NABIL SABDULLAH
Empowering Your Brand for Success

PORTFOLIO · 2026

PORTFOLIO

Websites that bring in leads, not just looks.

WordPress, Elementor & Shopify websites for businesses and agencies, with a focus on property management and home improvement.



Nabil Sabdullah

Senior Web Designer & Developer
Philippines · Working worldwide

7+ years | 100+ sites

nabilsabdullah.com

WELCOME

Thanks for taking a look.

Hi, I'm Nabil. For more than seven years I've designed and built websites for small businesses and digital agencies in Australia, the United States and the Philippines.

This portfolio shows a selection of that work: what each client needed, what I built and the features that made it work. You'll also find my services, how I run a project and what clients say about working with me.

If something here looks like what your business or agency needs, the fastest next step is a free 20-minute discovery call.

Nabil Sabdullah
Senior Web Designer & Developer

AT A GLANCE

7+
Years building websites

100+
Sites built, maintained & secured

2018
Working remotely since

3–4 wks
Typical launch time

03	**About me**	Who I am and how I think
04	**Services**	What I can do for you
05	**How I work**	Process, timeline and promises
06	**Industries & clients**	Who I've built for
07	**Selected work**	9 projects, with the challenge and solution
16	**Experience & skills**	Where I've worked, tools and certifications
17	**Client reviews**	What clients and teammates say
18	**For agencies**	White-label development support
19	**Let's work together**	How to reach me

ABOUT ME

Hi, I'm Nabil, your web strategist.

I help businesses get more leads and clients with conversion-focused websites, landing pages and Google Ads.

I'm a Senior Web Designer & Developer from the Philippines with 7+ years of experience. Since 2018 I've worked remotely with businesses and digital agencies around the world.

My focus is simple: build websites that bring in leads, not just look good. I specialize in property management and home improvement companies, and I work with businesses in many other industries too.

I treat every client's business like my own, and I use AI-powered tools to work faster and smarter, so you get more value.



7+
Years building websites

100+
Sites built, maintained & secured

2018
Working remotely since

3–4 wks
Typical launch time

How I think is how I work

Results over looks
A pretty site that doesn't bring leads is just decoration. Every design choice has a job.

Honesty first
If you don't need something, I'll tell you, even if it means a smaller invoice.

Full ownership
If something breaks, I don't point fingers. I own it and I fix it.

No question is too basic
Not a tech person? Perfect. I explain everything in plain language.

Progress over perfection
Launch, learn, improve. A live site that works beats a perfect one that never ships.

In it for the long game
I'd rather work with you for ten years than make one quick sale.

SERVICES

What I can do for you

Three core services, plus the technical work that keeps a website fast, found and converting.

Most popular

Web Design & Development

WordPress or Shopify websites built to turn visitors into inquiries.

- Conversion-focused layout with clear calls to action
- SEO-friendly and fully responsive
- Lead forms, click-to-call and WhatsApp buttons
- Google Analytics 4 with lead tracking
- 1 month of after-launch support

From $400 · up to 9 pages · launch in 3–4 weeks

Google Ads

Targeted search campaigns that bring ready-to-buy customers to your site.

- Campaign and keyword setup
- Landing pages that convert
- Conversion tracking
- Ongoing optimization and reporting

Quoted per account

Website Maintenance

Keep your website fast, safe and up to date, without lifting a finger.

- Core, theme and plugin updates
- Backups and security monitoring
- Speed optimization
- A monthly report of what was done

Plans from $80 / month

Also available

E-commerce
WooCommerce and Shopify stores set up and ready to sell

Landing pages
Focused pages for ads and campaigns

Speed & SEO fixes
Faster load times, broken links and technical SEO

Hosting, DNS & migrations
Site moves and server setup, handled carefully

Tracking setup
Tag Manager, Analytics, Search Console, Facebook Pixel

AI video creation
Explainer and promo videos for your brand

Website add-ons

Content writing · $10 per page

Multi-language (auto-translate) · $70

Domain & hosting not included

HOW I WORK

A simple process, no surprises

Most websites launch in 3–4 weeks, and smaller sites can go live in 2–3 weeks or less. You always know what happens next.

1

Discovery call

A free 20-minute call to understand your business, goals and what isn't working today.

2

Plan

Sitemap, page goals and content list, so we agree on exactly what gets built.

3

Design

Homepage design first, built around your brand. You give feedback before we go further.

4

Build

Inner pages built on a private staging link you can review on any device.

5

Launch

Testing, speed checks, SEO basics and lead tracking, then we go live.

6

Support

1 month of after-launch support. Ongoing care plans available.

A typical timeline

Week	What happens	What I need from you
Week 1	Kick-off, sitemap and homepage design	Content, photos, logo and access
Week 2	Inner pages built on a private staging link	Feedback on the pages
Week 3	Revisions, forms, tracking and speed checks	Final changes and approval
Week 4	Launch, testing and handover	A quick final check

Replies within 24 hours
Usually within a few hours on chat.

Clear timelines
You always know what happens next and when.

You own everything
Domain, hosting and site are in your name.

Plain-language updates
No jargon, no runaround.

INDUSTRIES & CLIENTS

Trusted by businesses like yours

From property managers and tradespeople to agencies and manufacturers, every site is planned around one goal: turning visitors into inquiries.

SPECIALTY

Property management

Owner-first websites that win more landlords: rental appraisal forms, clear service pages and a separate tenant area for listings, applications and maintenance.

