TagLab

Web Design and Development

Issam A.
★★★★★

Expert-Vetted

100% Job Success

At TAGLAB, we build websites that combine UI/UX design, SEO, and analytics to drive conversions. Our sites are visually engaging, optimized for digital marketing, and equipped with analytics tracking tools to ensure performance and growth.

Key Features

Responsive Design:
Optimized for all devices (mobile, tablet, desktop).

SEO Optimized:
Built with SEO best practices in mind.

Fast Load Speed:
Optimized to improve user experience and reduce bounce rates.

Analytics Tracking:
Integrated with tools like Google Analytics and GTM to monitor performance and track conversions.

Secure & Safe Development:
Developed with best-in-class security protocols to ensure safety and compliance.

Salable & Maintainable:
Built to grow with your business and easy to maintain with content updates over time.

Web Design & Development Journey

1. Client Briefing
Understand business goals, design preferences, and functional requirements.

Tools:
Google Docs   slack

Deliverables:
Documented objectives, design specs.

2. UI/UX Design
Create wireframes and prototypes that prioritize usability and user experience.

Tools:
Figma (design)   slack (feedback)

Deliverables:
Wireframes, final mockups and designs.

1

2

6. Go Live
Launch the website and monitor performance.

6

3. Design Approval
Get client feedbacks and approval before procee - ding to development.

APPROVED

3

5

4

5. Quality Control & UAT
(User Acceptance Testing)
Conduct rigorous testing across devices to ensure the website works smoothly and is optimized for search engines.

Tools:
BrowserStack (for cross-browser testing)
Lighthouse Metrics (for speed tests)

Deliverables:
Bug-free, optimized website.

4. Web Development
Build the website using modern web technologies, ensuring it's responsive and SEO-friendly.
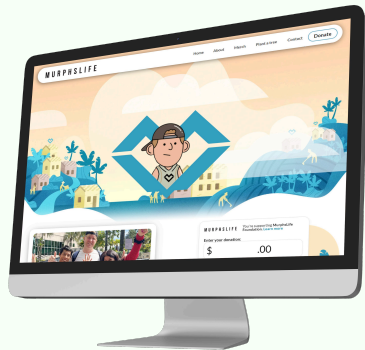
Tools:
elementor   php   WOO

Deliverables:
Fully functional website.

Client Works

TagLab

MurphsLife Foundation

www.murphslifefoundation.com

NGO focused on supporting children and local communities in Latin America. Rebuilt the WordPress website from scratch using a custom template and landing pages with Elementor. Contributed to marketing efforts by driving a Christmas fundraising campaign through Meta ads and automating email marketing campaigns to boost donations.

Business Goals
- Online Donations
- Merchandise e-commerce
- Brand & Cause Awareness

Tools

KPIs Achieved:
- Rebuilt the website on WordPress, integrating WooCommerce for merchandise sales and WP Give for donations
- Achieved a $25 CPA for donations with a ROI of 380%
- Reached a 2% conversion rate in email marketing by leveraging an underutilized existing big email database

---

AdVenture Games

www.adventuregsmesinc.com

B2B lead generation business specializing in team building. Maintained and edited a custom WordPress PHP template with UI enhancements for conversion rate optimization, designed in Figma, and tracked using GA4. Implemented a comprehensive measurement plan with detailed attribution to track leads and identify the most profitable channels, resulting in reduced CPA and improved SEO.

Business Goals
- B2B Lead Generation (Quotation Requests)
- Service & Games Promotions
- Brand Awareness

Tools

KPIs Achieved:
- Built 500 backlinks
- 20% SEO uplift on high-converting local pages
- Reduced paid lead acquisition (Google Ads) by 65%
- Improved form fill rate by 45%
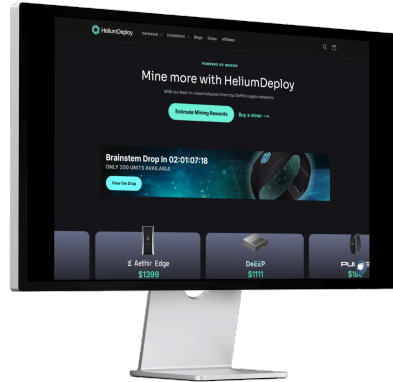- Increased quotation CTA click-through rate by 55%

Taglab

HEAL Palestine

www.healpalestine.org
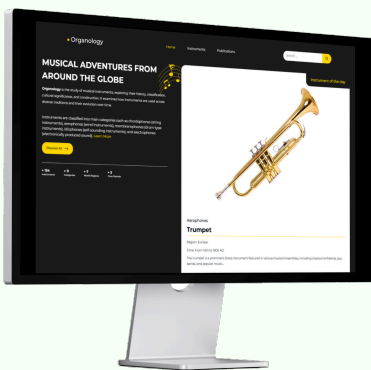
Tools

Helium Deploy

www.heliumdeploy.io

Tools

Organology

www.organology.net

Tools

Mindfulness Exercises

www.minfulnessexercises.con

Tools