

Khan El Kaser

A 64-article content operation I built around one editorial decision: localize every skincare question to the Gulf climate. I checked three target queries live on Google UAE. All three return the site on page one, one at position #1, ahead of salon chains, clinics and global retailers.

64 ARTICLES PUBLISHED	#1 BEST VERIFIED POSITION
715 ORGANIC VISITS PER MONTH (AE)	144 RANKING KEYWORDS
217 REFERRING DOMAINS	9.7% SEARCH PRESENCE IN AI OVERVIEWS
10 CONSECUTIVE WEEKS PUBLISHING	4 LOCALE VARIANTS

Verified rankings

GOOGLE UAE · GL=AE

I read each position below from a live UAE-geolocated SERP, not from a third-party traffic estimate. The competitor names are the domains actually sitting above and below the result.

1

WEB RESULT

how to repair dry and damaged hair in the uae

How to Repair Dry, Frizzy, and Damaged Hair in the UAE

First organic result, positioned *above* the People Also Ask block. Google lifts the "Step 6: Use Hair Oil to Lock In Moisture" subsection directly into the snippet.

Ranks above **Izil Beauty UAE**, **Pastels Beauty Salon**, **Boho Salon** and **antiajmal.ae**. All established UAE salon and beauty-retail domains.

Position 1

Snippet extracted

Published 13 Jul 2026

~1,800–2,000 words

13 headings · 6-step

4-question FAQ

4 product links

4

WEB RESULT

how often should you wash your hair in the uae

How Often Should You Wash Your Hair in the UAE?

Page one on a query where the SERP is crowded with forums and video. The snippet pulls the article's oily/dry/textured segmentation, which is the part of the page that answers the query most directly.

Ranks above **GQ**, **Boots UAE** and **H2O Pure Blue**. Sits below two hair-specialist domains, Hårklinikken Dubai and GK Hair UAE.

Page one

Published 21 Jul 2026

Ranked within ~7 weeks

70 searches/mo · AE

KD 33% · competitive

Segmented by hair type

Cluster article 4 of 10

6

WEB RESULT

how to get glowing skin in the uae

How to Get Glowing Skin in the UAE Climate: What Actually Works

The longest article on the site, and the one Google renders most richly, the snippet reproduces the numbered list verbatim ("1. Hydration Is the Foundation · 2. Use a Hydrating Cream Daily · 3. Stop Over-Cleansing · 4. Wear SPF 50 Every Day · 5. Support Your Skin Barrier"). Commercial-intent query, held against medical and multinational competition.

Ranks above **Dr. Nutrition UAE**, **CMC Hospital Dubai** and **carrotsunoil.com**, on a page also occupied by **The Body Shop UAE** and **Dr Batra's**.

Page one

Full list in snippet

~2,100–2,300 words

30 searches/mo · AE

Longest on site

7 numbered tips

5-question FAQ

4 product links

Measured performance

SEMRUSH · AE DATABASE · 5 SEP 2026

Third-party metrics for the domain, which I pulled from Semrush on the United Arab Emirates database.

Authority 19, and outranking clinics anyway

Semrush scores the domain's authority at **19 out of 100**. The salon, clinic and retail domains it beats on page one sit well above that. The rankings are not bought by domain strength, because there isn't much of it to spend. They are earned by relevance, structure and regional specificity.

Authority Score 19

715 organic visits/mo

144 ranking keywords

217 referring domains

725 backlinks

0 paid traffic (100% earned)

Visible inside AI search, not only under it

Semrush attributes **9.7% of the domain's total search presence to AI Overviews**, against 88.9% classic organic. Beyond Google, it records **14 AI mentions across 6 cited pages**, with the site surfacing in ChatGPT, Google AI Overviews, AI Mode and Gemini. In 2026 that citation share is the metric that ages well: being named as a source survives the click-through decline that hits ordinary blue links.

9.7% AI Overviews

88.9% classic organic

14 AI mentions

6 cited pages

ChatGPT · Gemini · AI Mode

Built on long-tail breadth, not one lucky keyword

Individual queries in this market are small. "How often should you wash your hair" draws **70 searches a month** in the UAE, "how to get glowing skin" just **30**. The 715 monthly visits come from aggregating **144 separate keywords**, which is the more durable shape: no single ranking loss removes the traffic, and each new cluster article compounds onto the same base. For scale, the category head term "hair mask" carries 720 a month at a difficulty of only 9%, headroom the cluster is positioned to take.

Avg ~5 visits per keyword

144 keywords ranking

"hair mask" 720/mo · KD 9%

Tracked since Oct 2024

The hair-care cluster

1 JUL → 2 SEP 2026 · 10 ARTICLES

Ten articles I published across ten weeks, sequenced from problem awareness through diagnosis to routine and advanced care. The vertical gaps below are drawn to real elapsed days, so the publishing rhythm is visible rather than asserted. Two of the three verified rankings come from inside this cluster.

- 1 Jul  **Why your skin and hair both struggle in UAE weather**
Entry point: bridges the existing skincare audience into hair
- 6 Jul  **Why hair becomes dry, frizzy and damaged in UAE weather**
+5 days · problem definition
- 13 Jul  **How to repair dry and damaged hair - complete routine**
+7 days · pillar article. Now ranking #1
- 21 Jul  **How often should you wash your hair in the UAE**
+8 days · now ranking page one
- 30 Jul  **How to choose the right shampoo for your hair type**
+9 days · product-selection intent
- 4 Aug  **Why is my hair still dry after washing (7 reasons)**
+5 days · troubleshooting
- 11 Aug  **How to use a hair mask correctly: step by step**
+7 days · technique
- 17 Aug  **How to build the perfect hair care routine for UAE weather**
+6 days · consolidating hub
- 24 Aug  **How to protect your hair from heat damage**
+7 days · advanced care
- 2 Sep  **Hair breakage vs hair fall (how to tell the difference)**
+9 days · differential diagnosis · most recent

Median gap **7 days** Span **63 days** Longest pause **9 days** Cluster still running

Content architecture

64 ARTICLES · THEMATIC CLUSTERS

Articles group into defined clusters, each covering a concern from several search angles: the structure that builds topical authority rather than isolated traffic spikes.

