What to Check When Optimising a Website for Google UAE

Why performance matters for UAE search visibility

Google UAE serves a market where mobile usage is high and users expect pages to load in under three seconds. If your site is slow, unresponsive, or difficult to crawl, it will struggle to rank well for local searches. The technical side of SEO is not just about pleasing search engines; it directly affects how visitors experience your site and whether they stay or leave. This article walks through the key points you should check when working on technical SEO development for a UAE-focused website.

Check your Core Web Vitals scores

Core Web Vitals are a set of real-world metrics that Google uses to measure user experience. They cover three areas: loading speed (Largest Contentful Paint), interactivity (First Input Delay), and visual stability (Cumulative Layout Shift). For a Dubai business, these metrics matter because a slow or jumpy page will frustrate users on mobile networks. You can check your scores using Google Search Console or free tools like PageSpeed Insights. If your LCP is above 2.5 seconds, look at your server response time and image sizes. If your CLS is above 0.1, check for ads or embeds that push content around as the page loads. Improving these metrics helps both rankings and user satisfaction.

Test mobile usability thoroughly

Most searches in the UAE happen on phones, so your site must work well on small screens. Use Google's Mobile-Friendly Test to see if your pages pass basic checks. But do not stop there. Actually browse your site on a phone. Tap buttons, fill in forms, and scroll through product pages. Look for text that is too small, links that are too close together, and content that overflows the screen. A responsive layout that adapts smoothly to different screen sizes is essential. If your site uses a separate mobile domain (like m.example.com), consider switching to a single responsive site, as this is easier for Google to crawl and index.

Audit your site's crawlability

If Google cannot crawl your site, it cannot rank your pages. Start by checking your robots.txt file. Make sure it is not blocking important pages. Then look at your XML sitemap. It should list only the pages you want indexed, and it should be submitted to Google Search Console. Check for crawl errors in Search Console too. Common issues include 404 pages, server errors, and redirect loops. Fixing these helps Google find and index your content faster. Also ensure your

internal links are clear and logical. A well-structured site with a sensible hierarchy is easier for both users and search bots to navigate.



Optimise images for speed

Images are often the biggest files on a page, and they can slow down load times significantly. For a UAE audience, where mobile data speeds can vary, image optimisation is a quick win. Resize images to the dimensions you actually display them at. Use modern formats like WebP instead of older ones like JPEG or PNG. Compress each image to reduce file size without losing visible quality. You can also add lazy loading so that images below the fold only load when the user scrolls down. These steps reduce the amount of data the browser has to download, which speeds up page load and improves Core Web Vitals.

Check server response time

Your server's response time, or Time to First Byte (TTFB), is how long it takes for the browser to receive the first byte of data from your server. A slow TTFB can undo all your other optimisation work. For a UAE-based site, using a hosting provider with servers in the Middle East or a CDN with points of presence in Dubai can make a big difference. Check your TTFB using tools like GTmetrix or WebPageTest. Aim for under 200 milliseconds. If your TTFB is

high, look at your hosting plan, database queries, and any server-side caching you have in place. Sometimes switching to a better host or using a CDN is the most effective fix.

Use structured data to stand out in search results

Structured data, or schema markup, helps Google understand the content on your pages. It can also make your listings more attractive in search results by enabling rich snippets like star ratings, prices, or event dates. For a business in Dubai, adding local business schema with your address, phone number, and opening hours can improve visibility for local searches. Product schema is useful for ecommerce sites. Article schema helps news or blog pages. There are many types, so pick the ones that match your content. You can test your markup with Google's Rich Results Test. Structured data does not directly boost rankings, but it can increase click-through rates by making your listing more informative.

Monitor page speed regularly

Page speed is not a one-time fix. It changes as you add new content, plugins, or features. Set up regular checks using a tool like Google PageSpeed Insights or Lighthouse. Track your scores over time and note any sudden drops. If you use a CMS like WordPress, be careful with plugins. Each one adds code and can slow your site down. Audit your plugins periodically and remove any that are not essential. Also keep your CMS, themes, and plugins updated, as newer versions often include performance improvements and security fixes.



For businesses targeting Google UAE, a strong technical foundation is the starting point for any SEO effort. Without good performance, even the best content will struggle to rank. If you need help getting these technical aspects right, a professional team focused on Dubai Website Development can handle the heavy lifting. They understand the local market and can tailor your site's technical setup for the UAE audience.

