



VIRTUAL
PRO

SEO AUDIT REPORT & STRATEGY

Why SEO for



- Increased Online Visibility.
- Organic Traffic and Growth.
- Helps in Generating Quality Leads.
- Builds Trust and Credibility.
- Improvement in user experience.
- Competitive advantage.
- Adaptation to changing trends.
- Helps to track Analytics and Business insights.
- Long Term growth.

Keyword Research and Analysis

Keywords & Search volumes

Keywords	Search Volume	Current Rankings
Ejari for license renewal	90	7
Ejari for trade license	10	5
Virtual office ejari	30	-
Ejari services in dubai	90	-
Ejari dubai online	110	-
Ejari dubai	4400	-

- These are the keywords identified by **current SEO team**, with Search volume and Current rankings

Keywords	Search Volume	Current Rankings
Ejari registration Dubai	170	-
Ejari renewal Dubai	70	-
Ejari virtual office	30	-

- These are some other keywords found by us, and they can also be used.
- The following keywords can be used for blog topic purposes.

How to register ejari online - 170

Ejari renewal cost-30

Ejari fee-210

Ejari dubai registration-170

Keywords & Search volumes

Keywords	Search Volume	Current Rankings
Husband visa dubai	210	NIL
Spouse visa in dubai	590	NIL
Dubai visa for spouse	590	NIL
Dubai visa for wife	590	NIL
Family residence visa dubai	30	NIL

Keywords & Search volumes

Keywords	Search Volume	Current Rankings
Family residence visa uae	70	NIL
Wife visa cost in dubai	210	NIL
Parent visa in dubai	480	NIL
Dependent visa in dubai	260	NIL
family visa dubai	720	NIL
family visa for dubai	880	NIL

Observation based on keywords

- These are some of the top keywords we have found in our research. All of these keywords have a good search volume, which can drive significant traffic to the website.
- In most of the keywords our competitors are ranking in first page of SERP's , by building a proper SEO strategy we can rank higher than them and get a good traffic to the website.
- As of now, some of the keywords are ranking on SERP's , but more keywords are not ranking.
- **With proper SEO optimisation and creating quality backlinks, we can bring all the top keywords to first page on google. That will help us bring more Organic Traffic to our website.**

SERP (Search Engine Reserve Page)

Expand Keyword Research:

- Continuously research new keywords.
 - Explore related terms and long-tail variations.
 - Update targeting strategies based on trends.
-

Relevance to Target Audience

- **Choose Relevant Keywords:** Select keywords that reflect services like **Ejari services** and **family visas** in Dubai. Ensure they align with your target audience's needs and interests.
- **Focus on Specific Terms:** Use keywords related to your client's offerings, such as **Ejari renewal** and **Family visa processing**.

Search Volume and Competition

- **Target High-Potential Keywords:** Choose keywords with moderate to high search volume to drive traffic, like **“Ejari services Dubai”**.
- **Assess Competition:** Analyze SERPs to understand competition levels and identify opportunities. Evaluate how competitors rank for key terms like **“family visa Dubai”**.

Ranking Potential

- **Identify Strong Keywords:** Focus on keywords where the client's website already ranks well, such as **Ejari services** or **family visas in Dubai**, and enhance those with targeted optimization.
- **Leverage Strengths:** Prioritize keywords that align with the client's expertise, offering competitive and valuable services like **Ejari renewal** and **spouse visa processing**.

Related Keywords

- **Expand Keyword Strategy:** Explore related keywords and long-tail variations, such as “**Dubai Ejari process**” or “**family visa requirements Dubai**”, to capture additional search intent.
- **Use Research Tools:** Utilize keyword tools to discover related terms and synonyms that your target audience uses when searching for **visa services** or **Ejari in Dubai**.

User Intent and Context

- **Align with User Intent:** Tailor content to match the user's intent, distinguishing between informational keywords (e.g., “**how to renew Ejari**”) and transactional keywords (e.g., “**apply for family visa Dubai**”).

Competitors Audit & Report

Competitors

	Competitor's	DA	Organic Traffic	Backlinks
1	https://www.creativezone.ae/	32	120100	14693
2	https://virtuzone.com/	32	42374	21895

DA (Domain Authority) - is a search engine ranking score that predicts how likely a website is to appear in search engine results pages SERPs.

