

WEB DESIGN & DEVELOPMENT · WORKING WORLDWIDE

Websites that sell, not just sit online.

We design and build websites for businesses anywhere in the world that need the site to do real commercial work — attract the right visitor, answer the right questions, and produce an enquiry. This profile covers how we work, what we build, and exactly what it costs.

120+

SITES DELIVERED

2.1s

AVG. LOAD

94%

CLIENTS RETURN



pedonweb.com



hello@pedonweb.com



+971 56 240 9354



Remote · worldwide

WEBSITES THAT SELL, NOT JUST SIT ONLINE.

CONTENTS

What is inside

14 sections

01	Welcome	A short letter before the detail	03
02	About PedonWeb	Who we are, mission and vision	04
03	Our core values	The four rules we work by	05
04	Why clients choose us	Six reasons projects land here	06
05	Our services	Eleven ways we can help	07
06	Our development process	Seven stages, start to support	09
07	Why our websites are better	Fifteen standards in every build	10
08	Website packages	Six packages, fixed prices	11
09	Feature comparison	Every package, side by side	14
10	Technologies we use	The stack behind the work	15
11	Why invest in a website	The commercial case	16
12	Frequently asked questions	The eight we hear most	17
13	What our clients say	Results in their words	18
14	Contact & next steps	How to start	19



In a hurry?

Turn to page 11 for packages and prices, and page 14 for the full feature comparison. Everything else explains how we get you there.

A LETTER FROM THE STUDIO

Before the detail, the short version.



A website is the first employee your client meets. Ours are trained to sell.

Thank you for considering PedonWeb.

Most businesses do not have a website problem. They have a conversion problem. The site loads slowly, says too much, asks for nothing, and quietly sends visitors back to Google. We built this studio to fix exactly that.

We design and build websites for businesses in every time zone, from a three-page launch site for a new company to a multilingual corporate platform or a full e-commerce store. Every project starts with the same question: what does this website need to do for the business in the next twelve months?

Inside this profile you will find how we work, what we build, exactly what each package includes, and what it costs. No hidden line items, no vague estimates, no surprise invoices after launch.

If what you read here fits what you are trying to build, the next step is a 30-minute call. We will look at your current site, tell you honestly what is holding it back, and send you a fixed quote within 48 hours.

The PedonWeb team

Design & Development · Working remotely, worldwide



Next step: a 30-minute call

Send your current website address to hello@pedonweb.com. We will review it and come back with a fixed quote within 48 hours.

WHO WE ARE

A small studio with a commercial bias.

PedonWeb is a web design and development studio working with clients across the world. We work with founders, family businesses, professional firms and retailers who need a website that carries real commercial weight, not a placeholder that exists only because a competitor has one.

We are deliberately small and deliberately senior. The person who designs your site is the person who builds it and the person who answers your message six months after launch. There is no account layer between you and the work, which is why our projects ship in weeks rather than quarters.

120+

WEBSITES DELIVERED

48h

QUOTE TURNAROUND

2.1s

AVERAGE LOAD TIME

94%

CLIENTS WHO RETURN



Our mission

To give every business we work with a website that earns its cost back — measured in enquiries, orders and bookings, not in compliments.



Our vision

To be the studio that businesses recommend by name, in any market and any time zone, when someone asks who built their website.



We are not the cheapest studio you will find, and we do not try to be. We are the one that treats your website as a business asset with a job to do.

CORE VALUES

Four rules we do not bend.

These are not wall posters. They are the working rules that decide what we take on, how we quote, and what we do when a project gets difficult.



01

Commercial first

Every design decision is judged against one question: does this help the visitor become a customer? Aesthetics serve the outcome, never the other way around.



02

Total transparency

Fixed prices, written scope, weekly progress links you can open yourself. You always know what is done, what is next, and what it costs.



03

Speed as a standard

Fast delivery and fast websites. We ship in weeks and we do not hand over a site that fails a Core Web Vitals check.



04

We stay after launch

A launch is a milestone, not an exit. Every package includes a full month of support, and most of our clients stay on maintenance long after it ends.



If a project does not fit these four, we say so on the call

and point you to a studio better suited to it. It has cost us work. It has never cost us a client.

