

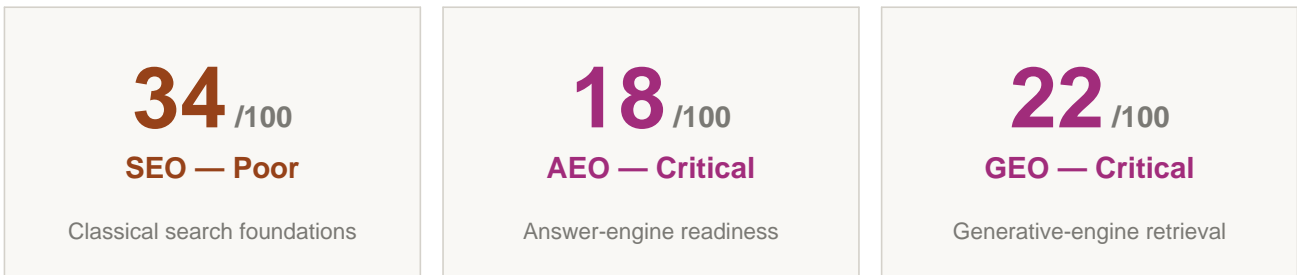
Acaza Holiday Homes

acaza.ae — Dubai short-term rental & real estate

| | |
|---------------|---|
| Audit type | Full audit — live crawl |
| Audited URL | https://acaza.ae/ |
| Date | Wednesday, 27 May 2026 |
| Pages crawled | Homepage + listing sample + key navigation destinations |
| Frameworks | Classical SEO · AEO (answer-engine optimization) · GEO (generative-engine optimization) |

Executive summary

Acaza.ae is a functional WordPress site with a clear value proposition and a working WhatsApp-first sales funnel, but the technical SEO foundation is materially under-built. The homepage ships **no H1, no meta description, no structured data, and no Open Graph tags**. That combination caps visibility in both classical search (Google) and the new answer-engine surfaces (Google AI Overviews, ChatGPT search, Perplexity). For a Dubai holiday-homes operator competing against Booking.com, Airbnb and well-funded local players like Maison Privée and Frank Porter, these gaps are revenue-relevant.



Scoring uses observed signals from the live crawl on 27 May 2026. Scoring weights and the full criteria checklist are in the Methodology appendix.

Top three findings

- No H1 on homepage; meta description missing** The hero headline "Find Your Dream Stay In Dubai With US" is wrapped in H2. Google cannot resolve a clear page topic, and click-through is left to a Google-auto-generated snippet.

| | | |
|----------|--|---|
| 2 | Zero structured data anywhere on the site | No Organization, LodgingBusiness, VacationRental, BreadcrumbList or FAQPage schema. This is the single biggest cause of the low AEO/GEO scores — answer engines can't extract verified facts. |
| 3 | DTCM permit number is not displayed | Required by Dubai short-term rental regulation and a major trust signal. Its absence is a compliance risk and a conversion-rate loss. |

1. Observed signals

Every row below was verified by a live browser crawl of acaza.ae on 27 May 2026. Where a signal is missing it is recorded as such — not inferred or guessed.

1.1 Head & on-page

| Signal | Observed | Status |
|------------------------|---|---|
| <title> tag | ACAZA – Find Your Dream Stay In Dubai With US | OK length, weak keyword targeting |
| meta description | — | Missing |
| meta robots | max-image-preview:large | Partial — no index/follow directive |
| canonical | https://acaza.ae/ | OK |
| Open Graph tags | — | Missing (all) |
| Twitter Card tags | — | Missing (all) |
| hreflang | — | Missing — site offers EN/AR/RU via Google Translate |
| Favicon | Present (32x32 PNG) | OK |
| Viewport | width=device-width, initial-scale=1 | OK |
| Charset | UTF-8 | OK |
| theme-color / manifest | — | Missing |