Competitor Analysis

- **Identify Key Competitors:** Research competitors who are directly focused on **Ejari services, visa processes**, and related areas in Dubai. Note that while some competitors may appear in results, they primarily focus on business setup or other services where visa services are a secondary offering.
- **Analyze SEO Strategies:** Examine the SEO strategies, backlink profiles, and content of these competitors to identify opportunities and gaps. Recognize that some competitors might not target the exact keywords but cover broader topics such as business setup where visa services are included.
- **Adjust for Specific Keywords:** Focus on competitors who specifically target keywords related to **Ejari, family visas**, and similar services to ensure a precise comparison and identify effective strategies relevant to your niche.

Strategies to Outperform Competitors:

Focus on Quality Backlinks:

- Invest in acquiring high-quality backlinks from authoritative websites within the mom and baby care niche. Emphasize relevance and authority over quantity.
- Leverage partnerships, guest blogging, and influencer collaborations to build a strong backlink profile.

Content Optimization:

- Develop comprehensive, keyword-optimized content that addresses the needs and interests of the Qatari mom and baby care market.
- Create engaging multimedia content such as videos, infographics, and interactive guides to enhance user experience and attract backlinks.

Mobile-Friendly Experience:

- Ensure the website is fully optimized for mobile devices, providing a seamless browsing experience across different screen sizes and platforms.
- Implement responsive design, fast loading times, and intuitive navigation to cater to mobile users effectively.

User Experience Enhancement:

- Prioritize user experience improvements such as intuitive navigation, clear calls-to-action, and streamlined checkout processes to increase conversion rates and user satisfaction.
- Conduct regular usability testing and gather feedback from customers to identify areas for improvement.

Social Media Engagement:

- Leverage social media platforms to engage with the target audience, share valuable content, and drive traffic to the website.
- Encourage user-generated content, customer reviews, and testimonials to build trust and credibility.

Technical Audit

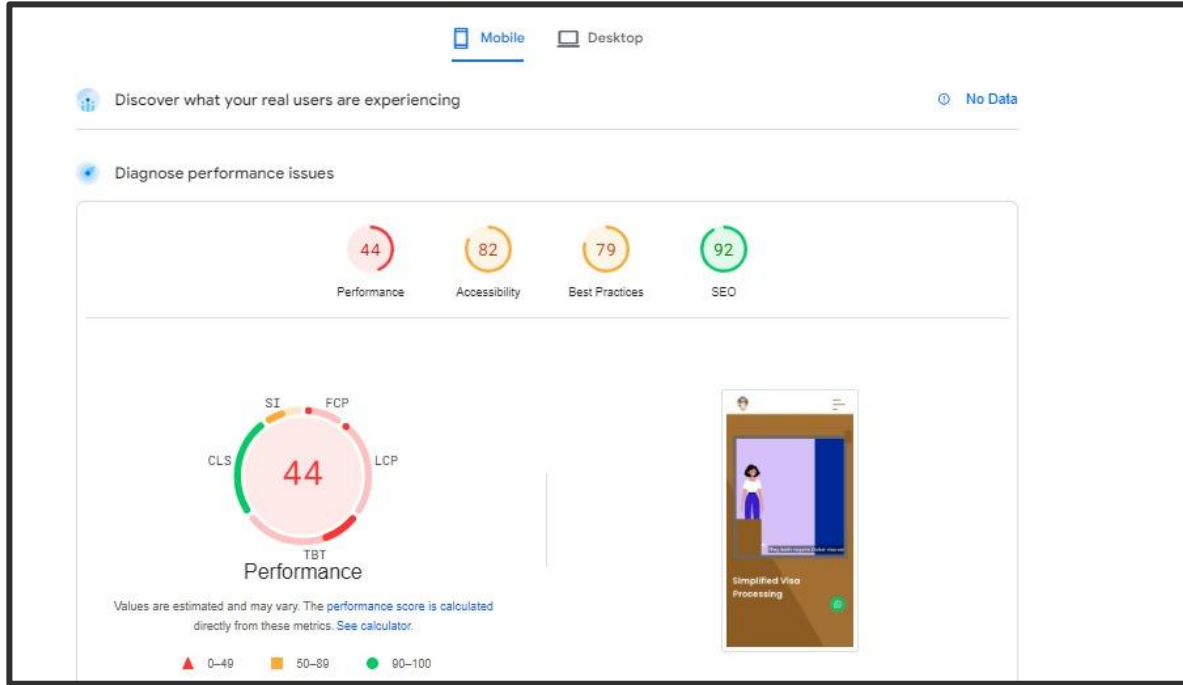
Website performance



Current Score: 60% (Grade: D)

Recommendation: Improve website performance to enhance user experience and search engine rankings.