WHY CLIENTS CHOOSE US

Six reasons projects end up here.

Most of our clients arrive after a bad experience elsewhere — a site that took months, or one that looked fine and produced nothing. Here is what we do differently.



Built for speed, not for show

Optimised images, lean code and proper caching. We target a sub-3-second load on 4G and test it before handover.



Search visibility from day one

Structure, headings, schema, sitemap and indexing configured before launch — not sold back to you later.



Designed on mobile first

Most visitors arrive on a phone. We design that screen first, so nothing important gets buried on small displays.



One team, start to finish

Design, build, content and launch handled by the same people. Nothing is lost between departments.



Secure and yours to keep

SSL, hardened admin, automated backups, and full ownership of code, domain and hosting. No lock-in, ever.



We work in your hours

A named contact on WhatsApp and email who knows your project, and a calendar that covers your time zone, not only ours.

Everything above is written into the contract, not implied.

Fixed price, fixed scope, dated milestones, and a named person who answers you.

OUR SERVICES

Eleven ways we can help.

Every engagement below is quoted as a fixed price against a written scope. If your requirement sits between two of these, we build the package around it.



01

Business Website

A compact, high-converting site for growing companies. Clear services, real proof, and one obvious way to get in touch on every screen.



02

Corporate Website

Multi-department, multi-language platforms for established organisations, with careers, investor and press sections and a governed content structure.



03

Portfolio Website

Case-study driven sites for studios, architects, photographers and consultants where the work has to do the selling.



04

Landing Page

Single-purpose pages built around one campaign and one action. Written, designed and instrumented for measurable conversion.



05

E-commerce Website

Complete online stores with product management, global payment gateways, delivery rules, tax handling and abandoned-cart recovery.



06

Custom Web Application

Booking systems, client portals, dashboards and internal tools built to your process instead of bent around a template.



07

Website Redesign

A rebuild of an existing site that keeps your rankings and content, and fixes the structure, speed and conversion problems underneath.



08

Website Maintenance

Monthly updates, security patches, backups, uptime monitoring and content changes handled for you on a fixed retainer.



09

SEO Optimisation

Technical SEO, keyword mapping, on-page optimisation and local search setup so the right people find you in whichever market you sell to.



10

Website Speed Optimisation

A forensic performance pass on an existing site: assets, fonts, scripts, caching and hosting, measured against Core Web Vitals.



11

UI / UX Design

Research, wireframes, design systems and prototypes for teams who need the thinking before the build.



Not sure which you need?

Send us your current site or a description of the business. We will tell you which service applies — including when the answer is none of them.

