

# How are Emirati SMEs performing online?

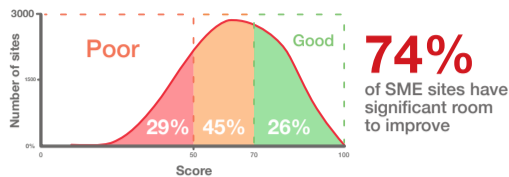
SIINDA Landscape Study 2019



**94% OF EMIRATI COMPANIES ARE SMEs**

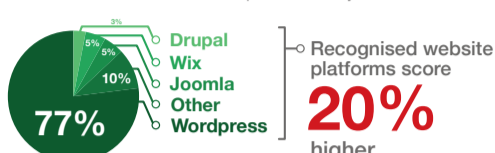
## Most SME sites can be improved

We analysed the online presence of businesses in the United Arab Emirates and scored each out of 100 on the quality of their **website, SEO and social media**.



## Wordpress reigns supreme

We looked for **205 of the most common** platforms used by SME websites.



## Every second counts

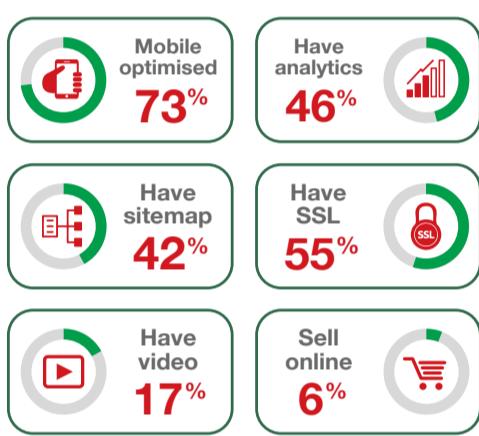
**20% of people abandon a website** that takes more than **3 seconds** to load.



**1 SECOND DELAY = 7% FEWER CONVERSIONS**

## Features that matter

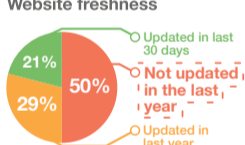
These key elements influence the website's **search engine ranking** and the **visitor experience**.



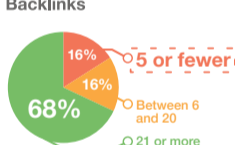
## It all starts with a search

**71%** of customer journeys start with search, so it's essential for businesses to create **engaging content** that **ranks well** for their target search terms.

### Website freshness



### Backlinks



### Bad heading structure



### Missing titles or descriptions



### Duplicated titles or descriptions



## Marketing has evolved

Consumers use multiple sources when researching a purchase. Online platforms allow businesses to engage with **prospects** and **customers**.



### Use of online advertising



## Raw analysis data

Key points	UAE 2 to 75 webpages	UAE over 75 webpages	Pan-European Average
Overall score	59	73	50
Website score	62	72	57
Has analytics	46%	81%	38%
Mobile optimised	73%	84%	63%
Has site map	42%	61%	47%
Has SSL	55%	75%	34%
Has video	17%	26%	8%
eCommerce enabled	6%	20%	4%
Uses CMS	50%	47%	40%
<b>Freshness</b>			
Updated within 30 days	21%	49%	23%
Updated within 60 days	26%	56%	29%
Updated within 1 year	50%	76%	54%
Not updated within a year (calculated)	50%	24%	46%
<b>Backlinks</b>			
5 or fewer	16%	4%	16%
Between 6 and 20	16%	4%	16%
21 or greater	68%	92%	69%
<b>Common errors</b>			
Missing titles & descriptions	59%	48%	44%
Incorrect hierarchical structure	92%	94%	73%
Duplicate titles or descriptions	46%	42%	48%
<b>Social media</b>			
Facebook	46%	70%	22%
Instagram	34%	56%	10%
Twitter	35%	62%	5%
Uses AdWords	4%	11%	8%
Facebook retargeting	4%	13%	2%

Primary Source Data: bfound.io, Dubai, United Arab Emirates. 12,390 Emirati businesses with 75 or fewer webpages analysed (3,095 with more than 75 webpages analysed). The study methodology can be found at [www.siinda.org/landscape-methodology](http://www.siinda.org/landscape-methodology). Secondary Sources: Google Webmaster Tools, Moz 2017 Local Search Ranking Factors, Weebly 2013, Animoto 2015, Google/psos Connect, U.S., "The Growing Influence of Mobile on Shopping" 2017, Statista 2018, "UAE ranks in global top 10 for online SME & start-up searches" 2018.

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