SEO Plan: Khaleej Electronics & Khaleej Fixer

Prepared by Qelv. A 12-month search engine optimization plan to make both businesses the first choice in Sharjah, then across the UAE.

Khaleej Electronics	khaleejelectronics.com · Refurbished laptops, MacBooks and accessories
Khaleej Fixer	khaleejfixer.com · Laptop and computer repair
Base	Sharjah
Scope	Search engine optimization (SEO)

1. Summary

The goal is simple: when someone in Sharjah searches for a laptop to buy or a laptop to fix, they should find Khaleej. Once that is working, we widen the net to the rest of the UAE.

What we do	How
Win Sharjah first	Make both businesses the obvious local choice in Google Search and Google Maps for Sharjah
Target the right searches	Match each page on the site to the searches real customers are making
Publish 8 to 12 blog posts per site, every month	Answer the questions buyers and repair customers ask, building trust with Google and bringing in new visitors
Optimize both Google Business Profiles	Stronger presence in Google Maps and the "near me" results
Report every month	Visitors from Google, top searches and how each blog post is performing

2. Our approach: Sharjah first, then the whole UAE

Google favors businesses that are close to the person searching and clearly relevant to what they want. Both businesses are based in Sharjah, so Sharjah is where we can win fastest. Rankings and visibility built there become the foundation for competing across the UAE.

	Phase 1: Sharjah	Phase 2: Sharjah + Ajman and UAE-wide topics	Phase 3: Whole UAE
Months	1 to 3	4 to 6	7 to 12
Focus	Sharjah searches, "near me" searches, Google Maps	Ajman (listed in Khaleej Fixer's coverage), brand and model searches that are not tied to a city	Dubai and Abu Dhabi searches (areas both businesses already serve) and the highest-volume UAE searches

	Phase 1: Sharjah	Phase 2: Sharjah + Ajman and UAE-wide topics	Phase 3: Whole UAE
Blog focus	Sharjah guides, core repair questions, refurbished buying questions	Brand-by-brand repair topics, model comparisons, price guides	Dubai and UAE-wide buying and repair topics
We move on when	Sharjah keywords reach page 1 and calls, WhatsApp messages and direction requests from Google are growing month on month	Brand and model keywords hold page 1 across the UAE	Ongoing growth

3. What people are searching for

Searches per month below are approximate averages over the last 12 months. "UAE" is the whole country, "Sharjah" is searches from Sharjah only.

Repair searches (Khaleej Fixer)

Search	UAE / month	Sharjah / month	Why it matters
laptop and computer repair	5,000	500	The biggest repair search; this is the core of the business
laptop computer repair	5,000	500	Same intent, different wording
laptop and computer repair near me	5,000	500	"Near me" searches are decided mostly by Google Maps, so the Business Profile matters
computer repair technician near me	5,000	500	Customer wants a person they can trust, fast
computer repair sharjah	500	500	The main Sharjah search, and strong for a single city
laptop service center near me	500	50	Local, ready to visit
laptop screen broken / broken screen for laptop / laptop screen shattered	500 each	50 each	Screen damage is the most searched repair problem
repair lenovo / lenovo service center uae	500 each	50 each	Brand repair is a large and specific audience
hp service center dubai	500	50	Brand repair, phase 3
dell service center dubai	500	50	Brand repair, phase 3
asus broken laptop / asus service dubai	500 each	50 each	Brand repair
microsoft surface repair dubai	500	50	Surface repair is a listed service

Search	UAE / month	Sharjah / month	Why it matters
macbook battery replacement dubai	500	50	Apple repair with clear intent
computer shops in ajman	500	50	Phase 2 area

Buying searches (Khaleej Electronics)

Search	UAE / month	Sharjah / month	Why it matters
macbook air / macbook pro	50,000 each	5,000 each	Huge interest in MacBooks; used and refurbished MacBooks are a lower-cost answer
hp laptops	5,000	5,000	Strong in Sharjah specifically
refurbished laptops	5,000	500	Exactly what the store sells
dubai used laptops	5,000	500	Used laptop buyers, phase 3
lenovo thinkpad / thinkpad laptops	5,000 each	500 each	ThinkPads are a large part of the stock
lenovo x1	5,000	500	Matches ThinkPad X1 models in stock
hp laptop price uae / hp laptop price in dubai	5,000 each	500 each	Buyers comparing prices, close to purchase
dell laptops / dell laptop price in dubai	5,000 each	500 each	Matches Dell Latitude and Precision stock
used lenovo laptops	500	500	High in Sharjah with little competition
price of macbook pro in dubai	500	500	Price research before buying
laptops offers in uae	500	500	Deal seekers, strong in Sharjah
computer shops in sharjah	500	500	Local shoppers looking for a store to visit
cheap laptops in uae	500	50	Budget buyers
core i7 laptops / 8th gen laptop	500 each	50 each	Buyers searching by specification