Hair care · UAE

10 articles

Problem → diagnosis → routine → protection.
Both hair rankings sit here.

Hydration & dryness

5 articles

Separates dehydration from dryness. A distinction most brand blogs collapse.

Ramadan skincare

5 articles

Prep, fasting hydration, morning and night routines. Seasonal and culturally specific.

Ingredient education

5 articles

Salicylic acid, hyaluronic acid, sericin protein. Explainer-led, low-pressure.

Skin barrier

4 articles

Why the Gulf climate weakens it, how to protect and repair it.

Skin-type diagnosis

3 articles

Helps readers self-identify before recommending anything.

Sun & SPF

3 articles

SPF 50 selection guide segmented by skin type; texture objections handled.

Pores & texture

3 articles

Includes a myth-check on whether pores can actually be shrunk.

Pigmentation

2 articles

Why dark spots form faster in Gulf sun, and treatment options.

Heritage & brand

3 articles

Lebanese ingredient tradition: Sidr, mountain honey, Ghar laurel soap.

The strategic decision

GEO-MODIFIER EDITORIAL SYSTEM

Roughly half of the 64 article titles I wrote carry a Gulf geo-modifier "in the UAE", "UAE weather", "Emirati", "Dubai". This is the choice the whole library is built on, and it's what the ranking evidence validates.

- 01 **Competing on relevance instead of authority.** A skincare brand cannot outrank GQ or The Body Shop on "how to get glowing skin". It can outrank them on "how to get glowing skin *in the UAE*" and the live SERP confirms it does. The geo-modifier converts an unwinnable head term into a winnable one without dropping the commercial intent.
- 02 **Climate specificity as the content moat.** Articles name six concrete regional stressors: extreme heat, high UV, air conditioning, humidity, chlorinated pools, sea water; rather than generic "harsh weather". Global publishers writing for everyone cannot match that without rewriting for the region.
- 03 **Structure Google can actually parse.** All three ranked pages return enriched snippets: numbered steps and sub-sections lifted verbatim. Clean H-hierarchy plus FAQ blocks is what earns that, and it holds across the library rather than on one lucky page.

-
- 04 **Localization carried through to commerce.** The same discipline appears on revenue pages: product meta descriptions read "made for UAE dryness" and "in UAE weather" one voice from blog to product, not an editorial project bolted onto a generic store.
-
- 05 **Multi-market foundations.** Four locale variants: en, ar, ar-sa, en-sa, plus a separate Lebanon property, all sitemapped. Arabic collection pages are indexed in Google UAE.
-

Verifiable

EVERY CLAIM VERIFIABLE

-
- I built a UAE hair-care content cluster that took **position #1 on Google UAE** for "how to repair dry and damaged hair in the uae" within eight weeks of publication, ranking above established salon domains including Izil Beauty and Pastels.
Verified 6 Sep 2026 · gl=ae
-
- I produced a 2,300-word skincare pillar that holds **page one against The Body Shop UAE, Dr Batra's and CMC Hospital Dubai**, with the full numbered routine rendered directly in Google's snippet.
Query: "how to get glowing skin in the uae"
-
- I ran a **ten-week uninterrupted publishing cadence** (median seven days) delivering a sequenced ten-article cluster, from problem awareness to advanced care; two of which now rank on page one.
1 Jul – 2 Sep 2026 · cluster ongoing
-
- I led the SEO content strategy for a domain of **Authority Score 19** that now draws 715 monthly organic visits across 144 keywords and 217 referring domains, with **zero paid spend**, and 9.7% of its search presence inside AI Overviews.
Semrush, AE database, 5 Sep 2026
-
- I developed a **geo-modifier editorial system** across 64 articles that let a small skincare brand outrank global publishers on commercial-intent queries by owning the regional variant of each term.
~50% of titles carry a Gulf geo-modifier

→ I structured a bilingual, **four-locale content architecture** (English and Arabic across UAE and Saudi) with Arabic category pages indexed in Google UAE.

en · ar · ar-sa · en-sa

METHOD & DATA PROVENANCE

Third-party estimates: traffic, keyword, authority, backlink and AI visibility figures come from Semrush on the AE database, September 2026; keyword volumes from Semrush Keyword Overview (AE).

Re-verification: every ranking claim on this page can be checked in under a minute by running the quoted query on Google with UAE geolocation. Positions move, so treat this as a snapshot dated 6 September 2026.

WORK WITH ME

Want this run on your own site?

One editorial decision and ten weeks of disciplined publishing produced the rankings above. Most sites are not losing because the writing is weak. They are losing because they are chasing the version of a query they cannot win.

Send me **one page and one query you want to rank for**, and I will send back a short teardown: what I would change, in what order, and why. Built on your pages, not a template. No charge and no pitch attached.

If you would rather talk it through, a 20-minute call is usually enough to tell whether there is something worth doing.

Selwan Omar · SEO Content Strategist

Email me

LinkedIn

Upwork