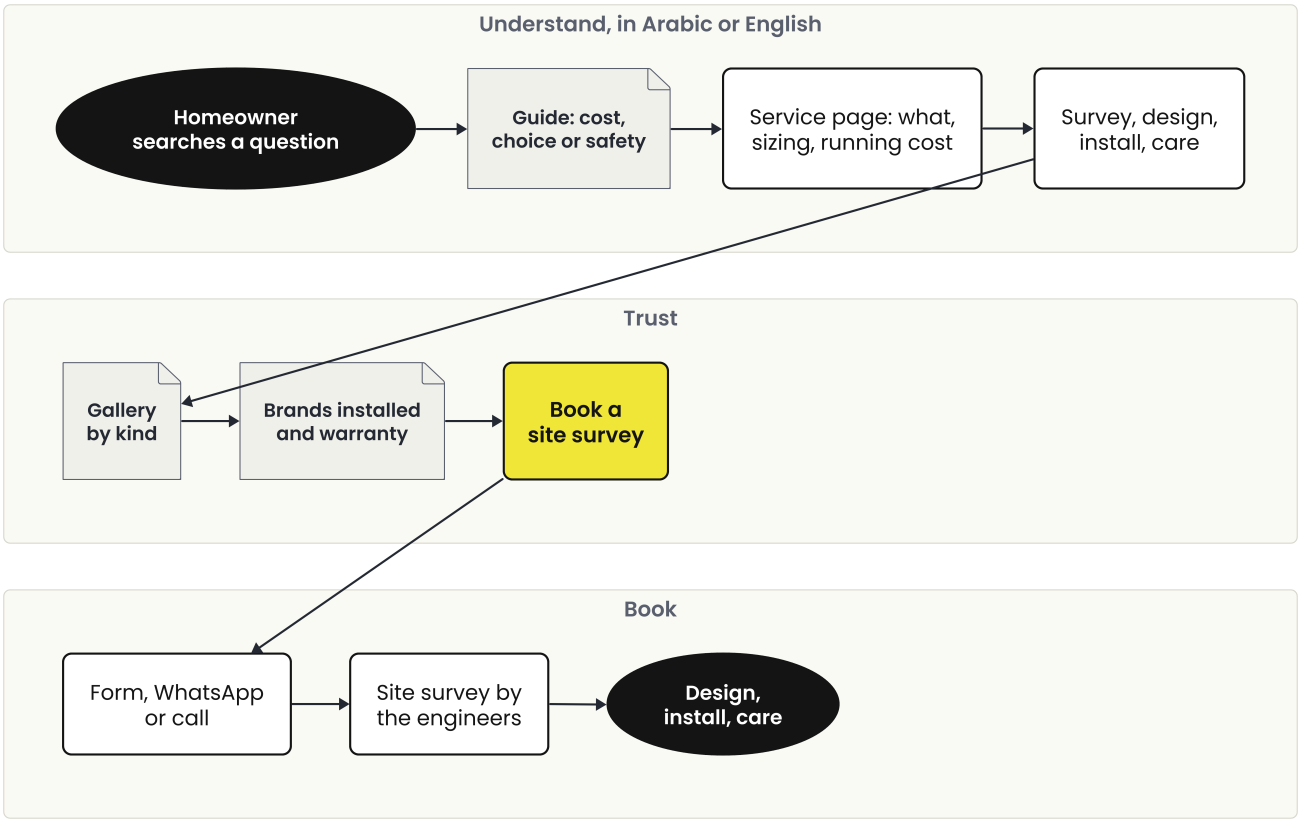
- One page per service with its own call to action
- Guides on carbon monoxide and hot water safety
- Area pages for the districts the company serves
- Light and dark theme follow the phone
- Survey, design, install, care on the home page
- Gallery grouped by kind of installation
- WhatsApp opens with the message written
- No cookies without consent

06 HOW IT WORKS

The flow, start to end

A homeowner searches a question, lands on a guide or a service page, understands the work, and books the survey from the same page.