Review your site's security setup

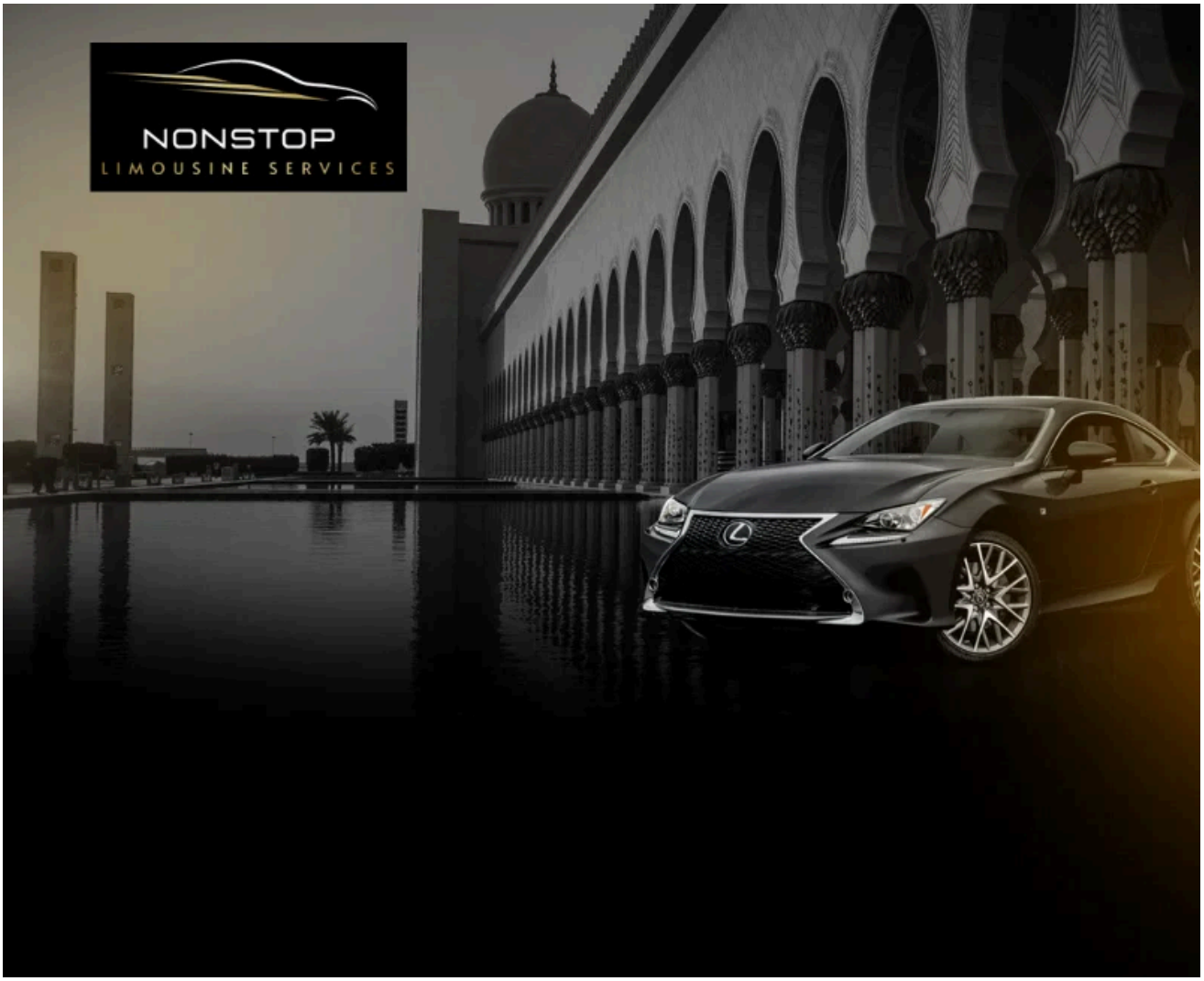
HTTPS is a basic requirement for any modern website. Google treats HTTPS as a ranking signal, and browsers warn users when a site is not secure. Make sure your SSL certificate is valid and properly installed. Check that all pages, images, and scripts load over HTTPS. Mixed content (where some resources load over HTTP) can cause security warnings and break functionality. Also consider adding security headers like HSTS (HTTP Strict Transport Security) to force secure connections. A secure site builds trust with users, which is especially important for ecommerce and sites that handle personal data.

Test your site on different devices and browsers

UAE users access the web on a wide range of devices, from the latest iPhones to older Android phones. Your site should work well on all of them. Test on different browsers too, including Chrome, Safari, and Firefox. Look for layout issues, broken forms, and slow performance. Emulators can help, but testing on real devices is best. If you find problems, fix them in your CSS and JavaScript. A responsive layout that uses flexible grids and media queries is the most reliable approach. Avoid using device-specific code that might break on newer or older models.

Keep an eye on your competition

Look at the sites that rank well for your target keywords in the UAE. Run them through the same performance checks you use on your own site. See what they do well and where they fall short. You might find opportunities to improve your own site by fixing issues they have overlooked. For example, if a competitor has a slow mobile site, a fast, well-optimised site could outrank them. Competitive analysis is not about copying others; it is about understanding the baseline in your market and aiming higher.



Getting the technical side of SEO right takes time, but the payoff is a site that loads fast, ranks well, and keeps users engaged. For businesses in Dubai, where the online market is competitive, investing in technical SEO development is not optional; it is essential. A team experienced in **Dubai Website Development** can help you implement these checks and keep your site performing at its best. Start with the basics: Core Web Vitals, mobile usability, and crawlability. Then move on to image optimisation, server response time, and structured data. Regular monitoring and updates will keep your site in good shape as search engines and user expectations evolve.