4. Keywords for existing pages

Each page on the site is optimized for one main search plus a few related ones, so pages support each other instead of competing. This covers page titles, the descriptions shown in Google, headings and page text. The same keyword plan carries over to the revamped websites.

Higher-volume searches that do not have a matching page are covered through blog posts (section 5).

Khaleej Fixer

Page	Main keyword	Related keywords	UAE / Sharjah per month	Phase
Homepage	computer repair sharjah	laptop and computer repair, computer repair technician near me	500 / 500	1
Laptop Repair Sharjah	laptop service sharjah	computer repair shop in sharjah, laptop and computer repair near me	5,000 / 500 (related)	1
Laptop Repair	laptop computer repair	laptop service center near me, computer service center near me	5,000 / 500	1
Laptop Screen Repair	laptop screen repair	laptop screen broken, broken screen for laptop, laptop screen shattered, broken display laptop	500 each / 50 each	1
MacBook Repair	macbook repair sharjah	fix macbook air, macbook battery replacement	500 / 50	1
Laptop Battery Replacement	laptop battery replacement	macbook battery replacement	500 / 50	1
Data Recovery	data recovery sharjah	laptop data recovery near me	50 / 50	1
Contact	computer repair shop in sharjah	laptop repair near me	50 / 50	1
Lenovo Laptop Repair	lenovo laptop repair	repair lenovo, lenovo service center uae, lenovo service center sharjah	500 / 50	2
HP Laptop Repair	hp laptop repair	hp laptop service center sharjah, hp service center dubai	500 / 50	2
All Brand Laptop Repair	laptop repair all brands	dell service center sharjah, asus broken laptop, asus laptop repair	500 / 50	2
Microsoft Surface Repair	microsoft surface repair	surface pro repair	500 / 50	2
iMac Repair	imac repair	imac repair sharjah	50 / 50	2
AMC Services	computer maintenance contract sharjah	computer amc services	50 / 50	2

Khaleej Electronics

Page	Main keyword	Related keywords	UAE / Sharjah per month	Phase
Homepage	refurbished laptops sharjah	refurbished laptops, laptops sharjah	5,000 / 500	1
Laptops	refurbished laptops uae	refurbished laptops, used laptops	5,000 / 500	1

Page	Main keyword	Related keywords	UAE / Sharjah per month	Phase
Lenovo	refurbished lenovo thinkpad	lenovo thinkpad, thinkpad laptops, used lenovo laptops, lenovo thinkpad prices	5,000 / 500	1
HP	refurbished hp laptops	hp laptops, hp laptop price uae	5,000 / 5,000	1
Dell	refurbished dell laptops	dell laptops, dell laptop price in dubai, dell latitude laptops	5,000 / 500	1
MacBook (Air and Pro)	used macbook uae	price of macbook pro in dubai, price of macbook air in dubai	500 / 500	1
Buy Refurbished Laptop in UAE	buy refurbished laptop uae	refurbished laptops uae, buy used laptops	500 / 50	1
HP EliteBook i7 Price in Sharjah	hp elitebook price sharjah	hp elitebook i7 price	50 / 50	1
Contact (showroom)	computer shops in sharjah	laptop shop sharjah	500 / 500	1
Product pages	[model] price in UAE	refurbished [model], [model] for sale	50 each, many models	1 to 2
Customized MacBooks	customized macbook	customized macbook air	50 / 50	2
Asus / Acer	refurbished asus laptops / refurbished acer laptops	asus laptop price, acer laptop price	50 / 50	2

5. Blog plan: 8 to 12 posts per site, every month

Blog posts are how we go after the high-volume searches, answer real customer questions, and build the site's authority with Google over time. Each post targets one search and points readers to the relevant service or product page.

