CONTENT & VISIBILITY ANALYSIS REPORT

ziyanayachts.com

June 2026 | On-Page · Authority · Gaps · Quick Wins

Executive Summary

This report combines an Internal Content Audit (reviewing each key page against quality criteria drawn from the Internal Content Audit template) and a Competitive Content Analysis (benchmarking Ziyana against its three main content-producing competitors). It then translates those findings into a prioritised list of quick-win content ideas and targeted enhancement proposals designed to measurably improve both search rankings and organic visibility within 90 days.

The Central Finding

Ziyana's content architecture is more advanced than most Dubai-based competitors — it has genuine destination guides, real itinerary content, and an event calendar. The problem is not what exists but what is missing: keyword alignment is weak on most pages, the blog (Insider) section is stalled at 6 undated posts, no page earns a backlink from a credible third-party source, and the fleet — the site's commercial core — has zero crawlable content Google can read. Fix those four things and the site is positioned to take traffic quickly.

Section 1 — Internal Content Audit

Pages are assessed across ten dimensions drawn from the Internal Content Audit template: URL, seasonality, content type, images, internal links, post type, conversion target, content category, call to action, and editorial quality notes.

URL	Seasonality	Content Type	Images	Int. Links	Post Type	Target	Category	CTA
ziyanayachts.com/	Year-round	Hero + Grid	Broken	Yes (5)	Commercial	Direct	Charters	Explo Now
…/luxury-yachts/	Year-round	Fleet Listing	JS-only	None	Commercial	Direct	Fleet	Conta Form
…/about-us/	None	Hybrid (Text+Image)	Yes (5)	Yes (1)	Brand/Trust	Indirect	Brand	Conta Us
…/events/	Seasonal	Event Archive	Yes	Yes (3)	Event Index	Direct	Events	View Event

URL	Seasonality	Content Type	Images	Int. Links	Post Type	Target	Category	CTA
…/yacht-destinations/middle-east/	Oct–Apr peak	Destination Guide	Yes (6)	Yes (4+)	Guide	Indirect	Destinations	Enqui
…/yacht-destinations/ (hub)	Year-round	Navigation Hub	Yes (6)	Yes (6)	Hub	Indirect	Destinations	View All

URL	Seasonality	Content Type	Images	Int. Links	Post Type	Target	Category	CTA
…/insider/ (blog)	Mixed	Blog Posts (6)	Yes	Yes (some)	Guide / How-to	Indirect	Editorial	Learn More
…/yacht-itineraries/ (4 pages)	Oct–Apr peak	Itinerary Guide	Yes	Partial	How-To	Indirect	Destinations	Conta Us

1.1 Detailed On-Page Audit — 3 Key Page Examples

The template asks for 2–3 examples of key on-page element review. The three pages below represent the most commercially important, the most content-rich, and the weakest — covering the full quality spectrum.