1.2 Structured data

| Schema type | Homepage | Listing page | Should exist? |
|----------------------------------|----------|--------------|---------------------------------------|
| Organization | — | — | Yes (site-wide) |
| LodgingBusiness / VacationRental | — | — | Yes — each listing |
| BreadcrumbList | — | — | Yes |
| FAQPage | — | — | Yes — FAQ section is on-page |
| AggregateRating / Review | — | — | Yes — site claims 4.8/5 Google rating |
| LocalBusiness / RealEstateAgent | — | — | Yes (Dubai sales/lease arm) |

Zero JSON-LD blocks on the homepage and zero on the sampled listing page. This is the most consequential single gap in the audit.

1.3 Heading hierarchy

| Level | Count | Notes |
|-------|-------|---|
| H1 | 0 | Critical — Google relies on H1 to establish primary topic |
| H2 | 23 | Many properties wrapped as H2 — too many to function as section signals |
| H3 | 2 | Holiday Homes in Dubai · Properties to Buy in Dubai |

1.4 Content, navigation and trust

| Area | Observed | Gap |
|--------------------------|---|--|
| Visible body copy | ~809 words on homepage | Thin for a multi-purpose landing page |
| FAQ section on page | 4 questions present | Not marked up as FAQPage schema |
| Testimonials on page | Stat reads "4.8/5" with no individual reviews | No Review or AggregateRating schema; no visible quotes |
| Top nav destinations | Holiday Homes, Areas>Downtown Dubai, Projects>Apartments, Commercial, Contact | Only ONE area page (Downtown Dubai); no Marina/Palm/JVC/Business Bay |
| Blog / insights section | — | No content marketing infrastructure |
| Breadcrumbs | — | Missing on listings |
| Cookie / consent banner | — | Missing — UAE PDPL exposure |
| DTCM / DET permit number | — | Missing on every listing — compliance and trust loss |
| Footer address & email | — | Missing — only phone +971 50 691 612 shown |
| Social outbound links | Facebook, Instagram, LinkedIn | Facebook + Instagram use http:// (mixed content) |

1.5 Images

| Metric | Observed | Impact |
|------------------------|------------------------------|---|
| Images on homepage | 17 | — |
| Images with alt text | 2 (both logo) | Search engines and screen readers can't parse 15 / 17 |
| Lazy loading | Present on below-fold images | Good |
| Modern format adoption | Mixed — JPEG + WebP, no AVIF | Adequate but improvable |

1.6 Sampled property page — /loft-downtown-1-bedroom-apartment-for-rent/

| Element | Observed | Verdict |
|---------------|---|--|
| Title | LOFT Downtown – ACAZA | Generic — no city / bedrooms / intent keywords |
| URL pattern | Flat slug; not nested under /holiday-homes/ | Acceptable but breaks topical clustering |
| Schema | — | No LodgingBusiness / VacationRental |
| Price display | Avg Price 4,000 AED/Week | Clear, but not in schema or microdata |
| Amenities | 12 items listed in body | Strong content — must be put into schema |
| Address | "Downtown Dubai" only | No street address, no map embed |
| DTCM permit | — | Required — see Section 3 |
| Booking CTA | WhatsApp link | Single-channel — no calendar/instant book |

2. Dimension scores & deep dive

2.1 Classical SEO — score 34/100

Classical SEO measures Google's ability to crawl, understand and rank the site for the queries buyers actually type. Acaza scores in the lower band — fundamentals are missing rather than fine-tuning.

| Sub-pillar | Weight | Score | Why |
|--------------------------|------------|-----------|---|
| Crawl & indexing | 15 | 9 | HTTPS works, canonical present, robots meta partial, no sitemap exposed |
| On-page & metadata | 20 | 4 | No H1, no meta description, weak title keyword targeting |
| Information architecture | 15 | 6 | Only one area page; no blog; flat listing slugs break topical clustering |
| Content depth | 15 | 5 | ~800 words, generic copy, no neighbourhood guides, no buyer-journey content |
| Technical performance | 10 | 6 | Lightweight WP/Kadence, lazy loading, mixed image formats |
| Mobile & UX | 10 | 6 | Responsive, WhatsApp CTA, but no instant-book |
| Backlink & off-page | 10 | 3 | LinkedIn page live; Reddit positive mention; no PR/press coverage detected |
| Local SEO | 5 | 0 | No DTCM permit, no address in footer, no Google Business Profile link |
| Total (weighted) | 100 | 34 | |