	Khaleej Fixer	Khaleej Electronics
Posts per month	8 to 12	8 to 12
Main topics	Repair problems and fixes, repair costs, brand repairs, Sharjah guides, laptop care	Refurbished buying guides, model comparisons, price guides, MacBook guides, Sharjah shopping
Links to	Service pages	Brand pages and products

The calendars below show 10 posts per site per month. We scale between 8 and 12 based on what Google shows is gaining traction.

Khaleej Fixer: months 1 to 3

Month 1: Sharjah and the most searched repair problems

#	Blog title	Target search	UAE / Sharjah per month
1	Laptop and Computer Repair in Sharjah: What to Expect	laptop and computer repair	5,000 / 500
2	How to Choose a Computer Repair Technician You Can Trust	computer repair technician near me	5,000 / 500
3	Laptop Screen Broken? What to Do Before You Get It Fixed	laptop screen broken	500 / 50
4	Cracked or Shattered Laptop Screen: Repair or Replace?	laptop screen shattered	500 / 50
5	Laptop Display Not Working: Common Causes and Fixes	broken display laptop	500 / 50
6	Where to Get Your Laptop Repaired in Sharjah	computer repair sharjah	500 / 500
7	Free Laptop Diagnosis: Why You Should Know the Fault Before You Pay	laptop computer repair	5,000 / 500
8	Laptop Pickup and Delivery Repair in Sharjah: How It Works	computer repair home service	50 / 50
9	What a Laptop Service Centre Visit Actually Involves	laptop service center near me	500 / 50
10	Lost Files on a Dead Laptop? What Data Recovery Can Save	laptop data recovery near me	50 / 50

Month 2: Brand repairs

#	Blog title	Target search	UAE / Sharjah per month
1	Lenovo Laptop Repair: The Faults We See Most	repair lenovo	500 / 50
2	Lenovo Service Centre or Local Repair Shop? How to Decide	lenovo service center uae	500 / 50
3	HP Laptop Problems and What It Takes to Fix Them	hp laptop service center sharjah	50 / 50
4	Asus Laptop Broken? Common Asus Faults and Fixes	asus broken laptop	500 / 50
5	Dell Laptop Repair: Screen, Battery and Keyboard Issues	dell service center sharjah	50 / 50
6	Microsoft Surface Repair: What Can Be Fixed	microsoft surface repair dubai	500 / 50

#	Blog title	Target search	UAE / Sharjah per month
7	MacBook Battery Replacement: Signs It Is Time	macbook battery replacement dubai	500 / 50
8	MacBook Air Repair: Most Common Problems	fix macbook air	50 / 50
9	Acer and MSI Laptop Repair: What Owners Should Know	laptop and computer repair	5,000 / 500
10	iPad Repair: Screen, Battery and Charging Problems	laptop and computer repair near me	5,000 / 500

Month 3: Problems, costs and care

#	Blog title	Target search	UAE / Sharjah per month
1	How Much Does Laptop Screen Repair Cost in Sharjah?	laptop screen repair price	50 / 50
2	HP Laptop Screen Repair: Price and Turnaround	hp laptop screen repair price	50 / 50
3	Dell Laptop Screen Repair: What Affects the Price	dell laptop screen repair	50 / 50
4	Spilled Water on Your Laptop? The First 30 Minutes	laptop and computer repair	5,000 / 500
5	Laptop RAM Upgrade: When It Helps and When It Does Not	laptop computer repair	5,000 / 500
6	Windows Installation and Formatting: When a Fresh Start Makes Sense	computer service center near me	500 / 50
7	System Cloning: Moving to a New Drive Without Losing Anything	laptop and computer repair	5,000 / 500
8	Email Backup for Small Businesses in Sharjah	computer repair sharjah	500 / 500
9	Annual Maintenance Contracts: What an AMC Covers for Your Office	computer repair technician near me	5,000 / 500
10	Keeping Laptops Healthy in UAE Heat and Dust	laptop service center near me	500 / 50

Khaleej Electronics: months 1 to 3

Month 1: Refurbished basics and Sharjah shopping

#	Blog title	Target search	UAE / Sharjah per month
1	Refurbished Laptops: What You Actually Get	refurbished laptops	5,000 / 500