ADD-ONS AVAILABLE ON ANY PACKAGE

COPYWRITING

PHOTOGRAPHY DIRECTION

BRAND IDENTITY

GOOGLE ADS SETUP

ARABIC TRANSLATION

MONTHLY SEO RETAINER

HOSTING MANAGEMENT

EXTRA PAGES

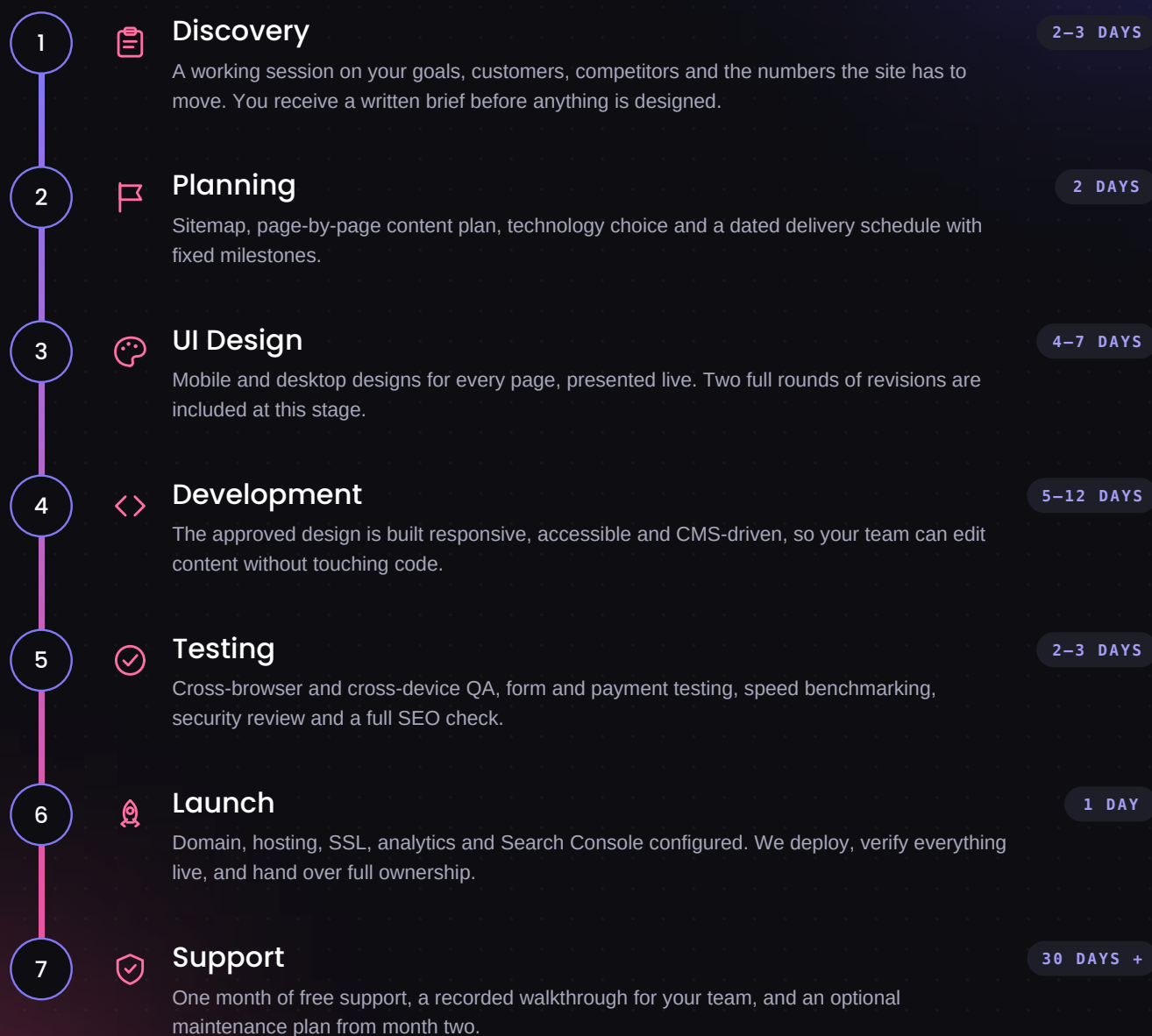
BOOKING MODULE

LIVE CHAT

HOW WE WORK

Seven stages from brief to support.

Nothing starts before the previous stage is signed off in writing. You always know which stage you are in and what happens next.

**You receive a written deliverable at every stage**

Brief, sitemap, designs, staging link, test report and handover pack. Nothing important is agreed verbally.

WHY OUR WEBSITES ARE BETTER

Fifteen standards, in every build.

These are not upgrades and they are not quoted separately. They are the minimum specification of anything we put our name on.

**Fast loading**

SUB-3S ON 4G

**SEO friendly**

INDEXED AT LAUNCH

**Fully responsive**

360PX TO 4K

**Secure by default**

HARDENED + BACKED UP

**Google optimised**

CORE WEB VITALS PASS

**Premium design**

CUSTOM, NEVER TEMPLATED

**Scalable build**

GROWS WITH YOUR BUSINESS

**Modern technology**

CURRENT, SUPPORTED STACK

**Cross browser**

CHROME, SAFARI, EDGE, FIREFOX

**Unlimited traffic**

NO VISITOR CAPS

**One month support**

FREE AFTER LAUNCH

**Analytics ready**

GA4 + SEARCH CONSOLE

**SSL ready**

HTTPS FROM DAY ONE

**Admin panel**

EDIT WITHOUT A DEVELOPER

**Easy management**

TRAINING + WRITTEN GUIDE

**Our written guarantee**

If your site fails a Core Web Vitals check or a mobile usability test in the first 90 days, we fix it at our cost. That clause is in every contract we sign.