FROM A QUESTION TO A BOOKED SITE SURVEY



01 **Search.** A question like what a boiler costs or whether to choose underfloor heating lands on the matching guide, in Arabic or English.

02 **Understand.** The guide links to the service page: what it is, how it is sized, what it costs to run, how it is maintained.

03 **Trust.** The four-step process, the gallery, the brands installed and the warranty answer what happens after the call.

04 **Book.** Book a site survey, WhatsApp or call, from the page where the question was answered.

05 **Survey to care.** The engineers survey, design, install and maintain, the way the page described.

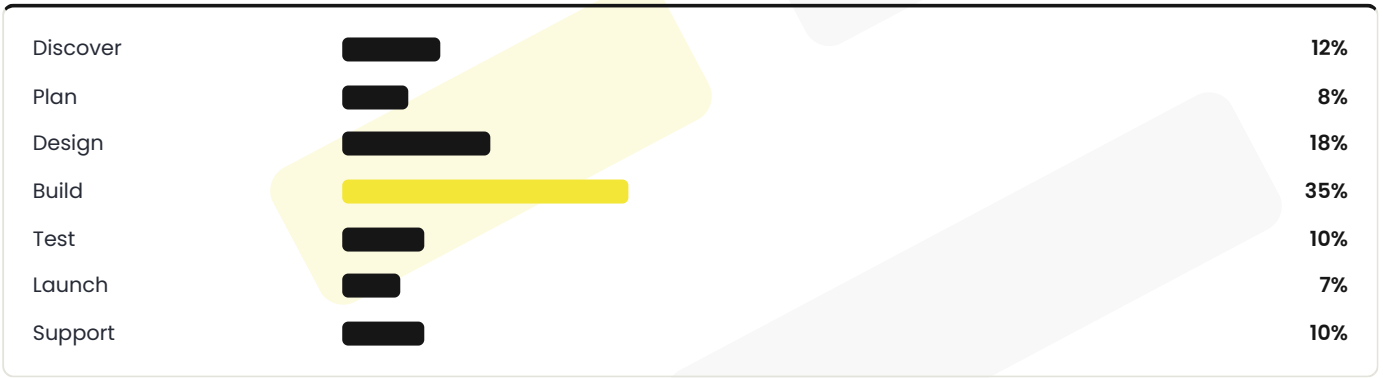
07 PROJECT STEPS

6 weeks, seven phases

Every Ektra project runs the same seven phases; here is what each one did for Conversion EG and the share of the 6 weeks it took.

PHASE	WHAT WAS DONE	SHARE	TIME
01 Discover	Listed the twelve services with the engineers Collected the questions customers ask	12%	5 days
02 Plan	Page map in two languages Content plan for services, guides and gallery	8%	3 days
03 Design	A warm, calm look with light and dark themes Service, guide and gallery layouts, phone first	18%	8 days
04 Build	Static site with prebuilt pages and optimised images Services, guides, gallery, areas, contact, Arabic twins	35%	15 days
05 Test	Every page in both languages at phone and desktop widths Survey, WhatsApp and call paths tried end to end	10%	4 days
06 Launch	Domain, HTTPS, search engine previews Guides and gallery loaded	7%	3 days
07 Support	Guides added as new questions come in Seasonal content before winter	10%	4 days