2.2 AEO (Answer-Engine Optimization) — score 18/100

AEO measures the site's readiness to be quoted in Google AI Overviews, Bing Copilot, Siri and other answer engines that surface direct answers rather than blue links. These engines lean heavily on schema, FAQ structures and clearly-attributed facts.

| Sub-pillar | Weight | Score | Why |
|--|--------|-------|---|
| FAQ schema & Q-A pairs | 20 | 4 | FAQ exists on page but not in FAQPage schema |
| Speakable / featured-snippet structure | 15 | 2 | No definition-style 40-60 word paragraphs; no <dl> structure |
| Entity disambiguation | 15 | 3 | No Organization schema, no sameAs links to LinkedIn / Instagram |
| Authoritative claims with evidence | 15 | 2 | Claims 1800+ clients, 17+ years, 4.8/5 — none cited or schema'd |
| Listicle & comparison content | 10 | 1 | No "best of" or comparison pages |
| Direct answers near top of page | 10 | 3 | Hero copy is marketing, not informational |

| Sub-pillar | Weight | Score | Why |
|---|--------|-----------|--|
| E-E-A-T signals (author, dates) | 10 | 1 | No author pages, no dates on listings, no team bios |
| Multilingual & voice readiness | 5 | 2 | Google Translate widget only — no native AR/RU pages |
| Total (weighted) | 100 | 18 | |

2.3 GEO (Generative-Engine Optimization) — score 22/100

GEO measures retrieval readiness in ChatGPT search, Perplexity, Claude with browsing and similar LLM-powered surfaces. These systems prefer pages with clear factual density, citable claims, named entities and a trustworthy off-page footprint.

| Sub-pillar | Weight | Score | Why |
|---|--------|-----------|---|
| Factual density & named entities | 20 | 5 | Some amenities listed; no consistent naming of brands, neighbourhoods, developers |
| Citability (verifiable claims + sources) | 15 | 2 | Stats stated without citation; no press / regulator references |
| Brand mentions across the open web | 15 | 5 | LinkedIn live, one positive Reddit comment, no Trustpilot, no press |
| Structured data & JSON-LD coverage | 15 | 0 | Zero — see SEO and AEO sections |
| Page-level summarizability | 10 | 4 | Long property names but short factual summaries; no TL;DR blocks |
| Topical authority & topic clusters | 10 | 2 | No hub-and-spoke content; no area or how-to clusters |
| Freshness & update cadence | 10 | 3 | No publish/update dates on listings; copyright reads 2025 |
| Off-platform corroboration | 5 | 1 | Not present on Booking.com / Airbnb under brand name |
| Total (weighted) | 100 | 22 | |

3. Priority roadmap

Issues are tagged P0 (do this week), P1 (do this month), P2 (do this quarter), P3 (nice-to-have). Effort is rough developer-hours. Impact is the dimension the fix most lifts.

