

Take this to any vendor. Tick a box only when the answer is a clear yes, then compare quotes side by side.

1. Payments (wallet-first)

- Does checkout support ZainCash, FastPay, and Qi Card?
- Is cash on delivery (COD) designed in by default?
- Is AsiaHawala / local wallet coverage considered?

2. Language

- Is the site Arabic-first with true right-to-left layout?
- Is Kurdish (Sorani) covered for the Kurdistan Region?
- Is English available for business / international buyers?

3. Mobile performance

- Is the build mobile-first and light for mid-range phones?
- Do pages pass Core Web Vitals (INP) on slower networks?
- Are images and scripts optimized for low bandwidth?

4. City focus

- Is the content tuned for Baghdad, Erbil, or Basra?
- Does the language mix match the target city?
- Is conversion design matched to the local audience?

5. Discoverability + trust

- Is bilingual schema and SEO built in?
- Are contact, WhatsApp, and trust signals clear?
- Is lead capture conversion-focused, not an afterthought?