UAE Online Marketing Quick Facts



UAE SEO

UAE is one of the most competitive if not the most competitive country in SEO in the Middle East.

Optimization is both in Arabic & English

UAE SEM

Paid search advertisements or PPC advertising is becoming more and more common in Dubai. Abu Dhabi and other cities in the United Arab Emirates

Mobile marketing in the UAE is the most rapidly growing online channels in the region

UAE Social Media

38% of companies in the region successfully turned fans into customers

47% of those said that social media largely impacted their company's site traffic

TOP Social Media Channels:











Top 5 popular region specific sites









Top 5 frequented websites in the UAE according to Alexa.com



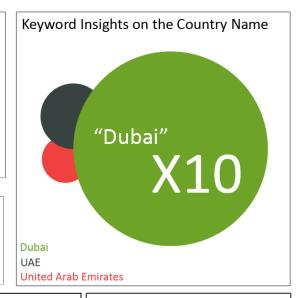






Google.ae is offered in four languages

Persian Arabic Hindi Urdu



Product Listing Ads aren't available in the UAE yet.

Important Translations

United Arab Emirates Dubai

Abu Dhabi

الأمار ات العربية المتحدة

أبو ظبي

Geo-targeting Opportunities

Abu Dhabi Dubai

Sharjah

Ras al Khaimah

Aiman

Umm al Qaiwain

Top Three UAE Ecommerce Sites







UAE's Most Popular Search Queries of 2014

■ Flappy Bird
■ Narendra Modi

■ World Cup 2014 رامز قرس البحر

■ iPhone 6

رمضان = Malaysian Airlines

■ Diwali ■ Frozen

■ Robin Williams

Internet country codes