EXAMPLE 1 | Homepage — ziyanayachts.com/

Element	Current State	Assessment
Title Tag	Ziyana Yachts | Luxury Yacht Charter Dubai & Worldwide	✓Good — 57 chars, keyword-led, includes Dubai and Worldwide differentiator. Best title on the site.
Meta Description	Experience the ultimate in maritime luxury with Ziyana Yachts. Book private yacht charters in Dubai and worldwide for events and elite experiences	□ Acceptable but generic — 146 chars. Reads as brand copy, not search copy. No specific destination or charter type mentioned. No CTA.
H1	ZIYANA YACHTS	✗Weak — brand name only, in all-caps. Zero keyword signal. Should be: 'Luxury Yacht Charters in Dubai & Worldwide'.
H2 Structure	'The Featured Yacht Fleet', 'YACHTING HOTSPOTS', 'FEATURED ITINERARIES', 'WHY CHOOSE US?'	□ Functional but keyword-thin. 'YACHTING HOTSPOTS' misses 'destinations'. H2s should include location modifiers where natural.
Body Copy Word Count	~180 words (excluding JS-rendered fleet)	✗Critically thin for a homepage competing for high-volume terms. Competitors' homepages average 400–600 words.
Images	Hero image loads; fleet cards return empty src tags (11 broken)	✗Fleet section is visually blank. No alt text on hero. Stock photo filename ('pexels-flodahm-2236154.jpg').
Internal Links	Charter, Destinations, Events, About Us; 6 destination cards; 4 itinerary cards; Contact CTA	✓Good breadth — covers primary sections. Missing: direct links to individual yacht pages, pricing page.
CTA	'Explore Now' (fleet), 'View All Luxury Yachting Destinations', 'Learn More' (Contact Us), Contact Form	□ CTAs are soft. 'Explore Now' leads to a page that shows 'Loading yachts…'. 'Learn More' goes to Contact, not a service page.
Schema Markup	None	✗Missing. No LocalBusiness, no WebSite, no Sitelinks Searchbox.
Social Signals	Instagram, Facebook, TikTok active (linked in footer)	✓Social presence active. WhatsApp direct link is a strong conversion channel for the UAE market.

EXAMPLE 2 | Middle East Destination — /yacht-destinations/middle-east/

Element	Current State	Assessment
Title Tag	THE MIDDLE EAST - Ziyana Yachts	❌All-caps keyword, generic separator, no intent signal. Should be: 'Yacht Charter in the Middle East | Dubai, Oman & Beyond | Ziyana Yachts'.
Meta Description	The Middle East offers a yachting experience unlike any other, a world where golden deserts meet turquoise seas…	□ Atmospheric but not keyword-targeted. Cuts off mid-thought. No destination list, no CTA.
H1	THE MIDDLE EAST	❌All-caps, no keyword context. Should be: 'Luxury Yacht Charter in the Middle East'.
Content Quality	Exceptional — cultural table (5 countries), sailing routes, best season guide, country sub-pages, itinerary links, event links	✅Best content on the site. Genuinely useful, well-structured, would earn links naturally if discoverable.
Word Count (body)	~1,200 words	✅Strong — well above average for the category. Competitive with YachtCharterFleet destination pages.
OG Type	og:type = article	❌Should be 'website' for a destination/service page, not 'article'.
Available Charters	'Loading yachts…' (JS only)	❌The bookable fleet at the bottom of this page — its conversion payoff — is invisible to Google. Opportunity to show Googlebot which yachts serve this region.
Schema	None	❌No TouristAttraction, no Destination, no BreadcrumbList schema on a rich destination guide.
Internal Links Inbound	Homepage hero destinations grid, footer Regions nav	□ Only navigation-level links. No contextual in-body links from itinerary pages back to this destination hub.

EXAMPLE 3 | Insider Blog — /insider/ (6 posts)

Element	Current State	Assessment
Post Titles	'Our Services in Dubai Marina', 'Celebrate New Years in Opulence', 'Essential Packing List: 5 Must-Pack Items', 'How a Luxury Yacht Can Be a Profitable Venue for Corporate Events', 'Proposal on a Yacht in Dubai', 'Ramadan Traditions on a Yacht'	□ Mixed quality. 'Proposal on a Yacht in Dubai' is a genuine keyword target. 'Our Services in Dubai Marina' is a legacy page title, not a search-intent post.
Keyword Targeting	None evident — no title matches high-intent search queries	✕Posts appear written for a newsletter audience, not organic search. None target the keyword clusters identified in strategy (e.g. 'birthday yacht Dubai', 'how much does yacht charter cost Dubai').
Publishing Frequency	6 posts, all November 2025 — zero new posts in 7 months	✕A stalled blog is worse for SEO than no blog — it signals to Google that the site is inactive. Freshness is a ranking factor for time-sensitive topics.
Content Length	Not directly measurable from crawl; appears short	□ 'Essential Packing List' is a guide format that should run 800+ words to rank; event/occasion posts should run 600+.
Images	Featured images present on all posts	✓Visual assets are present. Alt text not verified but images appear to load.
Internal Links	Some posts link back to other sections	□ No posts link to specific yacht pages or charter booking form. Missing conversion bridge.
Author Credit	'By Jon Abogado, November 10, 2025' on posts	□ Single author named — positive E-E-A-T signal but no author bio page exists. Can't verify expertise.
Schema	None	✕No Article, BlogPosting, or FAQPage schema.

