

# SEO Property Landscape Review: UAE

Q1 2020

# BRIGHTEDGE

Powering global brands for SEO and Content Performance Marketing since 2007

## Offices



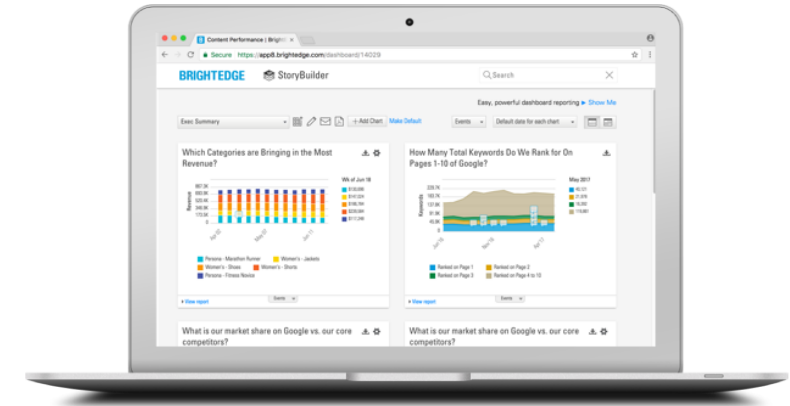
450+ employees in  
8 offices globally

## We Work with the Most Innovative Brands



2,500+ global customers  
150+ agencies  
12,000+ brands  
57 of the Fortune 100

## Driving Innovation + ROI



10 Major Releases a year  
Impacts 50%+ of Traffic for our Customers

# The Objective of this Report

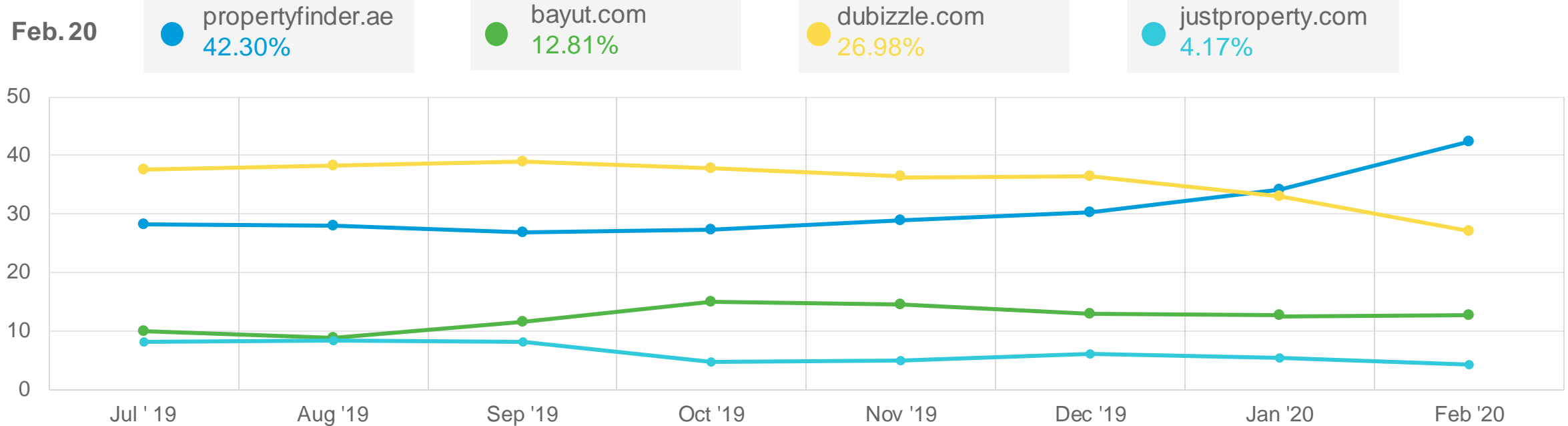
Understand the true performance of your sector



- Most industry reports look at overall visibility or overall traffic
- This report is fully focused on the Highest Volume Top 5000 property related keywords
- It does not account for sites who may be getting traffic from irrelevant keywords outside of the keyword universe for property
- This will result in the most accurate and true picture on the organic search visibility for the property market in UAE

