

Imdaad Partners with Prism Digital to drive digital transformation for Omdaad

Imdaad partners with Prism Digital to drive digital transformation for Omdaad with website development and SEO services across the GCC.

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/EINPresswire.com/ -- [Imdaad](#), one of the UAE's largest integrated facilities management (FM) companies, today announced a partnership with [Prism Digital Marketing](#) to lead digital transformation for its Oman expansion, Omdaad. The partnership is aimed at creating a dynamic digital platform that is mobile-friendly, built in two languages to support growth, scalability, performance, and visibility across the GCC.



Prism Digital is providing a dynamic website with up to 50 pages, fully optimised for SEO, featuring Google SEO-enriched content, URL structuring, and a search-friendly architecture. The scope includes English and Arabic content development and website conversion, Google Business integration (maps and reviews), social media integration, contact forms with call functionality, and a robust content management system. The aim is to develop a modern corporate website that is a seamless, engaging, mobile-first experience for end users on all platforms.

Creating a Scalable, Search-First Digital Property

Besides development, the initiative is presented as a complete digital transformation, including [SEO services](#), AEO (Answer Engine Optimisation), GEO (Generative Engine Optimization), web development solutions. This means that Omdaad ranges not only across traditional search engines but also across new AI-based discovery platforms.

As Omdaad is Imdaad's strategic penetration into Oman, the digital infrastructure is pivotal in

providing credibility, access and operational visibility in a foreign territory. Prism Digital's blend of technical know-how and a performance-focused design will ensure the platform will facilitate long-term growth and regional expansion.

"Imdaad is one of the top Facilities Management Companies in The Middle East and are humbled and grateful that they have considered us to be their partner in the whole digital transformation process, starting with the website and extending to their entire digital footprint," said Lovetto Nazareth, CEO of Prism Digital. "We aim to bring our 20 years of expertise in website design and mobile app development to help them dominate SEO, AEO and GEO rankings in the UAE and the GCC with our website development and digital transformation services."

"It was very clear that Prism Digital was the right choice for us to partner with for our digital transformation and website development project as they have been at the forefront of deploying web technology with proven results," said Mr. Abdullatif Abdulla Ahmed Al Mulla chairman of Imdaad. He further added, "We have worked with them before on several projects, and all of them were delivered to perfection. We are excited about a long and productive partnership with Prism Digital and Lovetto Nazareth and his dynamic team."

About Imdaad

Known to deliver sustainable and technology-driven solutions, Imdaad has been the UAE's leading facilities management (FM) company offering its services to multiple industries across the region. The Imdaad group works tirelessly to expand its footprint in the region.

About Omdaad

Omdaad is Imdaad's Oman-based entity, established to deliver integrated facilities management services tailored to the local market, extending the company's expertise and service excellence into the Sultanate.

About Prism Digital

Prism Digital Marketing is a leading digital marketing and advertising agency in the Middle East that offers 360 digital marketing and advertising solutions to the Middle East for over two decades. They specialize in helping brands develop digital systems that expand their online presence and customer interactions and deliver measurable business growth.

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