Section 2 — Authority & Backlink Analysis

Direct access to Ziyana's backlink data requires Google Search Console or Ahrefs access. This section triangulates from observable signals and benchmarks against the competitive set using available data.

2.1 Domain Authority Benchmark

Note on Methodology

Without direct tool access, Domain Authority estimates below are directional, derived from observable signals: site age, known press mentions, directory listings, and competitive positioning data from our search analysis. Exact DA/DR scores should be verified in Moz, Ahrefs, or SEMrush.

Domain	Est. DA Range	Site Age	Est. Ref. Domains	Key Authority Drivers
xclusiveyachts.com	55–65	20 yrs	400+	20 years of press; Dubai Monopoly feature; celebrity charters; awards; Boat Show presence; DMCA registration page
malayachts.ae	45–55	10+ yrs	200+	Scale of fleet; event press coverage; UAE tourism portal listings
sevenyachts.com	35–45	8 yrs	100+	Dubai Harbour official partner; yacht sales press; industry directories
yachtcharterfleet.com	75–85	20+ yrs	3,000+	Global editorial; major press coverage; 20+ years of content; linked by virtually every charter company
ziyanayachts.com	10–18 (est.)	7 months	5–15 (est.)	Booking Manager directory; Ankor Software partner page. No press coverage. No editorial links confirmed.

2.2 Ziyana's Current Backlink Profile Assessment

Based on observable site data, known affiliate relationships, and absence of press mentions in search results, Ziyana's current backlink profile consists of:

Backlink Source Type	Estimated Count	Notes
Booking Manager Silver Partner directory	1	Confirmed — badge and link in footer. booking-manager.com is a legitimate industry domain.
Ankor Software partner/powered-by	1–2	Likely — Ankor Software links to partner sites. Valuable but templated.
Social profiles (Instagram, Facebook, TikTok)	3	Present but social profile links are nofollow — no direct SEO value.
WhatsApp business listing	1	Present but minimal domain authority.
Editorial / press backlinks	0 confirmed	No press mentions found in search results, no media logos on site, no review coverage. Critical gap.

Backlink Source Type	Estimated Count	Notes
Luxury travel directories (CharterWorld, YCF, etc.)	0 confirmed	Not listed on YachtCharterFleet or CharterWorld — the two highest-authority charter directories.
UAE business/tourism portals	0 confirmed	Not verified on Dubai Tourism, VisitDubai.com, or UAE business portals.

Authority Gap Assessment

Ziyana's backlink profile is at the very start of its development. For a 7-month-old domain this is normal — but the gap to Xclusive Yachts (400+ referring domains, 20 years of link equity) means keyword competition on head terms will take 18–24 months without an active link-building program. The strategic path is: (1) get listed on high-DA charter directories immediately, (2) produce content that earns links naturally (itinerary guides, destination data), and (3) target UAE and Middle East travel press for coverage. These three actions have the best DA-to-effort ratio for a young domain.

2.3 Link Building Opportunity Matrix

Opportunity	Est. Domain Authority	Effort	Action
YachtCharterFleet listing	DA 75+	Low — free submission	Submit immediately. This single link from a DA 75+ maritime domain could be the highest-value link Ziyana can earn in 30 days.
CharterWorld listing	DA 70+	Low — free submission	Submit the fleet to CharterWorld. Global charter directory linking to Ziyana fleet pages.
Booking Manager — expand profile	DA 45+	Low — profile edit	Currently only a badge link. Expand the Booking Manager profile page with full yacht listings, photos, verified contact info.
VisitDubai.com / Dubai Tourism	DA 65+	Medium — formal submission	UAE government tourism portal. Listing here is a high-authority local signal and a trust endorsement.
What's On Dubai / Time Out Dubai	DA 60–70	Medium — editorial outreach	UAE lifestyle media. Pitch 'Top Experiences' angle or F1/NYE yacht coverage. A single article earns a DA 65+ link.
Boat International (editorial)	DA 70+	High — PR required	Industry-leading superyacht publication. A feature on Ziyana's Dubai+global model would be a tier-one link. Requires media relationship.