# Property Finder Overtakes Dubizzle

Gains largest share of voice in the UAE property market



ate	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20
ropertyfinder.com	28.22%	28.00%	26.77%	27.29%	28.85%	30.23%	34.16%	42.30%
yut.com	9.93%	8.91%	11.63%	14.91%	14.43%	13.00%	12.70%	12.81%
bizzle.com	37.57%	38.16%	38.85%	37.85%	36.38%	36.47%	33.07%	26.98%
stproperty.com	8.19%	8.36%	8.21%	4.84%	4.94%	6.11%	5.36%	4.17%

# Overall UAE Market Share on Top 4 Most Visible Sites

Share of Voice from February 2020



propertyfinder.ae:  
77,508 (52.83%)

dubizzle.com:  
43,876 (29.90%)

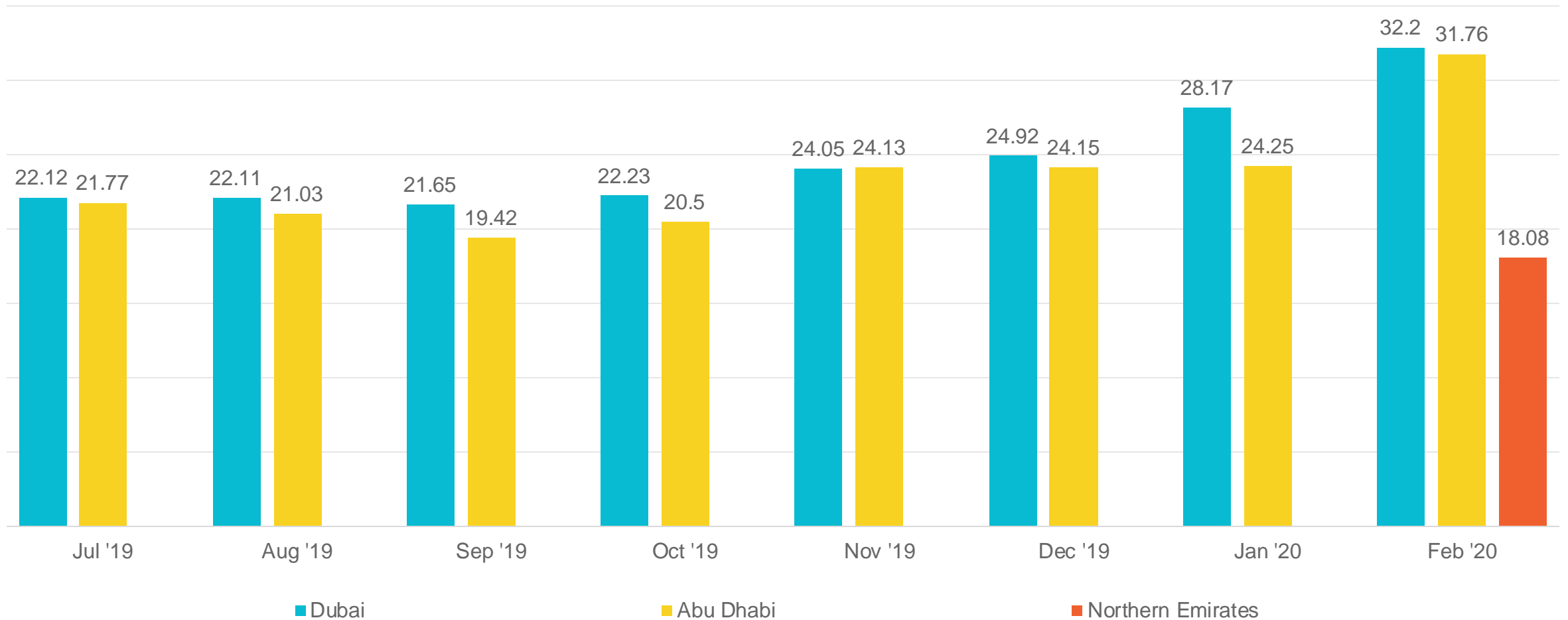
bayut.com:  
18,775 (12.80%)

justproperty.com:  
6,565 (4.47%)

