

RankUp SEO - Middle East Technical Checklist

- ☐ Crawl budget: robots.txt, sitemap.xml, orphan pages
- ☐ Indexation: canonical tags, noindex audit, parameter handling
- ☐ Hreflang: EN/AR pairs, x-default, RTL parity
- ☐ Core Web Vitals: LCP, INP, CLS on mobile (Gulf markets)
- ☐ Schema: Organization, LocalBusiness, Service, FAQ where applicable
- ☐ Internal links: service, industry, and location hubs
- ☐ Local SEO: GBP consistency, NAP, city pages
- ☐ Arabic SEO: native keyword research, not translation-only
- ☐ Security: HTTPS, HSTS, mixed content
- ☐ Analytics: GA4 events tied to leads, not vanity metrics