SPECIALTY

Home improvement

Portfolio-led websites that let finished work do the selling: project galleries, quote forms with photo upload and pages for every service area.

Featured clients

Spartan Property Management
Property Management

Essential Tiling & Stone
Home Improvement

True Value Outdoor Blinds
Home Improvement

The Good Produce
Fresh Produce · E-commerce

Pride Removals
Removals & Moving

Scale Ads Marketing
Marketing Agency

Rotelland
Manufacturing · Foundry

Howard Ghedia
Accounting & Bookkeeping

Pasig & Hudson
Digital Business Incubator

Industries I've worked in

Property management · Tiling & renovation · Outdoor blinds · Removals & moving · Fresh produce e-commerce · Marketing agencies · Manufacturing · Accounting & bookkeeping · Business incubators · Security services · Law firms · Real estate · Bed & breakfast · Retail

SELECTED WORK · PROJECT 01 OF 09

Spartan Property Management

01

Property Management | WordPress + Elementor | Desktop · at launch



A confident, owner-focused website for a property management company that wanted to win more landlords.

The challenge

The team needed a website that spoke to property owners first. Their services had to be easy to understand, requesting a rental appraisal had to take seconds, and tenants still needed a simple place to find listings and support without getting in the way of owner inquiries.

The solution

I planned the site around the owner's journey: a bold homepage with a clear promise, service pages that explain what's included, and an appraisal call to action repeated at every decision point. Tenants get their own section, so each audience sees what matters to them.

Key features

- Owner-first homepage with a clear rental appraisal call to action
- Separate tenant section for listings, applications and maintenance requests
- Mobile-friendly forms owners can fill in on the go
- Service pages that explain management, leasing and inspections in plain language
- Strong city imagery and a dark, premium colour palette

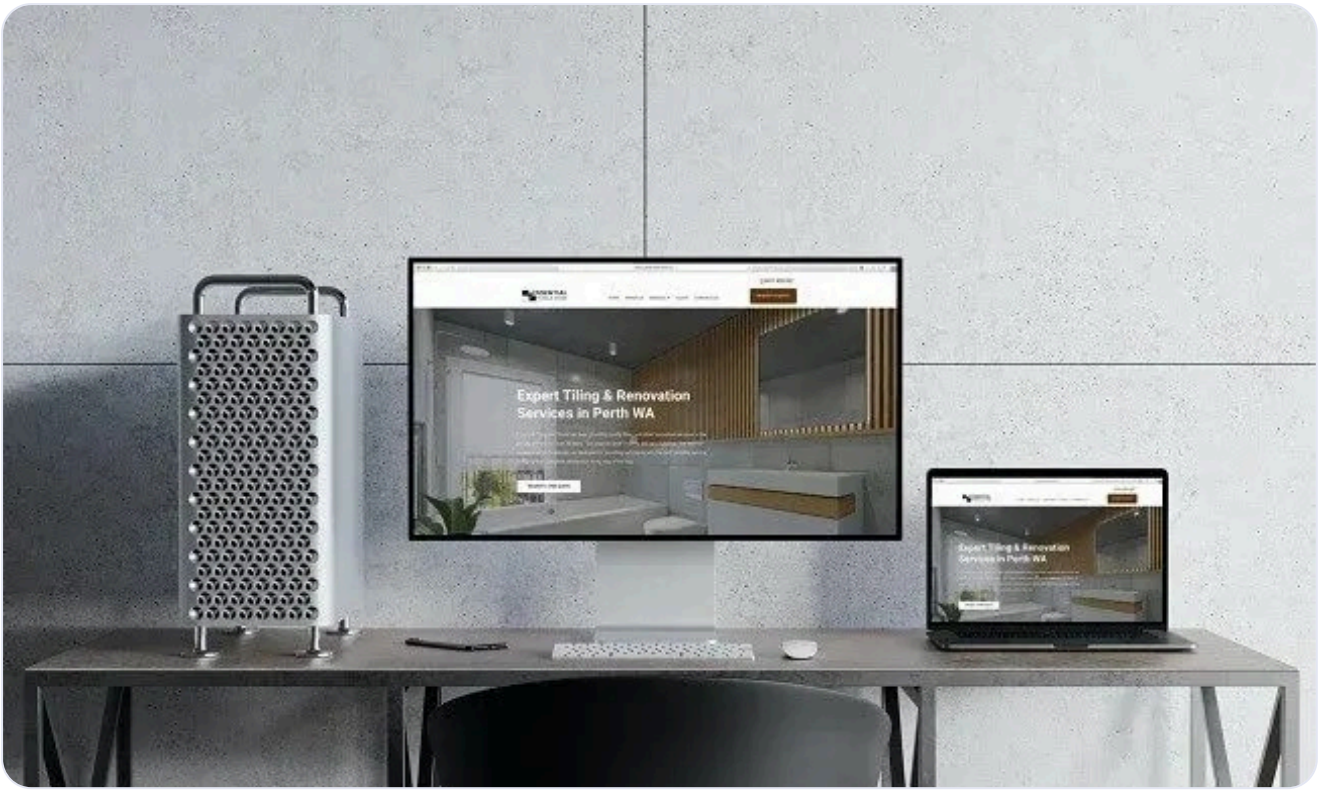
Full case study: **nabilsabdullah.com/portfolio/spartan-property-management/** · Projects are shown as they looked at launch. Some sites have since been changed by the client or other teams.