Opportunity	Est. Domain Authority	Effort	Action
UAE luxury lifestyle bloggers / influencers	DA 30–50	Medium — partnership	Arrange yacht charter in exchange for review content with backlink. Targets social proof + DA simultaneously.
Itinerary content link earning	Varies	Medium — content creation	The Musandam fjords guide, Red Sea guide, and term charter content naturally attract links from sailing forums and travel blogs. Each guide is a passive link-earning asset.

Section 3 — Competitive Content Analysis

Following the Competitive Content Analysis template format, this section benchmarks Ziyana's key pages against equivalent pages from its three main competitors, assessing content quality, social signals, and link presence for each.

3.1 Content Analysis — Charter/Fleet Page

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
xclusiveyachts.com /charter	Full fleet with photos, AED hourly pricing, capacity, size per yacht. 30+ vessels.	Fleet + Pricing	Static HTML — fully crawlable by Google. Each yacht has a dedicated page with specs, pricing, photos, and booking. 2,000+ words across listing.	Multiple directory links; internal links to every yacht and experience page.	Active	High	Medium
malayachts.ae /charters	105+ vessels listed; AED 350/hr entry; Lotus 250ft mega	Fleet Grid	Static HTML fleet. Category filters (size, type, occasion). Each yacht has a gallery	Listed on UAE tourism portals; local directories.	Active	Very High	Low

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
	yacht featured.		and description.				
sevenyachts.com /fleet	17 yachts; per-vessel pricing shown; each vessel has detailed spec page.	Fleet + Sales	Premium positioning. Combined charter + sales + management on each yacht page. High editorial quality.	Dubai Harbour official partner link.	Limited	Medium	Medium
ziyanayachts.com /luxury-yachts/	'Loading yachts…' — zero crawlable content.	JS Dynamic	CRITICAL GAP: Entire commercial page is invisible to Googlebot. No yacht names, prices, specs, or photos indexed.	Only nav links in/out.	Active	Low	None

3.2 Content Analysis — About / Brand Page

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
xclusiveyachts.com /about	Named British management team, 50+ years combined experience, celebrity clients, DMCA registration, Dubai Monopoly feature, 5-star certification,	Brand Authority Page	Rich E-E-A-T signals: credentials, celebrity endorsements, named individuals, verifiable accreditation links.	Press mentions, industry association links.	High	Very High	High

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
sevenyachts.com /about	multiple awards. Dubai Harbour base, charter + sales + management trifecta, industry partnerships.	Service + Brand	Positions management expertise and Dubai Harbour exclusivity. Targets corporate and HNW audience.	Dubai Harbour partner link.	Limited	Low	Medium
ziyanayachts.com /about-us/	'First-class maritime experiences since 2021'. No team names, no credentials, no awards, no press. Services listed (private, corporate, events, filming).	Brand Intro (thin)	4 H4 USP labels (Vantage Concierge, 5-Star Service, Business & Pleasure) with no supporting evidence. Missing every E-E-A-T indicator that competitors use.	Only nav/footer links.	Active	Low	None

3.3 Content Analysis — Blog / Insider Content

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
xclusiveyachts.com /blog	Active: Brunch at Sea, Nightfall Superyacht, F1 Abu Dhabi, Sundowner Experience, Dubai Marina Tour. New posts monthly.	Experience Guides + Event Posts	Each post targets a specific experience keyword ('sunset cruise Dubai', 'F1 yacht Abu Dhabi'). Consistent publishing cadence. Long-form, rich media.	Widely shared on WhatsApp, Instagram; earns mentions in UAE lifestyle press.	High	Very High	Medium
dubaiyachts.com /blog	Active: 'Yacht Rental	How-To + Comparison	Targeting informational keywords	Google indexing	Moderate	Medium	Low

