

Deira Central Motors — June 2026 Lead Sprint

A dated, four-week plan to turn dcmdxb.com from a brochure into a booking machine — capture demand first, then rank, then scale. Companion to the [full audit](#) and [checklist](#).

↓ Download Plan (PDF)

← Pitch page

📄 Full report

Week 1 — Capture the demand Mon 1 – Sun 7 June

Goal: every visit can convert, and the site is unified to one domain. This week alone should start producing online bookings.

Jun 1

MON

Kick-off & access. Confirm canonical domain (dcmdb.com vs dcmuae.com), get hosting + Google Search Console + GBP access. Baseline current calls/bookings.

Jun 2

TUE

Ship the booking/quote form on the homepage + every service page (file 06). Fields: name, mobile, car, service, date.

Jun 3

WED

Add sticky WhatsApp + click-to-call bar (wa.me/971507381616, tel:+971507381616) on mobile and desktop header.

Jun 4

THU

Install GA4 + conversion events for form submit, call click, WhatsApp click. Verify they fire.

Jun 5

FRI

Unify domains. 301-redirect the secondary domain to the canonical one; map old URLs. (Lighter day.)

Jun 6

SAT

QA the funnel on real phones: form delivers to email/WhatsApp, buttons work, redirects clean. Fix issues.

Jun 7

SUN

Buffer / review. Confirm first online bookings are landing in inbox.

Week 1 KPI: Working booking form + WhatsApp + call tracking live on one domain; first online enquiries captured.

Week 2 — Technical SEO & rich results Mon 8 – Sun 14 June

Goal: Google understands the site and starts showing star ratings.

Jun 8
MON **Add AutoRepair + LocalBusiness JSON-LD** (file 02) site-wide. Validate in Rich Results Test.

Jun 9
TUE **Add Review / AggregateRating schema** so stars can appear in search.

Jun 10
WED **Write unique meta titles + descriptions** for every page (file 01); fix H1s to service + "Deira, Dubai".

Jun 11
THU **Ship robots.txt + sitemap.xml** (files 04/05); verify site in Search Console; submit sitemap.

Jun 12
FRI **PageSpeed pass:** compress & lazy-load images, add alt text, defer non-critical JS. (Lighter day.)

Jun 13
SAT **Optimise Google Business Profile:** services, hours, fresh photos, attributes, first GBP post.

Jun 14
SUN Buffer / review crawl + indexing status.

Week 2 KPI: Valid schema on all pages, sitemap submitted, GBP optimised; star ratings begin appearing.

Week 3 — Content, AEO & reviews Mon 15 – Sun 21 June

Goal: win answers in Google and AI assistants, and turn happy customers into fresh reviews.

Jun 15 **Publish the FAQ + FAQPage schema** (file 03): oil-change cost, AC repair, pickup, genuine parts, timing.
MON

Jun 16 **Build service pages** — Oil Change & 5k/10k Service, with price guidance + booking CTA.
TUE

Jun 17 **Build service pages** — Brakes/Suspension & AC Repair (Dubai-heat angle).
WED

Jun 18 **Build service pages** — Battery (incl. home replacement) & Painting/Wrapping/Detailing. Internal-link all.
THU

Jun 19 **Launch the review engine:** post-service WhatsApp/SMS with a 1-tap Google review link. (Lighter day.)
FRI

Jun 20 **Standardise NAP** across HiDubai, 2GIS, Dubai Local, Facebook, LinkedIn; publish first tips post.
SAT

Jun 21 Buffer / reply to all reviews; mid-sprint metrics review.
SUN

Week 3 KPI: FAQ + 5 service pages live and indexing; review flow producing new reviews; consistent NAP.

Week 4 — Demand, measure & scale **Mon 22 – Tue 30 June**

Goal: add paid demand on top of the new foundation and lock in what works.

Jun 22 **Launch Google ads** — Local Services / Search on "car service Deira", "oil change near me", "car AC repair Dubai".
MON

Jun 23 **Build conversion-focused landing pages** for the top ad terms; connect to the booking form.
TUE

Jun 24 **Set up retargeting** for visitors who didn't book; finished-work + offer creative.
WED

Jun 25

THU

Social proof push: before/after reels of repairs & painting on Instagram/Facebook/YouTube.

Jun 26

FRI

Optimise ads by search term; pause waste, raise budget on terms that book jobs. (Lighter day.)

Jun 27

SAT

Fleet / B2B outreach to nearby businesses & taxi/limo operators for service contracts.

Jun 28

SUN

Buffer / data clean-up before reporting.

Jun 29

MON

Month-end report: bookings, calls, WhatsApp, cost-per-booking by source vs the Jun-1 baseline.

Jun 30

TUE

Plan July: double down on winning channels; queue next service pages + any new website features DCM wants.

Week 4 KPI: Paid + organic bookings flowing, measured cost-per-booking, and a data-backed July plan.