SELECTED WORK · PROJECT 02 OF 09

Essential Tiling & Stone

02

Home Improvement | WordPress + Elementor | Desktop · at launch



A clean, portfolio-led website for a tiling and stone business, where the quality of the work speaks for itself.

The challenge

For a tiler, photos win jobs. The business had beautiful finished projects but no clear way to show them off online, and homeowners had to call just to ask what services were offered or how to get a quote.

The solution

I built the site around large, high-quality project photos and simple service pages for each type of job. A short quote form with photo upload lets homeowners describe their project in a minute, and the layout keeps the “Get a Quote” button within reach on every page.

Key features

- Large, gallery-style project showcase
- Quick quote form with photo upload
- Fast-loading images on mobile
- Service pages for bathrooms, kitchens, floors and outdoor areas
- Neutral, stone-inspired design that keeps the focus on the work

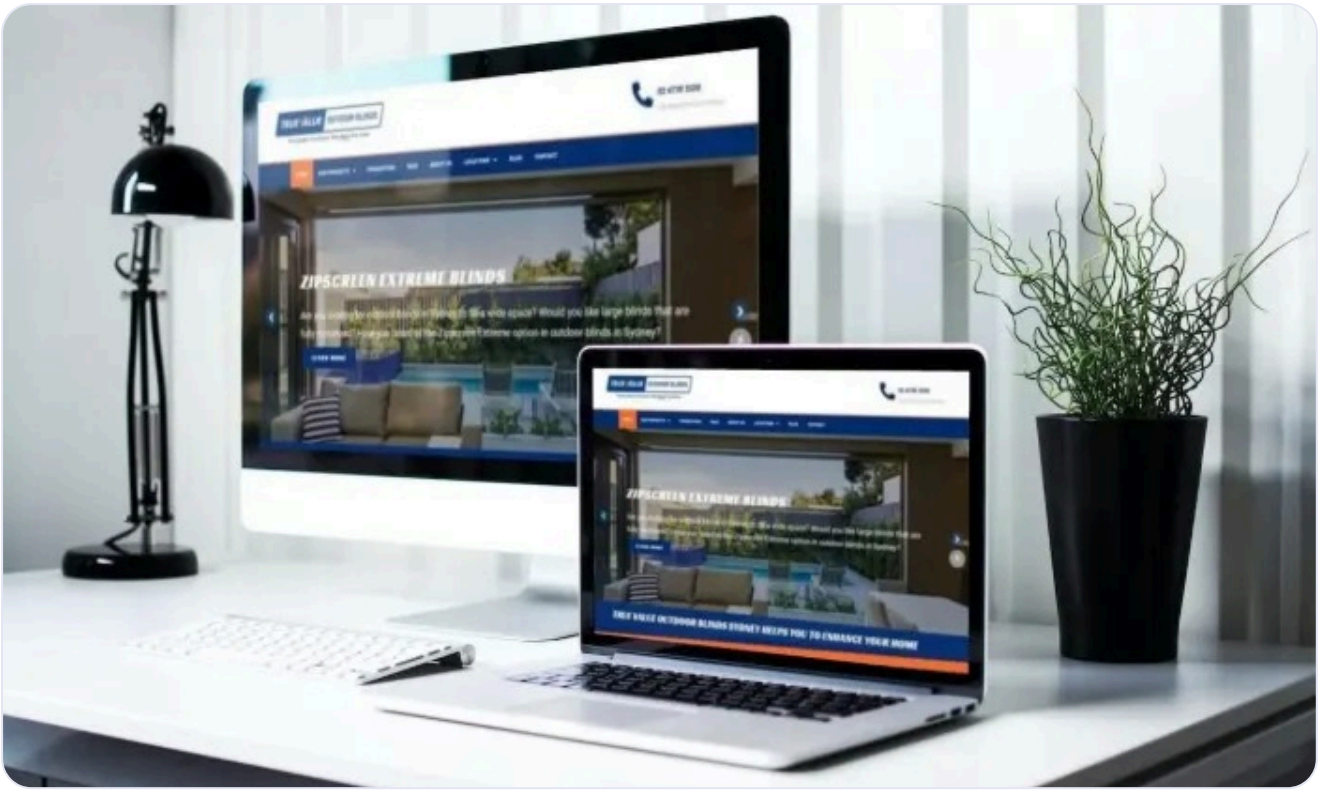
Full case study: **nabilsabdullah.com/portfolio/essential-tiling-stone/**

SELECTED WORK · PROJECT 03 OF 09

True Value Outdoor Blinds

03

Home Improvement | WordPress + Elementor | Desktop · at launch



A bright, product-focused website for an outdoor blinds company that helps homeowners picture their finished space.

The challenge

Outdoor blinds come in many styles, fabrics and operating options, which can overwhelm buyers. The business needed a website that explained the range simply and moved visitors toward booking a measure and quote.

The solution

I organised the products into clear categories with photos of real installations, then paired each one with straightforward benefits like shade, privacy and weather protection. Every page leads to a simple “Book a free measure & quote” form.

