

Dubai SEO Audit Checklist

Proven Framework to Rank #1 in Dubai's Competitive Market

1. Google Business Profile Optimization

- ✓ Bilingual description (Arabic/English) with keywords: "دبي" + "Dubai"
- ✓ Attributes: Ramadan Hours, Free Valet Parking, Near Metro Station
- ✓ Minimum 15 photos with Burj Khalifa/Dubai Marina backdrop
- ✓ Posts updated weekly with offers in AED currency

2. Technical SEO Essentials

- ✓ Hosting in UAE data centers (e.g., Etisalat, du)
- ✓ Page load speed < 2s for Dubai users (GTMetrix UAE server)
- ✓ HTTPS with valid SSL certificate
- ✓ Mobile-friendly design (test with Dubai common devices: Galaxy S23, iPhone 14)

3. Dubai-Specific Citations

Priority	Directory	NAP Format
★★★★	Dubai Chamber of Commerce	Business Name Area, Dubai, UAE
★★★★	UAEDirectory.com	+971 4 XXX XXXX
★★★☆☆	Dubai.ae Business List	Street/Building Name
★★★☆☆	Bayut Business Directory	Include Dubai Emirate

4. Arabic/English Content Audit

- ✔ RTL (Right-to-Left) layout implemented for Arabic pages
- ✔ Keywords: "شركة سيو دبي" + "SEO company Dubai Marina"
- ✔ Local content: Expo 2025 opportunities, Dubai tax-free zones
- ✔ Schema markup for Dubai business addresses

5. Dubai Link Building Targets

- ✔ GulfNews.com Business Section
- ✔ DubaiPT.com (Property Portal)
- ✔ DubaiStartupHub.ae
- ✔ TimeOutDubai.com Business

Need Professional Dubai SEO Help?

Our Dubai-based team offers:

- **Free website analysis for Dubai users**
- **Guaranteed Google Maps ranking improvement**
- **Arabic/English SEO content packages**

Request Dubai SEO Proposal

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Expertise: .ae Domains | Dubai SEO | UAE Data Laws (PDPL)