| # | Pri. | Fix | Effort | Impact |
|----|------|---|--------|---------------------|
| 1 | P0 | Add a single semantic H1 to the homepage. Recommendation: "Acaza Holiday Homes — Short-Term & Long-Term Rentals in Dubai". | 1h | SEO |
| 2 | P0 | Write a unique meta description (150–160 chars) for every indexed page. Homepage example in §4. | 3h | SEO |
| 3 | P0 | Implement Organization schema (sameAs to LinkedIn, Instagram, Facebook) site-wide. | 2h | AEO + GEO |
| 4 | P0 | Implement LodgingBusiness / VacationRental schema on every property page (price, amenities, address, geo, telephone, image). | 8h | AEO + GEO |
| 5 | P0 | Display DTCM / DET short-term-rental permit number on every listing and the footer. | 2h | Compliance + trust |
| 6 | P1 | Add FAQPage schema to the existing on-page FAQ; expand from 4 to 10–12 questions covering check-in, min-stay, deposit, cancellation, permit, payment. | 4h | AEO |
| 7 | P1 | Add alt text to all 15 currently-empty images. Use pattern: "{n}-bedroom {property type} in {area}, Dubai — {feature}". | 3h | SEO + accessibility |
| 8 | P1 | Add Open Graph & Twitter Card tags (Yoast or RankMath plugin auto-fixes 90% of this). | 1h | SEO |
| 9 | P1 | Build neighbourhood landing pages for Dubai Marina, Palm Jumeirah, Business Bay, JBR, JVC. ~800 words each + 3-5 listings + neighbourhood schema. | 20h | SEO + GEO |
| 10 | P1 | Add breadcrumbs with BreadcrumbList schema across listing pages. | 2h | SEO + AEO |
| 11 | P1 | Submit XML sitemap to Google Search Console & Bing Webmaster Tools. Verify robots.txt allows full crawl. | 1h | SEO |
| 12 | P2 | Launch a /blog or /guide section with hub-and-spoke clusters: Dubai short-term rental laws, DTCM permit explained, best areas for families/business travellers. | 40h | GEO + SEO |
| 13 | P2 | Implement Review & AggregateRating schema with real verifiable reviews (Google, Trustpilot, Booking). Replace the unsourced "4.8/5" claim. | 6h | AEO + trust |
| 14 | P2 | Build proper native AR and RU pages (not Google Translate widget) with correct hreflang. | 30h | International SEO |
| 15 | P2 | Replace WhatsApp-only booking with an instant-book / inquiry form with date picker. Adds bookable schema potential and reduces friction. | 20h | Conversion |

| # | Pri. | Fix | Effort | Impact |
|----|------|--|--------|------------|
| 16 | P3 | Add /press, /about-the-team and /careers pages with author bios and dates — E-E-A-T scaffolding. | 12h | AEO |
| 17 | P3 | Move social outbound links to https://. | 0.2h | Hygiene |
| 18 | P3 | Add a UAE PDPL-compliant cookie / consent banner. | 2h | Compliance |

4. Ready-to-paste fixes

Copy these into the WordPress theme header (or via Yoast / RankMath) and into each property page template. Replace placeholders in {}.

4.1 Homepage meta description (draft)

Acaza Holiday Homes manages luxury short-term and long-term rentals across Downtown Dubai, Dubai Marina, Palm Jumeirah and more. DTCM-licensed. Book by WhatsApp – +971 50 691 612.

4.2 Organization schema (site-wide, in <head>)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Acaza Holiday Homes",
  "url": "https://acaza.ae/",
  "logo": "https://acaza.ae/wp-content/uploads/2025/07/cropped-Acaza.png",
  "telephone": "+971-50-691-612",
  "address": { "@type": "PostalAddress", "addressLocality": "Dubai", "addressCountry": "AE" },
  "sameAs": [
    "https://www.linkedin.com/company/acaza-real-estate/",
    "https://www.instagram.com/acazaholidayhome/",
    "https://www.facebook.com/acazaholidayhome"
  ]
}
</script>
```

4.3 VacationRental schema (per property page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "VacationRental",
  "name": "{Property name}",
  "description": "{1-2 sentence summary}",
  "image": ["{img1}", "{img2}"],
  "brand": { "@type": "Organization", "name": "Acaza Holiday Homes" },
  "address": { "@type": "PostalAddress", "addressLocality": "{Area}", "addressRegion": "Dubai",
"addressCountry": "AE" },
  "numberOfRooms": "{N}",
  "occupancy": { "@type": "QuantitativeValue", "value": "{N}" },
  "amenityFeature": [
    { "@type": "LocationFeatureSpecification", "name": "Swimming pool", "value": true },
    { "@type": "LocationFeatureSpecification", "name": "24/7 security", "value": true }
  ],
  "offers": { "@type": "Offer", "priceCurrency": "AED", "price": "{price}", "priceSpecification": {
```

```
"unitText": "WEEK" } },
  "identifier": { "@type": "PropertyValue", "propertyID": "DTCM-permit", "value": "{DTCM number}" }
}
</script>
```