Key features

- Product range pages with installation photos
- Book-a-measure-and-quote form on every page
- Click-to-call and mobile-first layout
- Benefit-led copy: shade, privacy, wind and rain protection
- Inspiration gallery to help homeowners choose

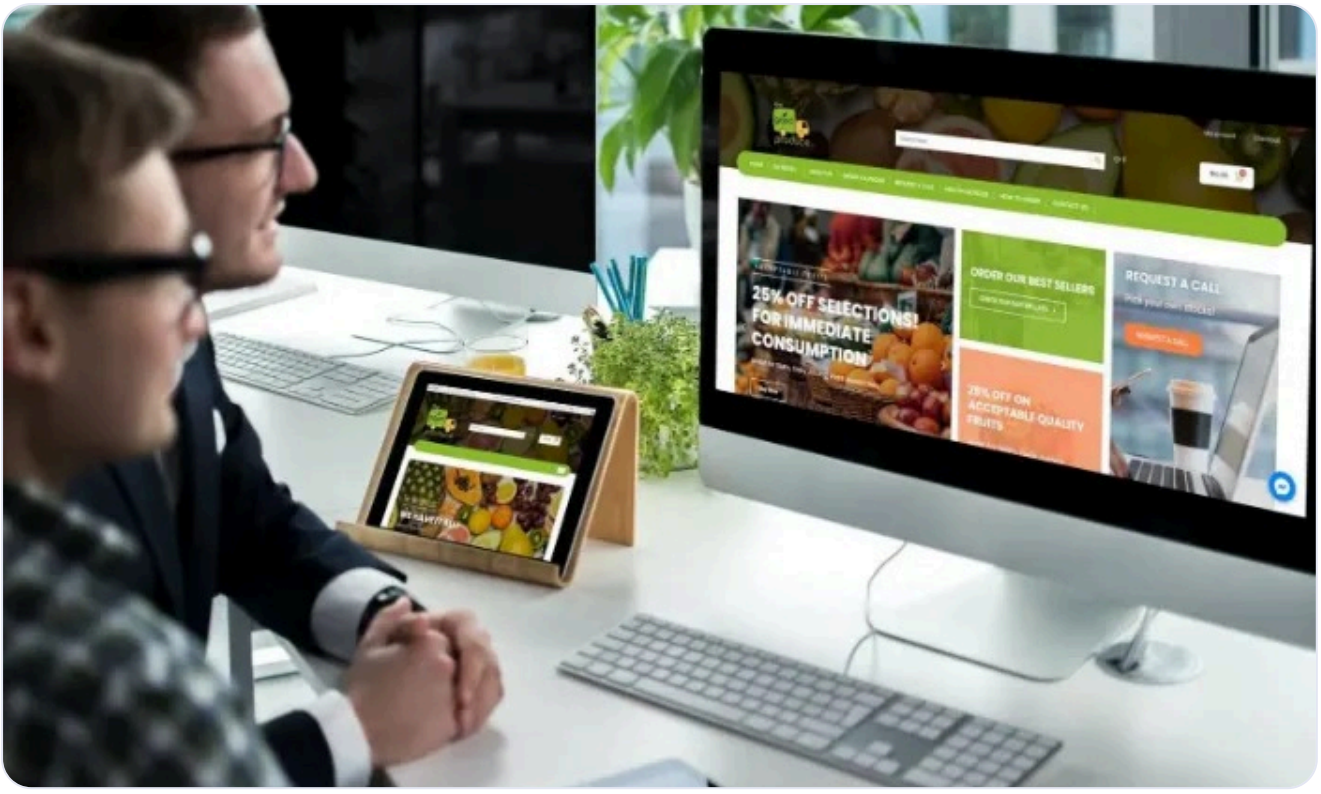
Full case study: **nabilsabdullah.com/portfolio/true-value-outdoor-blinds/**

SELECTED WORK · PROJECT 04 OF 09

The Good Produce

04

Fresh Produce · E-commerce | WordPress + WooCommerce | Desktop · at launch



A fresh, friendly WooCommerce online store that makes ordering fruit and vegetables online quick and easy.

The challenge

The business wanted to take orders online instead of by phone and message. Customers needed to browse produce easily, see what was in season, understand delivery days and areas, and check out without friction, especially on their phones.

The solution

I built a WooCommerce store with clear product categories, simple product pages and a streamlined checkout. Delivery information is easy to find before customers order, and the team can update products, prices and stock themselves without touching code.

Key features

- ✓ WooCommerce store with categories for fruit, vegetables and more
- ✓ Streamlined, mobile-friendly checkout
- ✓ Easy product, price and stock updates for the team
- ✓ Simple product pages with clear pricing and units
- ✓ Delivery days and service areas explained up front

