

## ACTION CHECKLIST

# Deira Central Motors — Fix Checklist

Tick these off in order. P0 first — they capture leads and unify the site immediately. Companion to the [full audit](#) and [June 2026 plan](#).

↓ Download Checklist (PDF)

← Pitch page

📄 Full report

## Capture & unify

P0 · DO FIRST

These stop the bleeding — leads and ranking authority.

- Add an online booking / quote form to every page**  
Name, mobile, car make/model, service, preferred date. Use file 06-quote-booking-form.html.

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- Add a sticky WhatsApp button**  
wa.me/971507381616 — visible on mobile, every page.

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- Add a click-to-call button**  
tel:+971507381616 in the header and sticky bar.

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- Pick ONE canonical domain**  
dcmdxb.com or dcmuae.com — not both.

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- 301-redirect the other domain**  
All old URLs map to the matching new URL.

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- Set up conversion tracking**  
GA4 + events for form submit, call click, WhatsApp click.

## Technical SEO & rich results

P1

Make Google understand the site and show your stars.

- Add AutoRepair + LocalBusiness JSON-LD**  
Use file 02-schema-jsonld.html on every page.

**Add Review / AggregateRating schema**

Surfaces star ratings in search results.

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**Write unique meta titles + descriptions**

Keyword + "Deira, Dubai" + USP. Use file 01-head-meta.html.

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**One H1 per page**

Service + location, e.g. "Car AC Repair in Deira, Dubai".

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**Ship robots.txt + sitemap.xml**

Files 04 and 05; submit in Search Console.

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**Verify in Google Search Console**

Submit sitemap, set canonical domain, check coverage.

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**Compress images + add alt text**

Run pagespeed.web.dev; target good Core Web Vitals.

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**Content, AEO & GEO** P1

Win answers in Google and AI assistants.

**Add an FAQ section with FAQPage schema**

Use file 03-faq-section.html — oil change cost, AC repair, pickup, etc.

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**Build a page per core service**

Oil, brakes, AC, battery, painting/wrapping — each with price guidance + CTA.

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**Write entity-clear intros**

"Deira Central Motors is a car repair workshop in Hor Al Anz, Deira..."

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**Internal-link services to each other + to booking**

Helps crawling and conversions.

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**Add a short blog / tips section**

"When to change your oil in Dubai's heat", etc.

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**Local presence & reviews** P2

Your reputation is the asset — make it work harder.

**Optimise the Google Business Profile**

Services, photos, hours, posts, Q&A.

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**Standardise NAP everywhere**

Identical name/address/phone on HiDubai, 2GIS, Dubai Local, FB, LinkedIn.

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**Launch a review-request flow**

Post-service SMS/WhatsApp with a Google review link.

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**Reply to every review**

Builds trust and local signals.

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**Demand & measure**

P2

**Run Google Local Services / Search ads**

High-intent terms: "car service Deira", "oil change near me".

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**Retarget non-converting visitors**

With an offer or finished-work creative.

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**Review cost-per-booking weekly**

By source; double down on what books jobs.