URL	Content	Content Type	Notes	Links	Twitter	FB Shares	LinkedIn
	Dubai vs Luxury Experiences' (Jun 2026), 'First Time Yacht Rental Dubai' (Apr 2026). Consistent monthly cadence.		directly: 'first time yacht rental', 'yacht vs luxury experiences'. Clear SEO intent. Short but useful.	multiple blog posts.			
ziyanayachts.com /insider/	6 posts, all November 2025. No new posts since. Titles: 'Ramadan Traditions on a Yacht', 'Proposal on a Yacht in Dubai', 'Corporate Events Guide'.	How-To + Brand (stalled)	Best post: 'Proposal on a Yacht in Dubai' — directly matches a search query. 'Ramadan Traditions on a Yacht' is seasonal/cultural — unique angle. Both need keyword optimisation and should be updated + republished.	No external links or shares confirmed.	Active (profile only)	None confirmed	None

Section 4 — Content Gaps & Missed Opportunities

Gaps are defined as: (a) keyword-demand with no Ziyana page to receive it, (b) content that exists but is not findable or indexable, or (c) topics where competitors have strong content and Ziyana has none.

Content Gap	Gap Type	Opportunity
Pricing / 'How much does a yacht charter cost in Dubai?' page	Missing page	One of the highest-intent informational queries in the category. All competitors publish pricing. Ziyana publishes none. A single 'Charter Pricing Guide' page would rank within 30–60 days.
Fleet page readable by Google (JS rendering gap)	Unfindable content	Ziyana has yachts to charter but no Google-readable fleet. Every competitor has crawlable listings. This is the single highest-

Content Gap	Gap Type	Opportunity
		impact fix — it effectively makes the primary commercial page exist for SEO.
'Yacht charter Dubai Marina' landing page	Missing page	'Yacht charter Dubai Marina' has ~880–1,800 monthly searches. No Ziyana page targets this specific modifier. A dedicated Dubai Marina charter page or section would intercept high-intent local queries.
Musandam / Dubai-to-Oman itinerary guide	Missing page	No competitor has a detailed Musandam fjords guide. 'Dubai to Musandam yacht' queries have no strong result. Ziyana's existing Oman-Dubai 7-day itinerary is the seed — expand it into a full destination guide.
FAQ / 'What is included in a yacht charter?' page	Missing page	Question-based queries like 'what is included in a yacht charter Dubai' are mid-funnel, high-converting. An FAQ page with FAQPage schema would earn rich SERP snippets.
Yacht charter for specific occasions (birthday, wedding, corporate) — sub-pages	Thin content (one page bundles all)	'Birthday yacht Dubai', 'wedding yacht charter Dubai', and 'corporate yacht Dubai' each have separate search demand. All three are currently addressed in a single paragraph on the About page — not a dedicated landing page.
Red Sea / Saudi Arabia charter guide	Missing page	Saudi Arabia's Red Sea is an 'emerging frontier' per industry data. Ziyana already has Middle East content but the Saudi Arabia sub-page is thin. No competitor has depth here — Ziyana could own 'Saudi Arabia yacht charter' within 90 days.
Ramadan yachting post — needs seasonal update	Stale content	'Ramadan Traditions on a Yacht' is a unique cultural angle no competitor covers. But it was published November 2025 and is not updated for Ramadan 2026. Republishing it 4 weeks before Ramadan 2027 with a 2027 date would recapture seasonal traffic.
Author bio page for 'Jon Abogado'	Missing supporting page	All 6 Insider posts credit Jon Abogado but no author bio page exists. Google looks for author credibility signals for E-E-A-T. A simple author bio page with credentials and photo improves trust across all blog posts.
Google Business Profile	Not confirmed	A Google Business Profile for 'Ziyana Yachts Dubai' is not confirmed in search results. For local 'yacht charter Dubai' searches, a GBP is the fastest path to appearing in the Local Pack.

