

# The Abu Dhabi SEO Checklist

27 things to fix before you spend a dirham on ads — a practical, self-audit checklist for Abu Dhabi businesses.

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## Technical SEO

01. Confirm the site is indexable (robots.txt not blocking, no rogue noindex).
02. Submit an up-to-date XML sitemap in Google Search Console.
03. Fix all 4xx and 5xx errors reported by Search Console this month.
04. Verify Core Web Vitals pass on mobile (LCP <2.5s, INP <200ms, CLS <0.1).
05. Enforce HTTPS everywhere and eliminate mixed-content warnings.

## On-Page SEO

06. Every page has a unique <title> under 60 chars including primary keyword.
07. Every page has a compelling meta description under 155 chars.
08. One H1 per page that matches user intent (not just a brand name).
09. Internal links use descriptive anchor text, not 'click here'.
10. Images have descriptive alt text; hero images are WebP and lazy-loaded.

## Local SEO (Abu Dhabi)

11. Google Business Profile fully filled: categories, hours, service area, photos.
12. NAP (Name/Address/Phone) is identical on site, GBP, and top UAE directories.
13. Location-specific landing pages exist for the districts you actually serve.
14. Arabic + English versions of the site are correctly linked with hreflang.
15. Reviews strategy: at least 1 new Google review per week, all responded to.

## Content

16. You have a topical cluster around your money pages, not scattered posts.
17. Each service page answers price, timeline, process, and objections.
18. You publish at least 2 in-depth articles per month targeting bottom-funnel intent.
19. Old articles are refreshed every 6 months; low-value posts are pruned.
20. FAQ schema markup is added to service and city pages.

## Links & Authority

21. You've claimed listings on the top 15 UAE-relevant directories.
22. You have at least 5 do-follow backlinks from UAE/GCC news or industry sites.
23. Broken backlinks pointing to your domain are 301-redirected, not lost.
24. Guest posts and partnerships are logged; anchors are diversified.

## Analytics & Tracking

25. GA4 and Search Console are connected, and goals track real leads (not pageviews).
  26. Call tracking + form-submit events are firing correctly.
  27. You review a monthly SEO dashboard: rankings, traffic, leads, revenue.
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