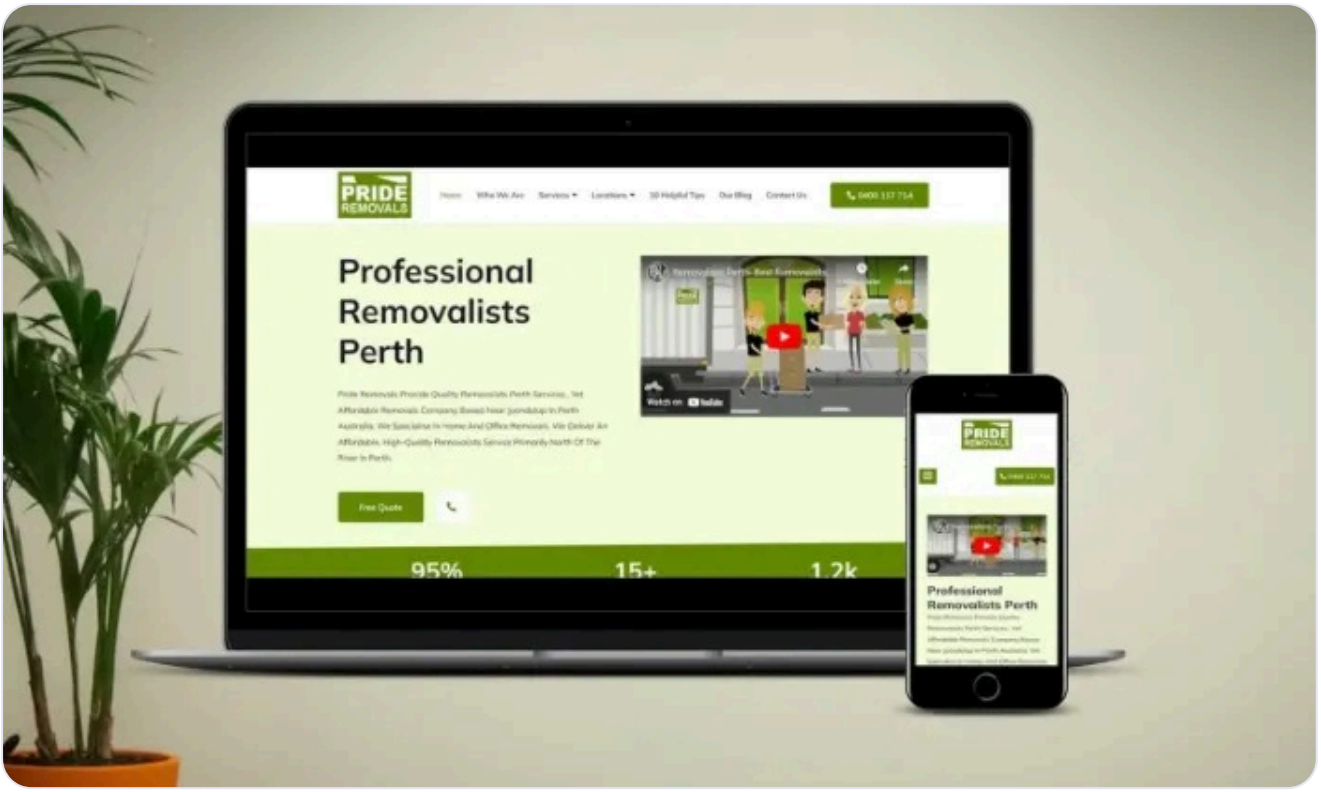
Full case study: **nabilsabdullah.com/portfolio/the-good-produce/**

SELECTED WORK · PROJECT 05 OF 09

Pride Removals

05

Removals & Moving | WordPress + Elementor | Desktop · at launch



A trustworthy, conversion-focused website for a removals company that makes requesting a moving quote simple.

The challenge

Moving is stressful, and people choosing a removalist want to feel confident before they hand over their belongings. The business needed a website that built trust quickly and collected the details needed for an accurate quote.

The solution

I designed a clean, reassuring site with clear service pages for home and office moves, and a quote form that asks the right questions (moving from, moving to, date and size of the move) without feeling long. Click-to-call is always one tap away on mobile.

Key features

- Service pages for home, office and long-distance moves
- Trust-building layout with reviews and clear process steps
- Fast, lightweight pages for visitors on the go
- Smart quote form that captures move details
- One-tap calling and messaging on mobile

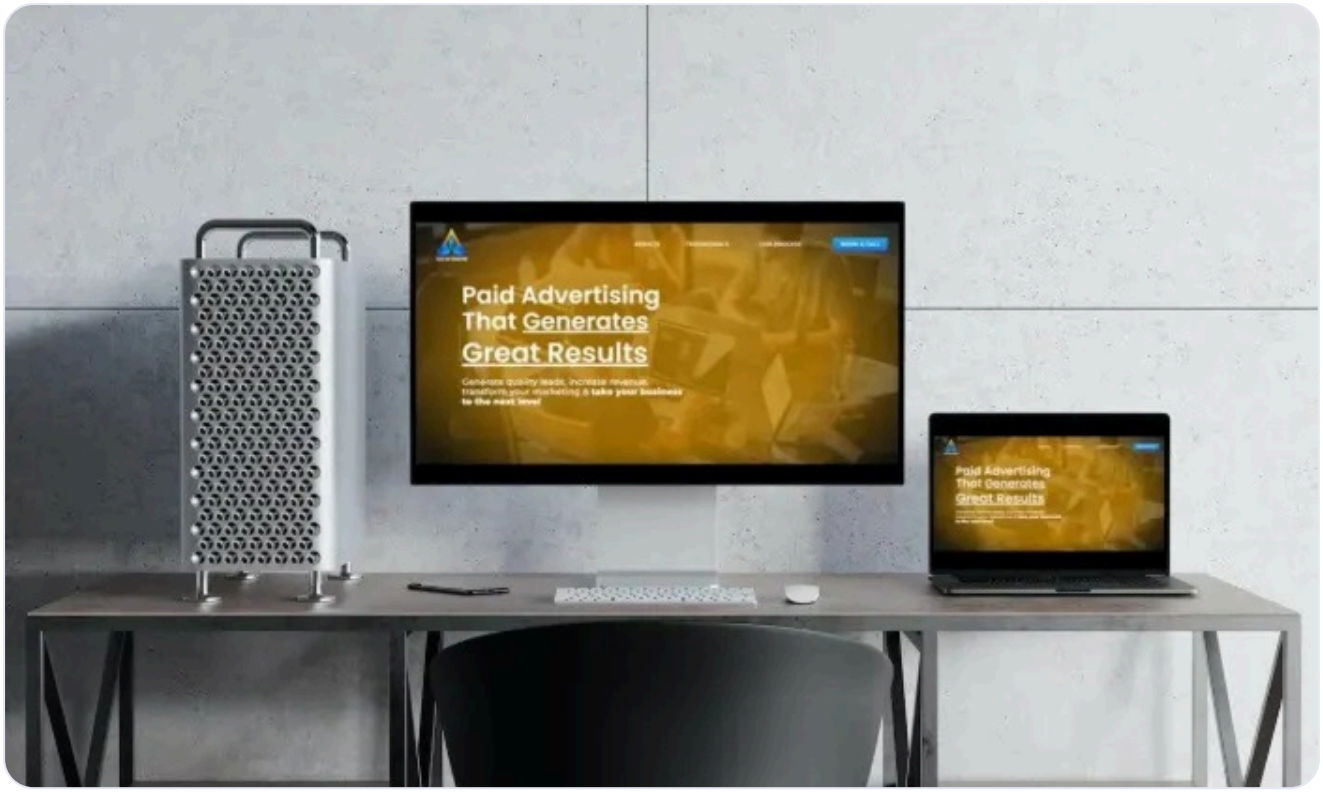
Full case study: **nabilsabdullah.com/portfolio/pride-removals/**