Share of the duration

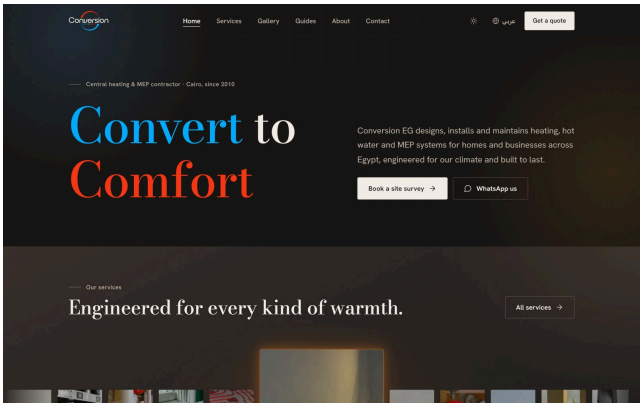


08 SCREENS

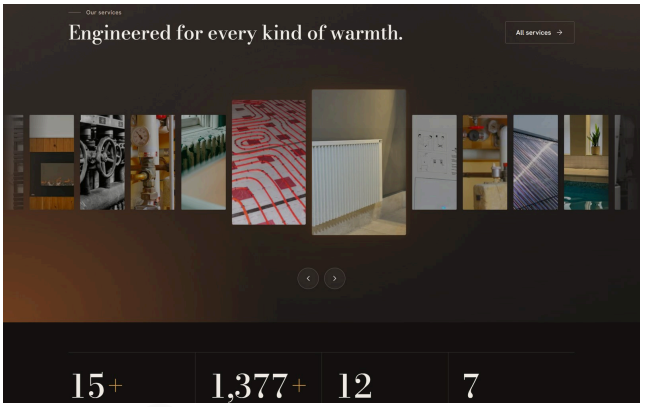
Real screens

Real pages of the live site, in English and Arabic, on a desktop and on a phone.

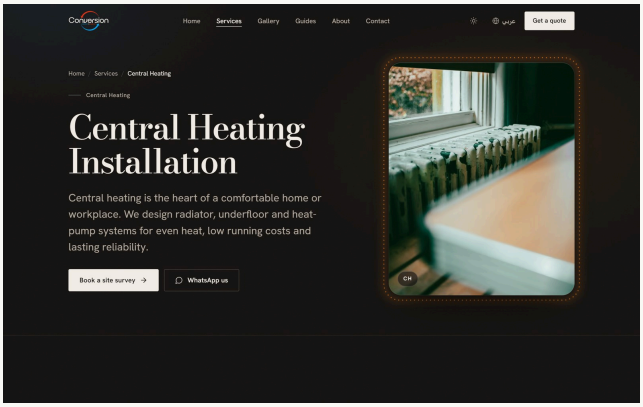
CONVERSION EG, AS DELIVERED



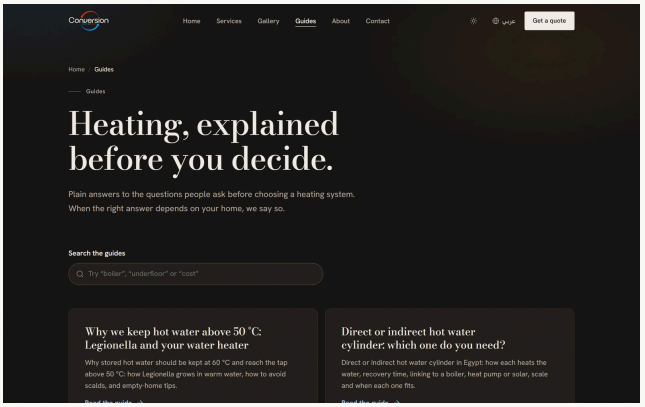
Home: Convert to Comfort, book a site survey