#	Blog title	Target search	UAE / Sharjah per month
2	Refurbished vs Used Laptops: The Difference That Matters	refurbished laptops uae	500 / 50
3	Buying a Used Laptop in Sharjah: Checks Before You Pay	used lenovo laptops	500 / 500
4	Laptop Shopping in Sharjah: What to Look for in a Store	computer shops in sharjah	500 / 500
5	What Our 3-Month Warranty Covers on Refurbished Laptops	refurbished laptops	5,000 / 500
6	Lenovo ThinkPad Buying Guide: Which Models Are Worth It	lenovo thinkpad	5,000 / 500
7	HP Laptops Explained: EliteBook vs ProBook	hp laptops	5,000 / 5,000
8	MacBook Air vs MacBook Pro: Which Used Model Suits You	macbook air	50,000 / 5,000
9	Laptop Offers in the UAE: How to Spot a Real Deal	laptops offers in uae	500 / 500
10	Cash on Delivery and Free Shipping: How Buying Online Works	refurbished laptops uae	500 / 50

Month 2: Models and prices

#	Blog title	Target search	UAE / Sharjah per month
1	Lenovo ThinkPad Prices in the UAE: Model by Model	lenovo thinkpad prices	500 / 50
2	ThinkPad T480 vs T480s: Which to Buy Refurbished	thinkpad laptops	5,000 / 500
3	Lenovo X1 Yoga: Is a Refurbished One Worth It?	lenovo x1	5,000 / 500
4	HP Laptop Prices in the UAE: What Each Budget Gets You	hp laptop price uae	5,000 / 500
5	HP EliteBook 840 G5 Review for Business Users	hp laptops	5,000 / 5,000
6	Dell Latitude Laptops: Which Models to Look For	dell latitude laptops	500 / 50
7	Dell Laptop Prices: Latitude and Precision Compared	dell laptop price in dubai	5,000 / 500
8	Used MacBook Pro Price Guide	price of macbook pro in dubai	500 / 500
9	Used MacBook Air Price Guide	price of macbook air in dubai	500 / 50

#	Blog title	Target search	UAE / Sharjah per month
10	Core i5 vs Core i7 on a Refurbished Laptop	core i7 laptops	500 / 50

Month 3: Specs and buying decisions

#	Blog title	Target search	UAE / Sharjah per month
1	8th Gen vs Older Laptops: Where the Real Difference Is	8th gen laptop	500 / 50
2	Cheap Laptops in the UAE That Are Still Worth Buying	cheap laptops in uae	500 / 50
3	How Much RAM and Storage Do You Need?	refurbished laptops	5,000 / 500
4	Touch Screen Laptops: Refurbished Options Compared	dell laptop touch	500 / 50
5	Dell Precision Workstations: Who Needs One	dell laptops	5,000 / 500
6	Customized MacBooks: What Can Be Upgraded	macbook pro	50,000 / 5,000
7	Chromebooks: Who They Suit and Who Should Skip Them	refurbished laptops	5,000 / 500
8	Lenovo Core i5 Laptops: Best Value Picks	lenovo laptop core i5	500 / 50
9	Laptop Accessories Worth Buying With a Used Laptop	refurbished laptops uae	500 / 50
10	Desktop PC or Laptop for a Home Office?	laptop in uae	5,000 / 500

Months 4 to 12

Months	Khaleej Fixer	Khaleej Electronics
4 to 6	Ajman repair guides ("computer shops in ajman", 500 UAE / month), remaining brand faults, parts and upgrades, business IT topics	Remaining model comparisons, price guide updates, spec guides, MacBook model guides
7 to 12	Dubai and Abu Dhabi repair topics ("computer repair dubai", 500; "laptop fixing dubai", 500; "hp service center dubai", 500; "dell service center dubai", 500)	Dubai and UAE-wide buying topics ("dubai used laptops", 5,000; "laptops dubai", 5,000; "laptop in uae", 5,000)

Topics are refreshed every month based on the searches Google shows each site starting to appear for.

What every post includes

Element	Standard
Length	Enough to fully answer the question, usually 900 to 1,500 words

Element	Standard
Opening	A direct answer in the first paragraph
Headings	Written the way customers ask the question
Links	One link to the matching service or product page, plus 2 to 3 related posts
Photos	Real photos from the shop and stock wherever possible
Quality	Written for the reader first, checked against the brief before publishing

6. Google Business Profile optimization

For "near me" and Sharjah searches, the Google Business Profile (the listing in Google Maps) often gets seen before the website. Each business gets its own fully optimized profile.