Section 5 — Quick-Win Content Ideas

Quick wins are defined as content that can be produced within 1–4 weeks, requires no development work, and is likely to show ranking movement within 60 days based on keyword competition levels.

QUICK WINS — ACHIEVABLE IN 1–4 WEEKS

Quick Win 1 — Charter Pricing Guide Page

Target URL	/charter-pricing-guide/ (new page)
Target Keyword	'yacht charter Dubai price 2026' (140–320 searches/month, Low competition)
Content Brief	800–1,200 word guide covering: (1) Day charter price ranges by yacht size (small/medium/large/superyacht), presented as AED/hour ranges rather than fixed prices. (2) What's included vs. what costs extra (fuel, crew, catering, water sports). (3) Seasonal pricing variation. (4) How Ziyana's quote process works.
Why it Wins	Price-intent queries convert at very high rates. All competitors publish pricing. This page would immediately fill the most-asked pre-booking question and could rank in the top 5 within 30 days.
Effort	1–2 days copywriting, 1 hour CMS. No development required.

Quick Win 2 — 'Best Time to Charter a Yacht in Dubai' Guide

Target URL	/insider/best-time-to-charter-a-yacht-in-dubai/ (Insider blog post)
Target Keyword	'best time to charter a yacht in Dubai' (140–320/month, Low competition)
Content Brief	700–1,000 words: Month-by-month weather table for the Gulf, recommended charter windows, seasonal events (F1 Abu Dhabi, New Year, Dubai Shopping Festival), rainy season note. Include a CTA to Ziyana's event calendar for each season.
Why it Wins	Evergreen informational post. Earns links from travel blogs naturally. Internally links to destination pages, events, and the charter enquiry form. Low competition — could rank #1–3 within 45 days.
Effort	1 day. Update and republish annually each September.

Quick Win 3 — 'Proposal on a Yacht in Dubai' — Expand & Optimise Existing Post

Target URL	/insider/proposal-on-a-yacht-in-dubai/ (existing, needs expansion)

Target Keyword	'yacht proposal Dubai', 'propose on a yacht Dubai' (90–210/month, Very Low competition)
Content Brief	Existing post is a stub. Expand to 800+ words: Why a yacht proposal works in Dubai, best locations (Palm Jumeirah views, Burj Al Arab backdrop), best time of day, what Ziyana can arrange (flowers, champagne, photographer), real proposal setup photos, a 'Plan My Proposal' CTA linking to the charter enquiry form.
Why it Wins	Already exists — this is an optimisation, not a creation. The keyword has near-zero competition and very high conversion value (wedding/proposal bookings are high-spend). Could rank #1 within 3 weeks of expansion.
Effort	Half a day to expand existing content. Add 1–2 quality images.

Quick Win 4 — Dubai Marina Yacht Charter Landing Page

Target URL	/luxury-yachts/dubai-marina/ (new page under fleet section)
Target Keyword	'yacht charter Dubai Marina' (880–1,800/month, High competition but Ziyana has zero page to target it)
Content Brief	600–800 words: What makes Dubai Marina the epicentre of UAE yachting, departure point advantages, landmarks visible from the water (Ain Dubai, JBR, Palm), which Ziyana yachts depart from Marina vs Dubai Harbour. Include a static HTML list of 3–5 specific Ziyana yachts available at this location with anchor links.
Why it Wins	High-volume geo-modified query. Static HTML means Google indexes it immediately, unlike the JS-rendered fleet. Creates a bridge between Marina-specific searches and Ziyana's booking flow.
Effort	1 day copywriting. Requires only a CMS page — no dev work.