SELECTED WORK · PROJECT 06 OF 09

Scale Ads Marketing

06

Marketing Agency | WordPress + Elementor | Desktop · at launch



A modern, confident website for a digital marketing agency, launched quickly so the team could start winning clients sooner.

The challenge

The agency needed a professional website fast. It had to explain their advertising services clearly, show credibility and turn visitors into booked strategy calls, without a long, drawn-out build.

The solution

I worked closely with the team on a focused structure and messaging, recommended what to include for a fast launch, and built a polished, responsive site with service pages and calls to action that lead straight to a consultation.

Key features

- Focused structure planned for a fast launch
- Strategy-call calls to action throughout
- Easy-to-update content for the team
- Clear service pages for paid advertising
- Modern, responsive design that reflects the brand

Full case study: **nabilsabdullah.com/portfolio/scale-ads-marketing/**

SELECTED WORK · PROJECT 07 OF 09

Rotelland

07

Manufacturing · Foundry | WordPress + Elementor | Desktop · at launch



A strong, industrial B2B website for a foundry and metal casting business that serves partners around the world.

The challenge

A foundry sells to engineers and procurement teams who want to see capability and reliability before they reach out. The company needed a credible website that explained its casting services, the industries it serves and how to request a quote.

The solution

I built a confident industrial design with real factory imagery, clear sections for services, industries, products and projects, and a prominent “Request a Quote” button. Contact details are visible at the top of every page for international buyers.

Key features

- Bold hero with real factory photography
- Prominent request-a-quote call to action
- News section for company updates
- Pages for services, industries, products and projects
- Contact details in the header for quick inquiries

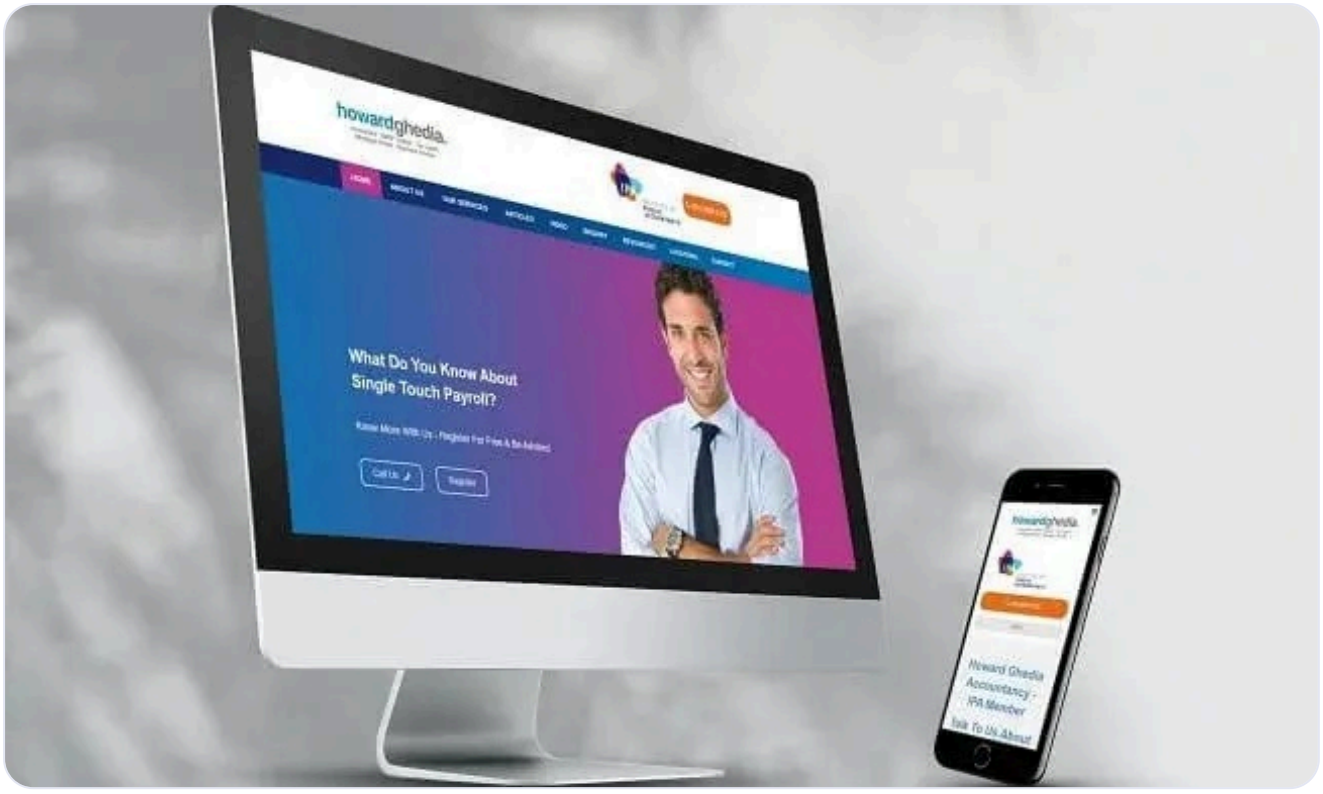
Full case study: **nabilsabdullah.com/portfolio/rotelland/**