WEBSITE PACKAGES

Six packages. Fixed prices.

Every package below is a complete, launched website — design, build, content upload, testing and handover. No setup fees, no per-page surprises, no charge for things that should be standard.

PRICES IN US DOLLARS. AED EQUIVALENT SHOWN AT THE PEGGED RATE OF 1 USD = 3.6725 AED.

01

Starter Website

\$272

New businesses that need to be online this month.

approx. 999 AED · excl. local taxes

- ✓ Up to 3 pages (Home, About, Contact)
- ✓ Custom design from our component library
- ✓ Fully mobile responsive
- ✓ Contact form + WhatsApp button
- ✓ Google Maps and business location
- ✓ Basic on-page SEO setup
- ✓ SSL certificate and security setup
- ✓ Google Analytics installed
- ✓ 1 month free support

Up to 3 pages 5–7 working days 2 rounds

02

Business Website

MOST CHOSEN

\$681

Established SMEs selling several services to a defined market.

approx. 2,500 AED · excl. local taxes

- ✓ Up to 7 pages including service pages
- ✓ Fully custom UI design (mobile + desktop)
- ✓ CMS admin panel — edit your own content
- ✓ Blog / news module
- ✓ Advanced contact + enquiry forms
- ✓ WhatsApp, Maps and social integration
- ✓ On-page SEO for 10 target keywords
- ✓ Speed optimisation pass
- ✓ Google Analytics + Search Console
- ✓ Content upload for supplied material
- ✓ 1 month free support

Up to 7 pages 10–14 working days 3 rounds

03

Professional Website

\$1,334

Firms competing on credibility — legal, medical, consulting, real estate.

approx. 4,900 AED · excl. local taxes

- ✓ Up to 12 pages with custom layouts
- ✓ Bespoke design system built for your brand
- ✓ Full CMS with user roles and permissions
- ✓ Blog, team, careers and case-study modules
- ✓ Lead-capture forms with email routing
- ✓ Multilingual ready (any second language)
- ✓ Technical + on-page SEO for 25 keywords
- ✓ Core Web Vitals optimisation
- ✓ Schema markup and rich results setup
- ✓ Copy polishing for all supplied content
- ✓ Team training session (recorded)
- ✓ 1 month free support

 Up to 12 pages  3–4 weeks  Unlimited in design stage

04

PREMIUM

Corporate Website

\$2,151

Groups and multi-division organisations with governance requirements.

approx. 7,900 AED · excl. local taxes

- ✓ Up to 20 pages across multiple divisions
- ✓ Full brand-aligned design system + guidelines
- ✓ Complete bilingual build, right-to-left included
- ✓ Advanced CMS with approval workflow
- ✓ Careers portal with application handling
- ✓ Investor, press and downloads centre
- ✓ CRM or ERP integration (one system)
- ✓ Enterprise SEO across all pages
- ✓ Priority hosting configuration and CDN
- ✓ Accessibility review (WCAG AA targets)
- ✓ Staff training for up to 5 users
- ✓ 2 months free support

 Up to 20 pages  4–6 weeks  Unlimited in design stage



Need something between two packages?

Packages are starting points, not boxes. Extra pages, additional languages, a booking module or a CRM integration can be added to any tier and quoted as a single fixed price before you commit.

05

E-commerce Website

\$2,696

Retailers and brands selling directly to customers online.

approx. 9,900 AED · excl. local taxes

- ✓ Full online store, up to 100 products loaded
- ✓ Custom storefront and product page design
- ✓ Global payment gateway integration
- ✓ Cash on delivery and delivery-zone rules
- ✓ Tax configuration and compliant invoices
- ✓ Inventory, variants and discount management
- ✓ Customer accounts and order tracking
- ✓ Abandoned-cart recovery emails
- ✓ Product SEO and merchant feed setup
- ✓ Analytics with full e-commerce tracking
- ✓ Training on managing orders and stock
- ✓ 2 months free support

 Store + up to 10 pages
  5–7 weeks
  Unlimited in design stage

06

Custom Enterprise Solution

Contact us

Web applications, portals and platforms with requirements of their own.