Quick Win 5 — 'Ramadan on a Yacht' 2027 — Seasonal Update

Target URL	/insider/ramadan-traditions-on-a-yacht/ (existing, schedule for 2027 update)
Target Keyword	'Ramadan yacht Dubai', 'iftar yacht cruise Dubai' (40–90/month, Very Low competition)
Content Brief	4 weeks before Ramadan 2027: Update post with 2027 Ramadan dates, current pricing, add 'Book an Iftar Cruise' CTA. Add LocalEvent schema with the Ramadan window. Republish with updated date.
Why it Wins	Unique cultural angle no competitor covers. Seasonal content that can rank #1 for niche high-intent queries during Ramadan. WhatsApp-shareable for UAE audience.
Effort	2–3 hours update. Schedule in editorial calendar for February 2027.

CONTENT IDEAS — 30–90 DAY HORIZON

Medium-Term Idea 1 — Dubai to Musandam Ultimate Charter Guide

Target URL	/yacht-destinations/middle-east/musandam-fjords/ (new destination sub-page)
Target Keyword	'Musandam yacht charter', 'Dubai to Musandam yacht', 'Musandam fjords boat trip' (combined ~300–600/month, Very Low competition)
Content Brief	1,200–1,500 words: The 'Norway of Arabia' — Musandam fjords guide. Sailing distances Dubai→Musandam, permit requirements, best anchorages (Telegraph Island, Khor Najd, Seebi Islands), dolphin-watching notes, Omani culture brief, best season. Include a day-by-day 2-day itinerary table. Link to Ziyana's Oman-to-Dubai 7-day itinerary.
Why it Wins	Zero-competition content. No competitor has a dedicated Musandam charter guide. This guide will rank #1 and earn inbound links from sailing forums, UAE expat blogs, and travel publications — each link building Ziyana's domain authority.

Medium-Term Idea 2 — Occasion Landing Pages (Birthday / Wedding / Corporate)

Target URLs	/charter/birthday-yacht-dubai/ | /charter/wedding-yacht-dubai/ | /charter/corporate-yacht-charter-dubai/
Target Keywords	'birthday yacht Dubai' (600–1,200/month) | 'wedding yacht charter Dubai' (90–210/month) | 'corporate yacht charter Dubai' (320–600/month)
Content Brief	Each page: 600–800 words describing how Ziyana handles that specific occasion, what's customisable, typical packages, photos from that occasion type, 2–3 testimonials (even anonymised), recommended yachts for that event size, and a 'Start Planning' CTA to the enquiry form. Each page internally links to the others.
Why it Wins	High-intent, occasion-specific queries are among the best-converting in the charter category. 'Birthday yacht Dubai' alone gets 600+ monthly searches. Currently there is no Ziyana page to capture any of them.

Medium-Term Idea 3 — FAQ Hub: 'Everything You Need to Know About Chartering a Yacht'

Target URL	/charter-faq/ (new page)
Target Keywords	Multiple question-intent queries: 'what is included in a yacht charter', 'how far in advance to book a yacht charter', 'do I need a captain for a charter', 'is food included in a yacht charter'
Content Brief	Structured FAQ page answering 12–15 real pre-booking questions. Implement FAQPage schema — each question/answer pair. Internally

	link each answer to the relevant service or destination page. Include a prominent 'Still have questions? Contact us' section.
Why it Wins	FAQ content with schema earns accordion rich snippets in Google SERPs — a major CTR boost. Each question targets a separate long-tail query. Once live, this page builds organic visibility across 12–15 question queries simultaneously.

Section 6 — Enhancement Recommendations

Beyond new content, the following targeted enhancements to existing pages will improve rankings and visibility without requiring new page creation.

