

ABA website has come a long way since we started work on the new design and functionality. The site is responsive , mobile friendly and now contains an image gallery, featured members and magazine, just few of the recently updated.

To move forward in 2016 and in line with my conversation with Andrew and George in regards to the 2016 direction of the site:

#### 1. Social Media:

Social media has multi prong effect on online presence, first and foremost it's key element in improving the SEO of the site. It plays a major role in promoting the content to current member and potential members.

Social Media action points:

##### 1. Add social sharing links to missing sections:

<http://arab-bankers.co.uk/>  
<http://arab-bankers.co.uk/banking-news>  
<http://arab-bankers.co.uk/magazines>  
<http://arab-bankers.co.uk/memberships>  
and individual members pages

This will facilitate social sharing across the web, which also impacts SEO, and potential non member traffic.

##### 2. ABA Members badge:

This will help with getting SEO links from members websites but also provide them with a way to promote their association/membership with ABA to the wider audience. This will require a variety of sizes, designed badges and a way for members to install it on their websites. By doing so we also get an external SEO links.

##### 3. Gallery:

Gallery has good collection of images and I would suggest we create a new block/collage of images - that is inserted above the footer. Comprising of recent images. Clicking on an image will option it up in a popup where we will also add a social share options.

This will promote recent events images and improve the image of the organisation's activities.

4. Design: Since the redesign of the site we have added and changed a lot of things, I recommend we set aside some time in 2016 to give the design a slight update. These are smaller changes to improve the look, spacing of the content and related items. This can be ongoing update or part of a sprint.

##### 5. Jobs board:

This was a feature request from George that is on the pending list. I recommend we use a separate site for this i.e 'Arab Finance Jobs.com' and use wordpress (cost effective). this will also support ABA site with SEO as it will be a separate domain that points to ABA. It can also form part of generating brand identity and potential new members through cross sales. Will also provide a way for existing members to promote job opening within their organisations.

We have done few Wordpress jobs sites last year and have existing knowledge of building this out. Therefore the cost to ABA will be minimized compared to adding a new section to the existing ABA site. I recommend we take this as another channel.

The keyword research suggests there is an increase in search traffic for banking and finance job searches online. <https://www.google.co.uk/trends/explore#q=banking%20jobs>

this site can have free job postings as well as paid featured jobs postings taht are paid and promoted to ABA existing members. Will also create a database of contacts that ABA can promote its events.

The site will have automated job approvals, CV submissions as well as payment systems pre built into it. We will be using some off the shelf modules that we have experience of integrating from our others projects and could be used to implement this workflow.

#### Search Engine Optimisations:

We did some work on this last year, including research and website updates in line with the current SEO trends. This is an ongoing process that includes onsite (web code, website content and research) as well as offsite i.e externals links (members badges and social media). With key focus on content this year, it is recommended that we continue this work to bring more traffic from key search terms.

SSL: (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. Google now ranks sites with SSL higher and we recommend that this is implemented at the earliest on ABA website. We will need to purchase a SSL certificate and change some of the website code to support SSL.