SCOPED AND QUOTED PER PROJECT

- ✓ Discovery workshop and technical specification
- ✓ Custom web application architecture
- ✓ Client portals, dashboards, booking systems
- ✓ Third-party and API integrations
- ✓ Role-based access and audit logging
- ✓ Dedicated staging and deployment pipeline
- ✓ Load testing and security assessment
- ✓ Documentation and developer handover
- ✓ SLA-backed support and maintenance

 Scoped per project
  From 8 weeks
  Agile, per sprint



What every package includes, without asking

Custom design, mobile-first build, SSL, analytics, Search Console, speed optimisation, full ownership of code and hosting, a recorded training walkthrough, and one month of free support after launch.

FEATURE COMPARISON

Every package, side by side.

The fastest way to find the right tier. Anything marked with a dash can be added to that package as a quoted extra.

FEATURE Compare all six	Starter \$272 USD	Business \$681 USD	Professional \$1,334 USD	Corporate \$2,151 USD	E-commerce \$2,696 USD	Custom POA
Pages included	3	7	12	20	Store + 10	Custom
Custom UI design	Partial	✓	✓	✓	✓	✓
Mobile responsive	✓	✓	✓	✓	✓	✓
CMS / admin panel	—	✓	✓	Advanced	Advanced	Custom
Blog module	—	✓	✓	✓	✓	Optional
Multilingual (RTL ready)	—	—	Ready	Full	Optional	Full
E-commerce + payments	—	—	—	Optional	✓	✓
Forms + WhatsApp	Basic	Adv.	Adv.	Adv.	Adv.	Custom
SEO setup	Basic	10 kw	25 kw	Full site	Product SEO	Custom
Speed optimisation	—	✓	✓	Yes + CDN	Yes + CDN	✓
Analytics + Search Console	✓	✓	✓	✓	E-comm	Custom
SSL + security hardening	✓	✓	✓	✓	✓	✓
Integrations	—	—	1	CRM/ERP	Payments	Any
Training	Guide	Guide	1 session	5 users	2 sess.	Full
Delivery time	5–7 days	2 weeks	3–4 weeks	4–6 weeks	5–7 weeks	8 weeks +
Free support	1 month	1 month	1 month	2 months	2 months	SLA



Most businesses land on Business or Professional
Start at the tier that matches the pages you actually need — upgrading later costs the difference, not the full price.

TECHNOLOGIES WE USE

A stack chosen for you, not for us.

We use boring, proven, well-supported technology. It is easier to hire for, cheaper to maintain, and it will still be here in five years.

**HTML5**

Semantic, accessible markup

**CSS3**

Design systems, no bloat

**JavaScript**

Interaction and performance

**WordPress**

Client-friendly content management

**PHP**

Stable server-side foundations

**Laravel**

Custom applications at scale

**React**

App-grade interfaces where needed

**API integration**

CRM, ERP, booking, logistics

**Payment gateways**

Stripe, PayPal, Razorpay, Telr

**SEO tooling**

Schema, sitemaps, Search Console

**Cloud hosting**

CDN, staging, automated backups

**Security**

SSL, WAF, hardened admin

HOW WE CHOOSE

The right tool is the one you can live with

A brochure site does not need a JavaScript framework. A booking platform does. We pick per project and tell you why, in writing, before development starts.

- ✓ **WordPress**
Content-led sites
- ✓ **Laravel**
Custom applications
- ✓ **React**
App-grade interfaces

WHY INVEST IN A PROFESSIONAL WEBSITE

A website is not a cost line.

It is the only asset that works every hour of the year, in every market you serve, without being paid overtime. Here is what the research says about the visitors you already have.

0.05s

to form a first impression

Visitors judge credibility before they read a single word.

75%

judge a company on its website

Design quality is treated as a proxy for how you run the business.

53%

leave if it loads over 3s

Speed is not a technical detail. It is lost revenue.

88%

never return after bad UX

One frustrating visit is usually the only one you get.

SOURCE: WIDELY CITED WEB USABILITY AND PERFORMANCE RESEARCH. TREAT AS DIRECTIONAL, NOT AS A PROMISE.



Sells while you sleep

A structured site answers the same twenty questions your team answers by phone, at three in the morning, in any time zone.