SELECTED WORK · PROJECT 08 OF 09

Howard Ghedia

08

Accounting & Bookkeeping | WordPress + Elementor | Desktop · at launch



A modern, approachable website for an accounting and bookkeeping firm that makes complex topics feel simple.

The challenge

Accounting can feel intimidating. The firm wanted a website that felt friendly and modern, explained its services clearly, and shared helpful updates on topics like payroll and tax so clients would see them as the experts to call.

The solution

I designed a vibrant, people-focused site with clear service pages, a news and resources area for timely topics, and simple ways to book a consultation. The bright brand colours set the firm apart from more traditional competitors.

Key features

- Clear service pages for tax, bookkeeping and payroll
- Consultation calls to action on every page
- Fully responsive across desktop, tablet and mobile
- News and resources section for helpful updates
- Vibrant, modern design that stands out from typical firms

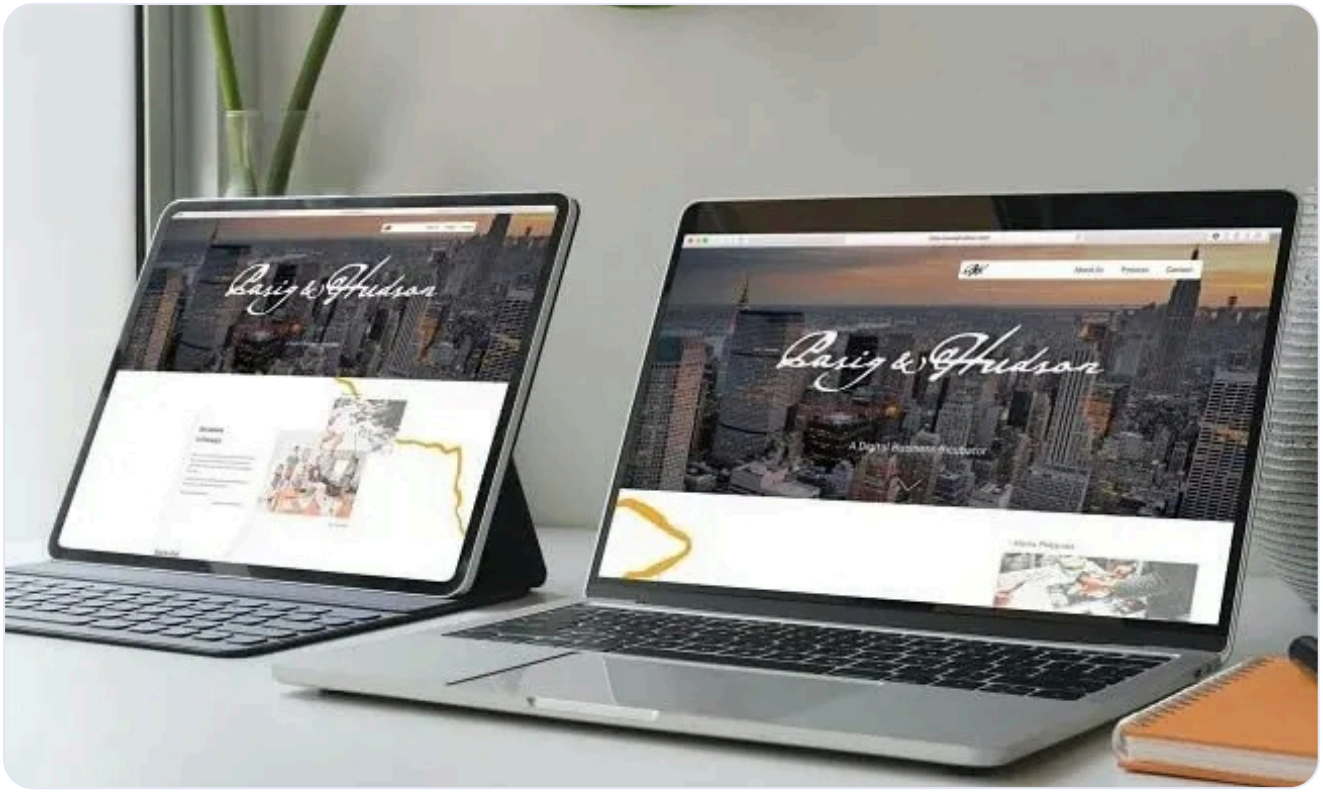
Full case study: **nabilsabdullah.com/portfolio/howard-ghedia/**

SELECTED WORK · PROJECT 09 OF 09

Pasig & Hudson

09

Digital Business Incubator | WordPress + Elementor | Desktop · at launch



An elegant, story-driven website for a digital business incubator, connecting ideas from Manila to New York.