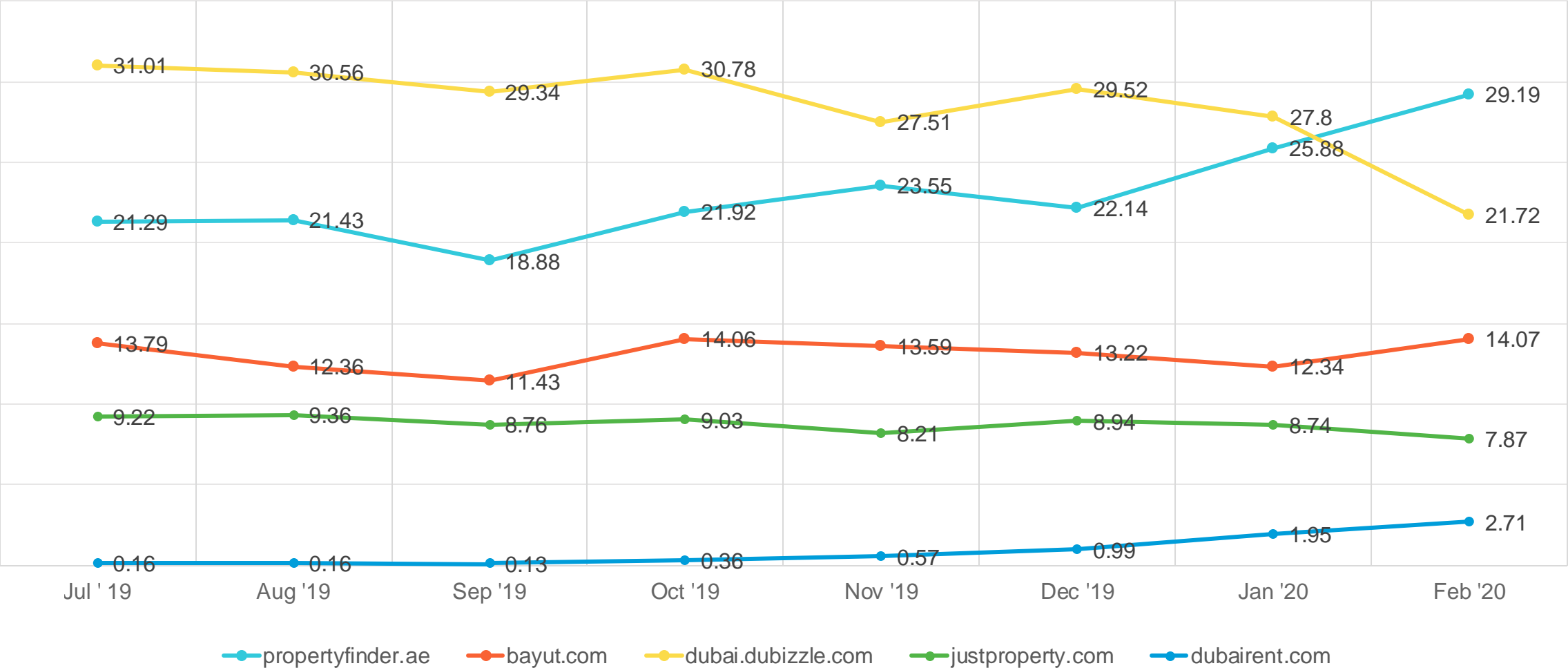
- Share of Voice is the patent metric from BrightEdge
- This takes into account visibility at keyword level and search volume
- The more visible your site is for the higher volume keywords the higher Share of Voice you will have
- This can be set against the full landscape or nominated competitors

# Property Finder Share of Voice by Content Group

Share of Voice by Keyword Group



# Property Finder Gains Control of Dubai from Jan 2020



# Property Finder Leads Abu Dhabi in February