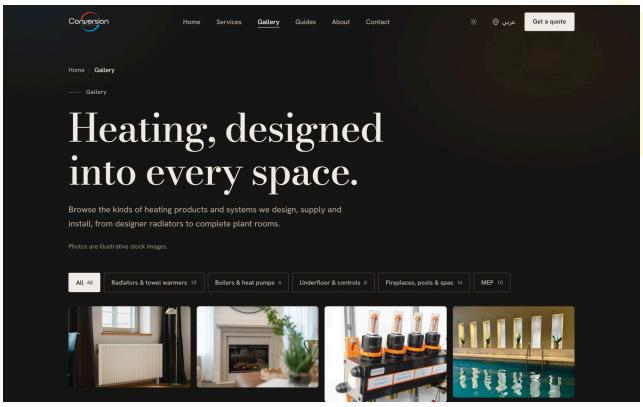
The twelve services



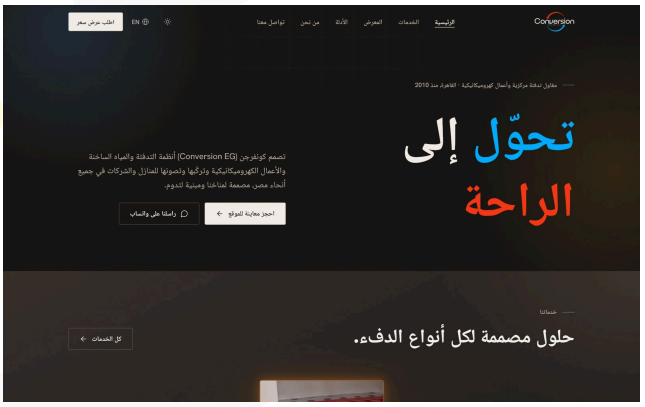
A service page: central heating



The guides

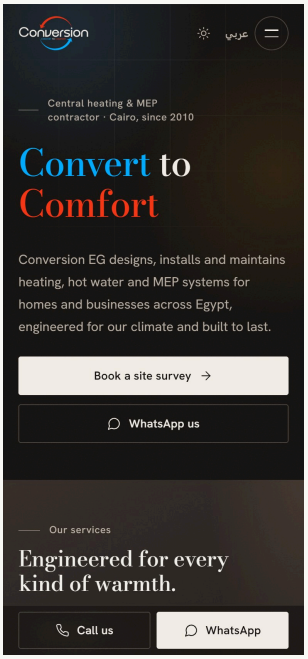


The gallery, grouped

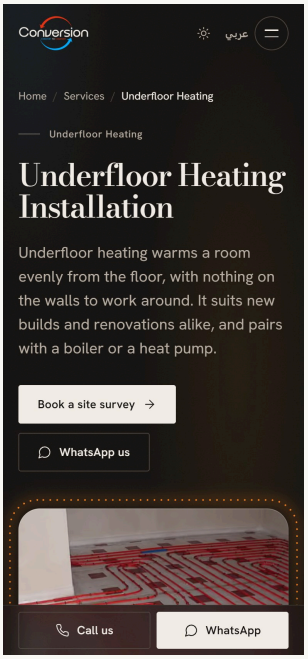


The Arabic home page, right to left

CONVERSION EG, AS DELIVERED



Home on a phone



A service page on a phone

09 DELIVERY TIMELINE

42 days end to end

The 6 weeks, phase by phase, from the first conversation to the first weeks in use.

DAYS 1 TO 5 **Discover**
Service list, process, guide topics.

DAYS 6 TO 8 **Plan**
Scope and content plan.

DAYS 9 TO 16 **Design**
Screens approved in both languages.

DAYS 17 TO 31 **Build**
The site, section by section.

DAYS 32 TO 35 **Test**
Fast, whole, reachable.

DAYS 36 TO 38 **Launch: go-live**
The company explained and bookable online.

DAYS 39 TO 42 **Support**
A site that keeps answering.

10 RESULTS

What changed

Twelve technical services are now understood before the first call, in two languages, with the booking a tap away.

- Every service has a page; every common question has a guide; both exist in Arabic and English.
- The four-step process tells customers what happens after they book.
- Book a site survey, WhatsApp and call sit on every page.

> Enquiry counts are the company's own and are not published.

11 SUPPORT AND NEXT STEPS

After launch

The site is built to keep answering questions as they come.

- **Guides:** new guides written from the questions the engineers hear, in both languages.
- **Seasons:** maintenance-before-winter and holiday-home content refreshed each year.
- **Reach:** search engine previews and area pages kept current.

Next steps

- A cost calculator built from the cost guides
- Project case pages with the installed systems

End of document
Version 1.0. A site that explains the work and books the visit: info@ektra-eg.com.

REFERENCE
PD-EKTRA_0011