Makes marketing measurable

Every enquiry is tracked to a source, so you stop guessing which channel actually pays for itself.



Raises what you can charge

Premium presentation shortens the trust gap and moves the conversation away from price.



Filters your leads

Clear scope and pricing mean the enquiries that reach you are the ones worth answering.

THE ARITHMETIC

One additional client per month from a \$681 website usually repays the entire build inside the first quarter. Everything after that is margin.

\$681

BUSINESS PACKAGE

FREQUENTLY ASKED QUESTIONS

The eight questions we hear most.

If yours is not here, ask it on the call. We would rather answer it before you commit than after.

01 How long does a website take?

A Starter site is live in 5–7 working days, Business in about two weeks, Professional and Corporate in three to six, e-commerce in five to seven. The schedule is fixed in writing before we start.

02 What do you need from me to begin?

Your logo, any brand assets, and whatever content you already have. If you have no content, we structure it with you and polish the writing — that is included.

03 Do I own the website?

Completely. Domain, hosting, code and content are registered in your name and handed over at launch. No lock-in and no licence fee to keep paying.

04 What are the payment terms?

50% to start and 50% on approval before launch. Enterprise projects are billed against milestones. Prices exclude any local taxes where you trade.

05 Can you redesign my existing site?

Yes, and it is a large part of what we do. We keep your rankings and content, then fix the structure, speed and conversion problems underneath.

06 What happens after the free support month?

Nothing breaks and nothing switches off. Manage the site yourself, or move to a maintenance plan from \$95 a month for updates, backups and changes.

07 Do you write the content?

We structure every page and polish supplied copy in all packages. Full copywriting from scratch is an add-on, quoted by page count.

08 Can you build in more than one language?

Yes. Professional packages are built multilingual-ready, and Corporate includes a full second-language build, right-to-left scripts included.

**Still have a question?**

WhatsApp +971 56 240 9354 or email hello@pedonweb.com — we reply the same working day.

WHAT OUR CLIENTS SAY

Results, in their own words.

Client names and full case studies are available on request — several of our clients prefer not to publish their supplier list.



Our enquiry volume tripled in the first two months, and the enquiries are better qualified than anything we got from the old site. The whole build took eleven days.



Operations Director

Building materials trading, Dubai



They rebuilt our store, moved us to faster hosting and set up the payment gateway properly. Checkout drop-off fell by nearly half.



Founder

Fashion e-commerce, London



What I valued most was the honesty. They told us which pages we did not need, which saved us money on a project they were being paid for.



Managing Partner

Legal consultancy, Toronto



They worked to our hours, not theirs. The admin panel is simple enough that our marketing coordinator updates everything herself now.



Marketing Manager

Hospitality group, Singapore

120+

PROJECTS DELIVERED

94%

CLIENTS WHO RETURN

4.9/5

AVERAGE CLIENT RATING

48h

QUOTE TURNAROUND

CONTACT & NEXT STEPS

Three steps to a fixed quote.

No discovery fee, no obligation, and no pressure on the call. If we are not the right studio for the project we will tell you.

01



Send us your site or brief

Email your current website address or a short description of the business and what the site has to achieve.

02



We review it and call you

A 30-minute call. We go through what is working, what is not, and which package fits — with the reasoning.

03



You receive a fixed quote

Written scope, fixed price and a dated delivery schedule, valid for 30 days. You decide in your own time.



Websites that sell, not just sit online.



EMAIL
hello@pedonweb.com



PHONE & WHATSAPP
+971 56 240 9354



WEBSITE
pedonweb.com

Monday to Friday · 09:00 – 18:00 GMT+4
Fully remote studio · we work to your time zone



SERVICE AREA
Worldwide, delivered online

THANK YOU FOR READING

Let's build something that actually works.

If one page of this profile matched what you are trying to build, that is enough to start a conversation. Send us the link to your current site and we will come back within 48 hours with an honest read and a fixed price.

hello@pedonweb.com



OR MESSAGE US ON WHATSAPP · +971 56 240 9354



PedonWeb

Websites that sell, not just sit online.



pedonweb.com



hello@pedonweb.com



+971 56 240 9354

COMPANY PROFILE

2026