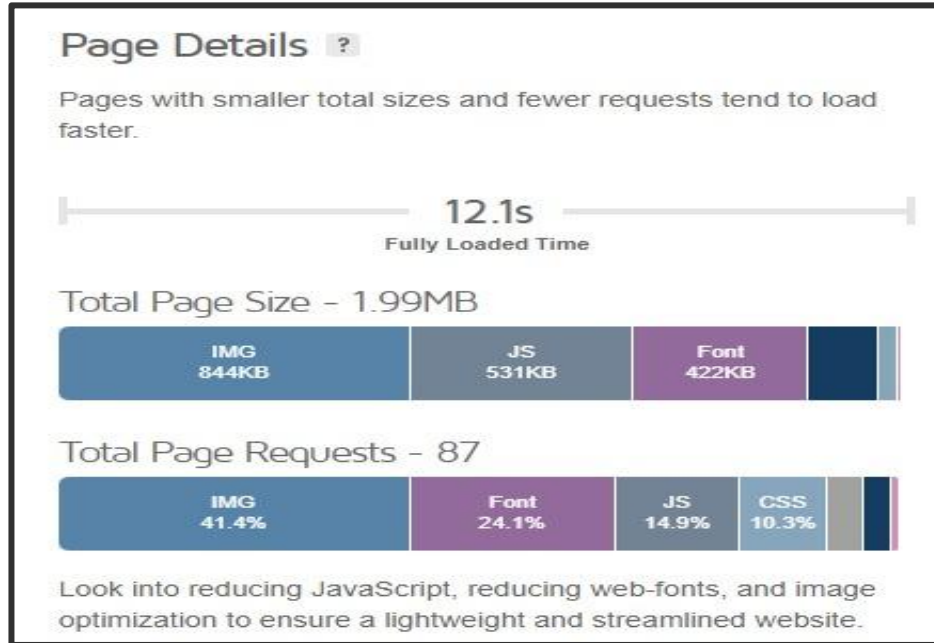
Mobile performance



Current Score: 44 out of 100

Recommendation: Optimize the website for mobile devices to improve mobile usability and SEO performance.

Page loading speed



Current Speed: 12.1 seconds

Recommendation: Reduce page loading time to improve user engagement and search engine rankings. Implement strategies like image optimization, minification of CSS and JavaScript files, and server optimization.

Heading Tags

Page title No 1 Family Resident Visa Provider in Dubai UAE - Virtual Pro

Heading About Us

1

Heading 25+ Experiences in Visa and immigration Services

2

BASED ON DUBAI

Why Choose Us

We Work Online With

Heading Our Services

3

Family Residence Visa in Dubai UAE

Golden Visa

Business Incorporation

Ejari Services

Immigration Agency

How it Works

Efficient and Streamlined Process

Convenient Document Upload

Compliance and Verification Expertise

Meticulous Verification

Observation: No proper heading tags found.

Recommendation: Implement appropriate heading tags (H1, H2, etc.) to structure the content logically and improve SEO readability and relevance.

Suggestion for Technical SEO

Website Performance

- Optimize website performance for better user experience and search engine rankings.
- Utilize techniques like image compression, lazy loading, and CDN usage.

Mobile Performance

- Ensure mobile optimization for improved mobile usability and SEO.
- Implement responsive design and fix mobile usability issues.

Page Loading Speed

- Reduce loading time for enhanced user engagement and SEO.
- Optimize images, minimize HTTP requests, and leverage browser caching.

Heading Tags

- Use proper heading tags to structure content for better SEO readability.
- Ensure each page has a unique H1 tag and hierarchical subheadings.

On-page SEO Audit

Page title & Meta description

Page Title

No 1 Family Resident Visa Provider in Dubai UAE - Virtual Pro

Characters: 61 Pixels: 276



 It is recommended to include your target keyword in the title.

Meta Description

Virtual Pro simplifies your journey with expertise in Family Residence Visa for Dubai UAE. Trust us for the seamless process of Family Residence Visa in UAE.

