

About **Yamsafer**

Yamsafer is the first Palestinian website for hotel booking online. It brings fast and easy hotels and events booking to the Middle East through unprecedented rates. Yamsafer is a credible and simple website. It guarantees its customers with low prices. In the near future, Yamsafer Company will soon have hotel inventories in twenty two Arabic countries. Now our customers can travel around the Middle East, have fun and enjoy their amazing low price offers on the hotels.

- Yamsafer, has raised \$1 million in venture backing from Sadara Ventures, a Palestinian venture firm

About **Tech World**

Tech World One of the largest Arab websites that specializing in Technology news. Our goal in Tech World is to put Tech news between your hands.

- Tech world breaks into many interesting categories, such as 'Articles', 'internet news', 'mobile smartphones', 'IOS and android', and 'software applications'.

The main challenges that we are facing in Tech-wd and Yamsafer:

- Few people who have the ability to write **Great** Arabic content (Great content is a useful content , informative ,which offer a solution for a problem..etc) that content which perform well in search engines and which Google recommend).
- Arabic companies still don't realize the important of Content marketing (investing in content) they still using traditional techniques in their marketing campaigns, they don't trust high quality Arabic websites (Arabic companies is the main driver to start enrich Arabic web content).
- Few high quality Arabic websites that offer great content.(Arabic websites still using "forums" the Arabic content in the web is duplicate and very low quality.

Solutions:

- Trainings for Arabic users who are interested in writing. How they can write high quality Arabic content, how this content could perform better in search engines.
- Educating companies about the importance of Arabic content and how they could invest in content marketing that offer a solution for a problem ,Which we already started at Yamsafer. "Great content will always drive leads".
- Attempt to motivate the Arab user to read useful articles and follow-up sites that publish this content
- Stimulate traditional media to quote from sites that publish good content. That will lead to increase the trust of those websites from Arabic web users.
- The importance of online marketing. High quality content is not enough, If these websites (who offer high quality content) ignore their online marketing strategies this content will not reach for a lot of audience.