The challenge

As an incubator, the brand needed to feel ambitious and premium while clearly explaining what it does, showcasing the projects it supports and inviting new partners to get in touch.

The solution

I created a refined design with a signature script logo, a dramatic city skyline hero and generous white space. Clear About, Projects and Contact sections tell the story simply and guide visitors toward a conversation.

Key features

- Premium, minimal design with a signature script logo
- Cinematic city skyline hero section
- Projects showcase for supported ventures
- Simple, focused navigation: About, Projects, Contact
- Responsive layout for laptop and tablet viewing

Full case study: **nabilsabdullah.com/portfolio/pasig-hudson/**

EXPERIENCE & SKILLS

Where I've worked

2018 – present

Current

Web Developer

Business2Video.com · Australia

- Design and build websites for clients
- Speed and performance optimization
- Fix SEO issues like broken links and slow pages
- Set up Search Console, Analytics and Tag Manager
- Goal tracking with Tag Manager, Analytics and Facebook Pixel

2023 – 2026

Web Designer & Developer

TIF Creative · Creative agency

- End-to-end website projects, from design to launch
- Designed and built client websites
- Ongoing maintenance, updates and fixes after launch
- Speed, SEO and performance optimization

2019 – 2021

Web Developer

TopTierDigitalPH.com

- Part of a team of designers, developers and app developers
- Built websites from client mockups
- Added features and content, fixed functionality issues
- Recorded video tutorials so clients can manage their sites

Skills & tools

WordPress · Elementor Pro · WooCommerce · Shopify · PHP · HTML5 & CSS3 · JavaScript & jQuery · SQL & databases · Responsive design · Google Ads · Tag Manager & Analytics · SEO · Hosting, DNS & migrations · Website security · AI-powered workflows

Certifications

- Search Marketing Specialist
- Content Marketing Specialist
- Search Marketing Mastery
- Content Marketing Mastery
- Web Design (Udemy)
- HTML & CSS (Udemy)

CLIENT REVIEWS

What clients say

Feedback from clients and the people I've built websites with.

★★★★★

"Nabil is our newly trusted partner for anything web development projects. Happy to have found his professional services. From consulting, development to delivering a new website, setting up our hosting and email migration. I highly recommend Nabil for your next webdev projects!"

Clarice Tiu

3S Security Solutions Specialists

★★★★★

"Working with Nabil has been a wonderful experience. He's very easy to communicate with and provided recommendations and guidance for us to launch the site fast. He takes initiative and [is] an expert with what he does. … Thank you, Nabil."

John Edwards Salilig

Scale Ads Marketing

★★★★★

"I have worked with him in multiple projects for US client. From simple informative to complicated e-commerce website. Multimedia, Law firm, Bed N Breakfast, Real Estate, Digital Marketing and Retail Industry."

Maria Grace

Video Explainer Expert

★★★★★

"I've been working with Nabil for over 5 years now and the quality of work he provides has become better and better. A very patient guy to work with and a very reliable team mate. I more often rely and listen to Nabil's recommendation as his updated solutions makes our project outcome even better."

Marc Raymond Co

Collaborator for 5+ years

More reviews: **nabilsabdullah.com/testimonials/**

FOR AGENCIES

Your white-label WordPress & Elementor developer

Extra development hands when you need them. I build, fix and maintain websites for your clients, under your brand.

- **Design to Elementor**
  Figma, XD or mockup designs turned into pixel-perfect Elementor websites.
- **Fixes & custom features**
  Bug fixes, functionality issues, custom PHP and integrations.
- **White-label maintenance**
  Updates, backups and security for your client sites.
- **Tracking setup**
  Tag Manager, Analytics, Search Console and Facebook Pixel.
- **WooCommerce & Shopify**
  Online stores set up, customized and ready to sell.
- **Speed & SEO fixes**
  Faster load times, broken links and technical SEO.
- **Landing pages for ads**
  High-converting pages for your clients' campaigns.
- **Hosting, DNS & migrations**
  Site moves, DNS changes and server setup.

WHY AGENCIES WORK WITH ME

An extension of your team

I've worked with agencies since 2018, including Business2Video in Australia, TopTierDigital in the Philippines and the creative agency TIF Creative.

- White-label: your clients never see my name
- Works in your tools (Slack, Asana, Trello, ClickUp)
- Clear updates and realistic deadlines
- AI-powered workflow for faster turnaround
- Happy to sign an NDA

Ways to work together

Per project
Fixed price for a full website build or a defined task.

Hourly
Flexible support for fixes, edits and smaller tasks.

Monthly retainer
A set number of hours each month for ongoing work.

How we start

1

Intro call
Tell me about your agency, clients and workflow.

2

Test task
Start with a small project to see how we work together.

3

Ongoing work
Send projects anytime. I'll fit into your process.

LET'S WORK TOGETHER

Ready to turn your website into a lead machine?

Tell me about your business or agency. I reply within 24 hours, usually much sooner.

Book a free 20-minute discovery call
calendly.com/nabilwebsolutions/discovery-call

Email
hello@nabilsabdullah.com

WhatsApp
+63 947 235 8191

Website
nabilsabdullah.com

Free website review
nabilsabdullah.com/free-website-review/



FOLLOW ALONG

LinkedIn · linkedin.com/in/nabilsabdullah

YouTube · youtube.com/@NabilSabdullah

TikTok · tiktok.com/@nswebwizard

NABIL SABDULLAH
Empowering Your Brand for Success