

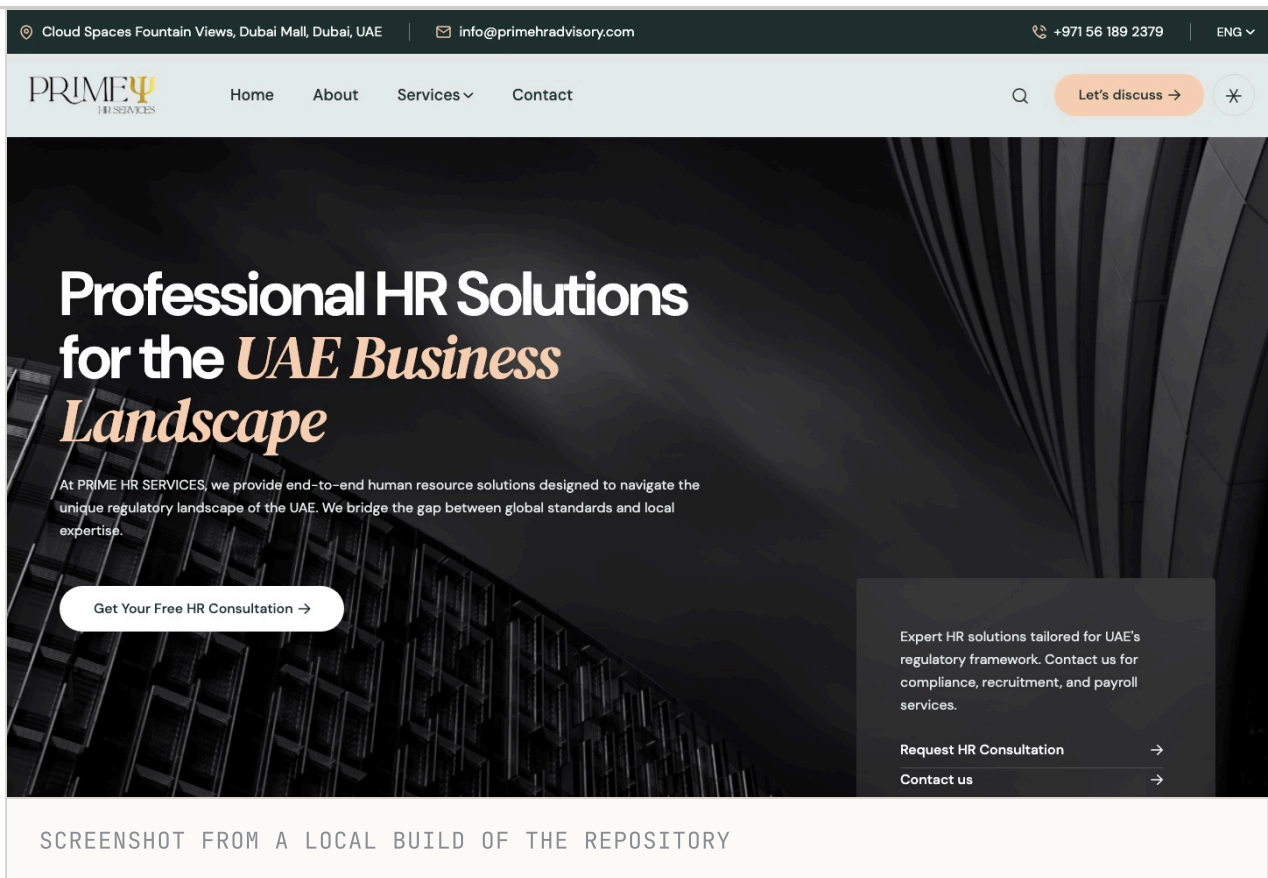
Prime HR Advisory: a sixteen-page HR consultancy site with a working enquiry path

An HR advisory firm in the UAE sells three things: talent acquisition, HR advisory and compliance, and PRO and government-relations services. It needed a credible site quickly, with a page for each service line, content that...

Role: Sole developer

Stack: Static HTML5, CSS3 and JavaScript on a customised Bootstrap template (Swiper, Magnific Popup, animate.css, nice-select, slick), with a server-side contact form

Client: Prime HR Advisory Services, UAE



Context

An HR advisory firm in the UAE sells three things: talent acquisition, HR advisory and compliance, and PRO and government-relations services. It needed a credible site quickly, with a page for each service line, content that answers the questions its clients actually ask, and an enquiry form that reaches the team. A customised professional template was the right cost for that brief, and the effort went into structure, content and the conversion path rather than into bespoke components.

What I built

Structure that mirrors the sales conversation

Home, About, a Services overview and a dedicated page for each of the three service lines (talent acquisition and recruitment, HR advisory and compliance, PRO and government relations), plus a service-details template for future lines.

Content that earns search traffic

Three long-form articles written for the firm's market: the 2026 UAE labour-law changes and what employers need to know, talent-acquisition strategies for the UAE's competitive market, and a complete guide to UAE visa processing across employment, Golden and Green visas. These are the questions prospective clients type into a search engine, and each article ends in the firm's enquiry path.

Compliance pages

Privacy policy, cookies policy and terms and conditions, so the firm's own house is in order before it advises others on compliance.

A functional enquiry form

The contact form is wired server-side rather than left as a template placeholder, so enquiries arrive with the sender's details intact. Getting this right was the final commit before hand-over.

Decisions worth noting

- ◆ **Template, customised hard.** The firm's information architecture was imposed on the template, not the other way round: stock sections were pruned, the three service lines got their own pages, and the blog was populated with real, market-specific articles rather than placeholder posts.
- ◆ **Compliance pages on day one.** For an HR and PRO consultancy, missing privacy and cookie policies would undercut the pitch.

Why it is in the portfolio

It sits in the client-websites track with Altara Law and Watson's Work: a fast, well-structured delivery for a professional-services SME, sized to the brief, with the unglamorous parts (compliance pages, a form that actually sends) done properly.