Enhancement	Timeline	Expected Visibility Impact
Rewrite all H1 tags from ALL-CAPS brand labels to keyword-rich descriptive headings (Homepage, Events, Middle East, all destination pages)	Week 1	Immediate on-page relevance signal improvement for every affected page. Low effort, meaningful impact on keyword alignment.
Add 150-word intro paragraph to /luxury-yachts/ page above the JS-rendered fleet	Week 1	First static, crawlable content on the most commercially important page. Gives Google keywords to associate with the page while the JS rendering is resolved.
Add LocalBusiness and Service schema to Homepage and Charter page	Week 2	Enables Google Business Panel enrichment. Required for Local Pack eligibility. Structured data is a SERP differentiator no local competitor has deployed.
Create and claim Google Business Profile for 'Ziyana Yachts'	Week 1	Single most impactful local SEO action. Enables Local Pack appearance for 'yacht charter Dubai' on mobile — where the majority of UAE search happens.
Submit Ziyana fleet to YachtCharterFleet and CharterWorld directories	Week 1	Earns two DA 70–85 backlinks. Improves domain authority signal meaningfully for a 7-month-old site. Free to submit.
Reactivate Insider blog with a minimum 2 posts per month publishing schedule	Month 1 onwards	Freshness signal to Google. Topical authority development. Internal link network growth. Each new post is a long-tail keyword target.
Expand /about-us/ with named team, Booking Manager Silver Partner explanation, and brand story paragraphs	Month 1	E-E-A-T improvement. Google evaluates About pages for YMYL-adjacent high-spend services. Trust signals on this page improve ranking confidence across the entire domain.
Add BreadcrumbList schema to all destination sub-pages and itinerary pages	Month 1	Enables breadcrumb display in SERPs (e.g. 'ziyanayachts.com > Destinations > Middle East'). Improves click-through and signals clear site hierarchy.

Enhancement	Timeline	Expected Visibility Impact
Cross-link itinerary pages to: (a) their parent destination page, (b) 2–3 recommended yacht fleet pages, (c) the charter enquiry form	Month 1	Closes the current navigation dead-end on itinerary pages. Creates PageRank flow from content-rich pages to commercial pages. Improves conversion path.
Create author bio page for Jon Abogado with credentials, experience, and photo	Month 1–2	E-E-A-T signal. Google uses author authority to evaluate content quality. A bio page with relevant credentials strengthens all 6 existing blog posts retroactively.
Fix og:type from 'article' to 'website' on all non-blog commercial and destination pages	Week 1	Corrects social sharing metadata. Small fix, no effort, removes incorrect signal.
Add alt text to all hero images and destination images; rename stock photo filenames	Month 1	Image SEO improvement. Google Image Search is an additional traffic source for luxury visual content. 'Dubai luxury yacht' image queries are high-volume.

Summary — Visibility Performance Score & Action Priority

Current Visibility Assessment

Ziyana Yachts scores well on content architecture and destination depth — the Middle East guide is genuinely competitive with industry-leading directory content. It scores poorly on authority (very young domain, minimal backlinks), on-page keyword alignment (most H1 tags and title tags miss easy wins), and content freshness (blog stalled for 7 months). The fleet page — the highest-value commercial asset — is currently invisible to Google.

Visibility Dimension	Current Score	Target (90 days)	Highest-Impact Action
On-Page Keyword Alignment	3 / 10	7 / 10	Rewrite H1 tags + title tags across 5 core pages
Content Quality & Depth	6 / 10	8 / 10	Expand 3 existing Insider posts; add pricing guide page
Content Freshness	2 / 10	7 / 10	Restart blog: 2 posts per month minimum
Domain Authority / Backlinks	2 / 10	4 / 10	YachtCharterFleet + CharterWorld submission; GBP creation
Fleet Indexability	0 / 10	6 / 10	Add static intro copy; pursue server-side rendering for fleet
Internal Link Architecture	4 / 10	8 / 10	Cross-link itinerary ↔ destination ↔ fleet pages

Visibility Dimension	Current Score	Target (90 days)	Highest-Impact Action
Structured Data / Schema	0 / 10	7 / 10	LocalBusiness + BreadcrumbList + FAQPage schema rollout
E-E-A-T Signals	2 / 10	6 / 10	Expand About page; add author bio; display accreditation