Item	What we do	Khaleej Fixer	Khaleej Electronics
Business name	Exact real-world name, as it appears on the shop sign. No extra keywords, which Google penalizes	Khaleej Fixer	Khaleej Electronics
Address	Full Sharjah address, identical everywhere it appears online	Sharjah shop address	Office #6, near Sharjah Cricket Stadium, Industrial Area 6, Sharjah
Map pin	Placed exactly on the shop entrance so directions work	✓	✓
Service areas	Areas the business serves	Sharjah, Ajman, Dubai	Sharjah, Dubai, Abu Dhabi (delivery)
Primary category	The single most important setting on the profile	Computer repair service	Computer store
Additional categories	Covers the other services	Data recovery service, Computer service	Used computer store, Electronics store
Profile ownership and verification	Confirm the business owns and controls the profile, it is verified, and there are no duplicate or old listings for the same business	✓	✓
Phone number	Checked that the number on the profile is correct, answered, and matches the number on the website	✓	✓
WhatsApp	Checked that the WhatsApp number is correct and reachable	✓	✓

Item	What we do	Khaleej Fixer	Khaleej Electronics
Website link	Checked that the profile points to the right website and the link opens correctly	khaleejfixer.com	khaleejelectronics.com
Email	Checked that the email address is correct and belongs to the right business	✓	✓
Opening hours	Regular hours plus holiday hours (Eid, National Day)	✓	✓
Business description	Plain description of what the business does, naturally mentioning Sharjah	Laptop, MacBook, iPad and Surface repair, data recovery, AMC, free diagnosis, pickup and delivery	Refurbished laptops and MacBooks from Apple, Lenovo, HP, Dell, Asus and Acer, warranty, delivery
Services / Products	Every service or product line listed with a short description	All listed repair services	Laptop brands, MacBooks, accessories
Attributes	Features customers filter by	Pickup and delivery, where applicable	Delivery, cash on delivery
Logo and cover photo	Clear logo, cover photo of the storefront	✓	✓
Photos	Storefront from the street (helps people find it), inside the shop, team at work, workbench, before and after repairs, products on display. Real photos only	✓	✓
Final accuracy check	Every detail on the profile checked against the website so Google sees the same information in both places	✓	✓

7. Building authority

Google ranks sites it trusts. Trust builds from:

Source	How
Consistent publishing	8 to 12 useful posts per site every month, focused on the same topics
Local mentions	Sharjah business directories, local community pages and partners
Links between the two businesses	Repair posts point to laptops for sale where replacing makes more sense than repairing, and buying guides point to repair services where it helps the reader

8. What you see every month

Report item	What it tells you
Visitors from Google	How many people found each site through search
Top searches	What people searched to find you
Content	Posts published and how each one is performing
Next month	What we will focus on and why

9. How we work

These are the practices we follow on every SEO project:

Practice	Why
Google's own data decides what we do next	Search results, not guesswork, guide each month's plan
Rankings tracked weekly	We see what is moving early and double down on it
Service pages and the Google Business Profile kept current	The foundation of local search for any shop
Every post answers one real question	Content that helps customers is content Google rewards
Local first, then wider	Rankings built close to the shop carry over to the wider market
Business details kept identical everywhere	Matching name, address, phone and website on the Google Business Profile and the website builds trust with Google

10. What we aim to achieve

By the end of	Target
Month 3	Both businesses showing in Google Maps results for their main Sharjah searches; Sharjah keywords moving onto page 1; calls and WhatsApp messages from Google growing
Month 6	Brand and model searches ranking across the UAE; steady growth in visitors from blog posts; Ajman searches starting to bring visitors
Month 12	Visibility for Dubai and UAE-wide searches; blogs bringing a consistent flow of new visitors every month; SEO contributing a growing share of enquiries and orders

These are the goals we work toward and report against each month. Search rankings depend on Google and competition, so they are targets rather than guarantees.

11. What we need from you

Item	Why
Access to both Google Business Profiles	To optimize them
Access to Google Search Console and Google Analytics	To track results and report
Shop, team and product photos (or a time for us to take them)	For the profiles and blog posts
Typical repair prices and turnaround times	For the cost and pricing blog posts

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