Characters: 157 Pixels: 701



Your optimization score:



Your result: 38 /100

Page Title:

- Character Count: Aim for 50–60 characters to prevent truncation in SERPs.
- Pixel Count: Optimize width for readability across devices.
- Importance: Summarizes page content, includes keywords, and boosts CTR.

Meta Description:

- Character Count: Limit to 150–160 characters for full display.
- Pixel Count: Optimize width for visual appeal and readability.
- Importance: Provides context, entices clicks, and reflects page content accurately.

Why Character and Pixel Count Matter:

- Readability: Ensures concise, readable text in SERPs.
- CTR: Attracts more clicks with compelling content.
- Consistency: Maintains brand visibility and user experience consistency.

Suggestions for On-page SEO

Research Relevant Keywords:

- Target keywords with high- medium search volume and low competition.

Craft Compelling Titles:

- Include primary keywords.
- Keep titles concise (under 60 characters).

Create Persuasive Descriptions:

- Write persuasive meta descriptions.
- Provide a concise summary of the page's content.
- Include relevant keywords naturally.
- Highlight unique selling points or benefits.

Optimize Length:

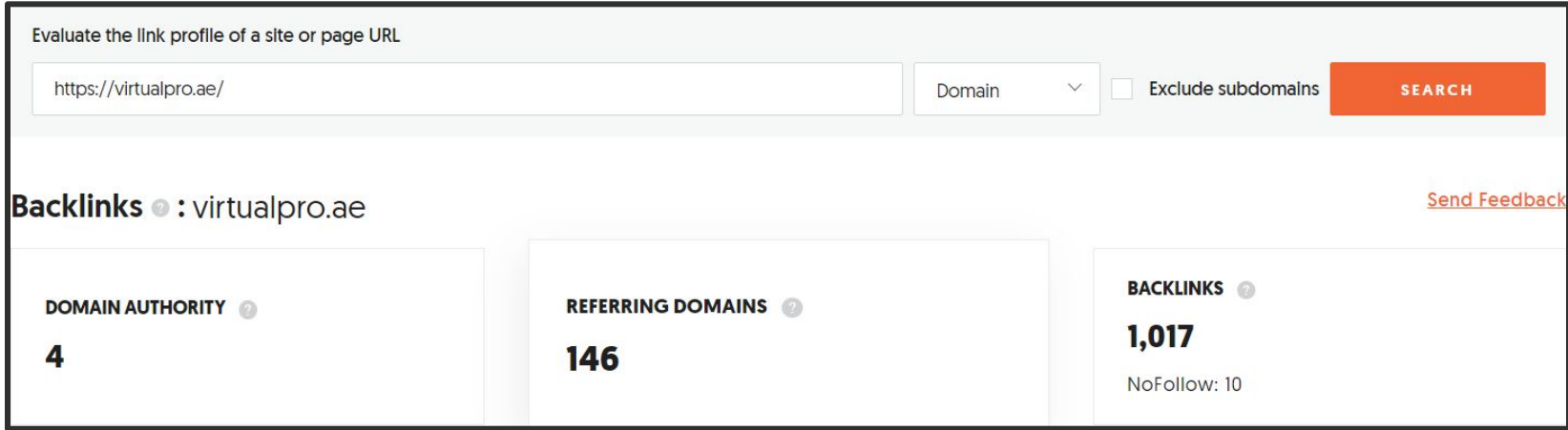
- Keep meta descriptions within the recommended length limit (around 150-160 characters).

Review and Update Regularly:

- Periodically review and update meta titles and descriptions.
- Reflect changes in page content, keyword targeting, or search engine guidelines.
- Monitor performance metrics like click-through rate (CTR) and make adjustments as needed.

Off-page SEO Audit

Backlink Overview



- Competitor DA is High.(Domain authority)
- Higher DA can boost rankings and attract organic traffic.
- Despite similar DA, our site has low traffic.
- Need a holistic approach beyond DA increase.
- Prioritize attracting relevant, converting traffic.
- Consistent effort and monitoring for sustainable growth.

