

UAEU Website

The ability to cope with the new challenges that higher education poses and to compete with other universities for accreditation requires a fresher look at your marketing strategy. An important part of this is branding. Thus, UAEU decided to redesign its website last year. As a result, all UAEU websites, including those of the colleges, have undergone a major uplift. The aim was to integrate marketing and branding in which different entities on campus will all have a similar look and feel, making the website instantly identifiable as belonging to UAEU.

The basis of a new website was to know the university's customers and what the short-term and long-term goals are. This knowledge results in a new site structure and content navigation. As such, we removed the old outdated form of navigation and produced a more user-centric and visitor-friendly one.



Below are some of the key improvements to the website

- Bilingual website: to provide Arabic speakers, particularly parents, with easy access to information, all content will be delivered in both Arabic and English.
- Responsive design: a design that responds to a range of viewers' screen sizes and device types. The website can now be displayed properly on a number of platforms, including computers, tablets, and mobile devices of varying sizes.
- The website is designed to support recent versions of common browsers that account for the majority of all visits, and still be usable with the remainder.
- The website is easy to navigate, delivering information seamlessly to its target audience.
- Enhancement of the visual impact: the website's new design works towards the inclusion of more graphic and media elements.