4.4 FAQPage schema (homepage — wraps existing FAQ)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    { "@type": "Question", "name": "Do you have a DTCM holiday home permit?",
      "acceptedAnswer": { "@type": "Answer", "text": "Yes – Acaza Holiday Homes operates under DTCM
permit number {XXXXX}." } },
    { "@type": "Question", "name": "What is the minimum stay?",
      "acceptedAnswer": { "@type": "Answer", "text": "..." } }
  ]
}
</script>
```

4.5 H1 + intro paragraph (homepage)

```
<h1>Acaza Holiday Homes – Short- and Long-Term Rentals in Dubai</h1>
<p>Acaza is a Dubai-based holiday-homes and real-estate operator managing furnished
apartments and villas across Downtown Dubai, Dubai Marina, Palm Jumeirah, Business Bay
and JVC. We are licensed by the Department of Economy & Tourism (DTCM permit {XXXXX}) and
have managed over 1,800 stays with a 4.8/5 average Google review score.</p>
```

5. Competitive & market context

Acaza competes in a crowded Dubai short-term-rental market dominated by three tiers:

| Tier | Examples | What they do well that Acaza doesn't |
|-------------------------|---|--|
| Global OTAs | Booking.com, Airbnb, Vrbo | Instant-book, schema-rich listing pages, deep review corpus, multi-language native pages |
| Local premium operators | Maison Privée, Frank Porter, Driven Holiday Homes | Brand-led content, neighbourhood guides, press coverage, DTCM-prominent |
| Direct competitors | Keysplease, Primestay, FamProperties | Larger inventory, structured property data, blog & SEO programmes |

Public web mentions of Acaza outside its own properties are sparse. The brand has a [LinkedIn company page](#) and a positive [Reddit mention from a property-owner](#) praising transparency on long-term leases. That is currently the entirety of the discoverable off-platform footprint — a meaningful gap for both classical SEO authority and GEO retrieval.

6. Methodology

Crawl: Live browser visit to acaza.ae on 27 May 2026, view-source inspection of homepage and a sampled property listing. Search-engine signals cross-checked via web search.

Scoring weights: Each dimension (SEO, AEO, GEO) is broken into weighted sub-pillars summing to 100. Each sub-pillar is scored 0 to its weight cap based on what is present, not what is promised. Total = sum of sub-pillar scores.

Bands: 70–100 Good · 50–69 Fair · 30–49 Poor · 0–29 Critical.

Limitations: This audit covers the homepage and one sampled property page in depth. A site-wide rollout (every listing page, every nav destination, all PDFs and downloads) is the natural next step once the P0/P1 items in §3 are closed.

Sources used

- Acaza homepage (live crawl) — <https://acaza.ae/>
- Acaza sample listing — LOFT Downtown — <https://acaza.ae/loft-downtown-1-bedroom-apartment-for-rent/>
- Acaza LinkedIn company page — <https://www.linkedin.com/company/559423-8361>
- Reddit r/dubai — positive Acaza mention — <https://www.reddit.com/r/dubai/comments/1gm8p8h/>
- Schema.org — VacationRental — <https://schema.org/VacationRental>
- Schema.org — FAQPage — <https://schema.org/FAQPage>
- Dubai DET short-term rental licensing — <https://www.visitdubai.com/en/business-in-dubai/get-started/holiday-homes>

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