Backlinks

Dubai Family Visa Consultant Secrets Source: elliotgwjrs.thezenweb.com/dubai-... Target: virtualpro.ae/	79	38	14%	uae family visa	08/31/2023	04/10/2023
A Review Of Family residence Visa UAE Source: hectoroehns.blog2learn.com/6931... Target: virtualpro.ae/	78	37	28%	dubai family visa consultant	09/01/2023	03/14/2023
The Definitive Guide to Dubai Family Visa Consultant Source: alexisjzgbd.tribunablog.com/the-d... Target: virtualpro.ae/	77	37	12%	dubai family visa	09/01/2023	04/25/2023
The best Side of Dubai Family Visa Consultant Source: news4jax49369.qowap.com/80941... Target: virtualpro.ae/	77	37	13%	uae family visa consultant	09/02/2023	04/25/2023
Fascination About UAE Family Visa Source: louisoalje.blog5.net/62761065/fasci... Target: virtualpro.ae/	77	37	28%	uae family visa	09/01/2023	03/08/2023
The 5-Second Trick For Dubai family Visa Source: donovanixdok.tinyblogging.com/t... Target: virtualpro.ae/	77	36	23%	uae family visa consultant	12/02/2023	12/02/2023
Examine This Report on Dubai family Visa Source: marcouvwei.diowebhost.com/761... Target: virtualpro.ae/	77	36	15%	uae family visa	09/02/2023	03/10/2023
Facts About Dubai Family Visa Consultant Revealed Source: news12weather07271.onesmablog.... Target: virtualpro.ae/	76	38	14%	dubai family visa	10/18/2023	03/24/2023

<p>How Much You Need To Expect You'll Pay For A Goo...</p> <p>Source: travel-hacks33731.dbblog.net/5323...</p> <p>Target: virtualpro.ae/</p>	74	35	63%	family residence visa uae	08/31/2023	03/28/2024
<p>The Family residence visa Dubai Diaries</p> <p>Source: news-12-bronx37777.jaiblogs.com/...</p> <p>Target: virtualpro.ae/</p>	75	34	43%	family residence visa dubai	09/01/2023	03/04/2024
<p>Top latest Five Family residence Visa UAE Urban news</p> <p>Source: news-nyc69235.getblogs.net/5313...</p> <p>Target: virtualpro.ae/</p>	75	35	47%	family residence visa uae	09/01/2023	03/07/2024

A backlink is a link placed on another web page that points to a page on your website.

- Most of the links we have right now is spammy links which will affect the overall performance of the website.
- Backlink count is hindering SERP ranking potential.
- More Quality backlinks are essential for higher SERP rankings.
- Current backlinks are from domains with high spam scores.
- High spam score domains negatively impact website health.
- High spam score domains can lead to SERP ranking drops.

Suggestions for off-page

1. Link Audit & Cleanup

- Review and remove spammy backlinks as much as possible.

2. Quality Over Quantity

- Prioritize high-quality backlinks from relevant sites.

3. Guest Posting & Outreach

- Contribute to industry blogs for quality backlinks.

4. Content Creation & Promotion

- Create engaging content to attract natural backlinks.

5. Content Marketing Strategy

- Develop keyword-optimized content for organic traffic.

6. Monitor & Track Progress

- Regularly monitor backlinks and adjust strategy as needed.

Content Evaluation and Optimization

Content Relevance Assessment:

- Align keywords with user intent.
- Analyze content against local competitors for cultural alignment.
- Ensure content meets various customer journey stages.

Content Quality Assessment:

- Review grammar and readability for clarity.
- Analyze engagement metrics for user interaction.
- Evaluate multimedia integration and depth.

Recommendations for Content Optimization:

- Integrate relevant Arabic keywords strategically.
- Enhance internal linking for smooth navigation.
- Update content regularly for freshness.
- Ensure mobile-friendly content responsiveness, catering to the high mobile usage among the Qatari population.

Our SEO Approach

1. On-Page SEO

a) Keyword Research & Landing Pages

- **Identify Keywords:** For each landing page, choose a main keyword and related keywords. For example:
 - **Ejari Page:** "Ejari services in Dubai" (main), "Ejari registration Dubai," "Ejari renewal cost"
 - **Family Visa Page:** "Family visa Dubai" (main), "Dubai family visa requirements"
 - **Spouse Visa Page:** "Spouse visa Dubai" (main), "Spouse visa requirements Dubai"
- **Optimize Content:** Ensure the main keyword appears in the title, H1 tag, and throughout the content. Use related keywords in subheadings and meta descriptions.

b) Technical SEO

- **XML Sitemap:** Ensures search engines can efficiently crawl and index important pages.
- **Mobile Optimization:** Essential for improving user experience and rankings on mobile devices.
- **Site Speed:** Compress images and use a CDN to improve load times, which boosts rankings.
- **Structured Data:** Implement schema markup to enhance search visibility with rich snippets.
- **Canonical Tags:** Prevent duplicate content issues by consolidating page authority.

c) Content Quality

- **High-Quality Content:** Create informative content for each landing page, addressing user queries.
- **Internal Linking:** Connect related content across your site to guide users and distribute authority.

2. Off-Page SEO

a) Backlink Building

- **Guest Posting:** Earn quality backlinks by posting on high-authority sites. Costs range from ₹3,000 to ₹50,000 depending on the site's authority.
- **Paid Guest Posting:** For quicker backlink acquisition, consider paid guest posts on reputable sites. Costs may vary based on the site's influence and audience.
- **Broken Link Building:** Reclaim broken links by suggesting your content as replacements.
- **Link Reclamation:** Recover lost or unlinked mentions to boost site authority.

b) Content Marketing

- **Infographic Submission:** Create and share infographics to earn natural backlinks.
- **Press Releases:** Distribute press releases through PR platforms to increase visibility and backlinks.

3. Analytics and Monitoring

- **Google Analytics & Search Console:** Track user behavior, keyword rankings, and site performance.
- **Keyword Tracking:** Regularly monitor rankings for targeted keywords to assess SEO effectiveness.
- **Backlink Monitoring:** Ensure backlink quality and relevance using tools like Ahrefs.

SEO Strategy

Immediate Steps (Month 1)

1. Keyword Research and Analysis

- **Conduct Comprehensive Keyword Research:** Focus on terms related to **Ejari services, visa processes** (e.g., family visa, spouse visa, parent visa)
- **Analyze Keyword Competition:** Evaluate search volume, competition, and relevance for the Dubai market to identify high-impact keywords.

2. Competitor Analysis

- **Identify Key Competitors:** Target competitors in the Dubai market who specialize in Ejari services, visa processes, and related areas.
- **Analyze SEO Strategies:** Study their SEO strategies, backlink profiles, and content to uncover opportunities and gaps for your client's website.

3. Technical Audit and Optimization

- **Perform a Technical Audit:** Focus on website speed, mobile-friendliness, and crawlability to ensure optimal performance.
- **Implement Immediate Optimizations:** Optimize the site by compressing images, minifying code, and enhancing mobile responsiveness to improve user experience and search engine rankings.

Month 2-3

1. On-Page Optimization

- **Optimize Key Pages:** Focus on optimizing landing pages such as the **Ejari, family visa, spouse visa, and parent visa pages**. Update titles, meta descriptions, headings, and content based on the keyword research conducted in Month 1.
- **Align Content with User Intent:** Ensure that all on-page content is relevant, informative, and directly aligned with the needs and queries of your target audience in Dubai.

2. Content Strategy Implementation

- **Develop a Content Calendar:** Create a calendar with targeted topics that address common questions and pain points related to **Ejari services, visa processes**, and related areas.
- **Publish High-Quality Blog Content:** Write and publish blogs optimized for identified keywords, focusing on providing valuable insights and solutions for your audience.

3. Service-Specific Page Introduction (If applicable)

- **Introduce Service-Specific Pages:** Consider creating dedicated pages for specific services, such as **Ejari renewal, family visa applications**, etc., categorized by service type.
- **Enhance Navigation:** Ensure that these pages are clearly labeled and easily navigable, making it simple for users to find the information they need.

Month 4-5

1. Backlink Building and Outreach

- **Develop a Backlink Strategy:** Focus on acquiring high-quality backlinks from relevant and authoritative websites in the **Dubai real estate and visa services** sectors.
- **Outreach for Collaborations:** Reach out to industry influencers, bloggers, and local businesses for guest posting opportunities and potential collaborations that can boost your client's online visibility and authority.

2. Service Showcase Enhancement

- **Highlight Key Services:** Promote the range of services offered, such as **Ejari services, family visa applications, and spouse visa assistance**, to stand out from competitors.
- **Emphasize Unique Offerings:** Highlight exclusive features or benefits, such as fast processing times or personalized assistance, to enhance service visibility and foster customer loyalty.

Month 6

Monitoring and Adjustments

- **Monitor Performance:** Use analytics tools to track website performance, keyword rankings, and traffic trends.
- **Data-Driven Adjustments:** Make necessary adjustments to the SEO strategy based on performance data and market insights to ensure continuous improvement and alignment with business goals.

Thank You