Free book · Practical guide 2026

Tasaddar

Your practical playbook to win Google and AI answers — in Arabic, before your competitors.

by Nidal Zomlot

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Introduction: Why This Book, and Why Now?

Let me start with a small confession. When I got into SEO years ago, the rule was simple: write good content, earn links, be patient, and you'd climb to the top spot on Google. Today, as I write these lines to you in 2026, the rules have changed at their very roots. The question is no longer "How do I reach the number one spot?" — it has become: **"Is my name inside the answer the machine writes, or outside it?"**

This shift frightens a lot of people. But I see it as the biggest opportunity Arab business owners have had in a decade. Because the new game — being cited inside AI answers in Arabic — is still almost empty of serious competitors. The field is wide open, and whoever steps into it today with the right plan locks in their place for years to come.

This book is that plan.

What am I promising you? By the time you finish these pages, you won't be asking "What do I do?" You'll have a complete system — from the technical foundation, to content worth citing, to measuring your visibility inside ChatGPT, Gemini, Perplexity, and Google's AI Overviews — that makes you the source the machine relies on in your field, in Arabic, before your competitors.

Who did I write this book for? For the business owner who wants customers, not just traffic. For the marketer who's tired of generic advice and wants steps they can execute with their own hands. For the content creator who wants to become a reference, not a voice lost in the noise. You don't have to be technical; I'll explain every term in language you can understand and apply.

How should you read it? This isn't a novel you read once and forget — it's a working manual. Every chapter ends with an **"Apply Now"** box containing specific steps. Don't just read — open your computer and do it. The difference between someone who knows and someone who leads is execution, not knowledge.

This book is free, but I wrote it to be worth paying for. I've given you what I actually apply with my own clients, with the very same numbers I've achieved. All I ask in return: that you apply it. Start on the next page.

— Nidal Zomlot

About the Author

My name is **Nidal Zomlot**, from Gaza/Palestine, and I work with business owners and organizations across the Gulf and the Middle East and North Africa.

My specialty is **organic growth**: getting your business discovered on Google and inside AI answers without paying for every single visit. Alongside that, I'm an **AI engineer** (certified by DataCamp) and the **founder of a SaaS product** for SEO — meaning I don't theorize from a distance; I build, apply, and measure every day.

But I believe talk is cheap and numbers do the talking. So here are a few documented results from my work:

- More than **32,000** documented organic clicks.
- Reach exceeding **150,000** customers.
- Worked with more than **20** organizations.
- Organic traffic growth above **+35%**, alongside a drop in acquisition cost of roughly **–20%**.

From all of this experience I came away with a single conviction that governs this book: **the markets your competitors don't understand are the cheapest ground on which to buy your lead.** And Arabic today — in the age of AI answers — is exactly that ground. Let's build on it together.

This book is a far deeper version of my free 7-step guide, «Tasaddar». It's the complete work.

Chapter 1: The New Rules of Ranking in 2026

Picture this. A potential customer in Riyadh picks up their phone and types: "best shipping company for online stores in Saudi Arabia." Two years ago they'd have seen ten blue links, opened three of them, and maybe landed on your site. Today something completely different happens: a ready-made paragraph written by AI appears at the top of the page, sums up the answer for them, and names three or four companies along with their sources. They're no longer searching for links — they're searching for an **answer**. And the question that decides the fate of your business has become: is your name inside that answer, or outside it?

This is the heart of what changed. The battle is no longer just about "ranking first on Google." It has become a battle to be the **quoted sentence** inside the AI's answer. This is a new game, with new rules, and a massive opportunity for anyone who understands it early — especially in Arabic. This book is your practical guide to playing it and winning.

From "Ranking" to "Being Cited"

Since 2024, Google has been redesigning the results page from the ground up. The feature that changed everything is called **AI Overviews**: a summary paragraph above the results that answers the user directly and names a handful of sources instead of showing ten links. On top of that came **AI Mode** — a full experience that turns search into a conversation, where you ask and follow up with more questions without ever seeing a traditional list of links.

The numbers tell the story clearly:

- According to a study by **SparkToro** in collaboration with **Similarweb** (reported by **Search Engine Land** in early 2026), around **68%** of Google searches ended **without a single click** to an external site — meaning less than a third of searches still send an actual visitor to a website.
- Estimates of how often **AI Overviews** appear vary widely by methodology, country, and query type — from around **15%–25%** in Semrush's 2025 tracking, to roughly **half** in commercial trackers by early 2026, and over **70%** for informational queries — there's no single agreed figure, but the trend is sharply upward year after year.

- At **Google I/O 2026**, the company announced that **AI Mode** had surpassed **one billion monthly users**, and that the volume of questions asked in it is roughly doubling every quarter.
- And when the AI answer appears, estimates point to a significant drop in the click-through rate on traditional results — a drop that can reach as much as half.

Read those numbers again. The message isn't "SEO is dead." The message is that **the place where you win has moved** — from the list of links, to inside the answer itself.

What Does This Actually Mean for Your Business?

Let me say it honestly, without exaggeration in either direction. Two things are happening at the same time:

The first truth (the worrying one): the pie of clicks is shrinking. If your entire income depends on people clicking your link and entering your site, you're under pressure. Simple questions — "how much," "what is," "when" — are now answered by the AI itself, and the user is satisfied with that.

The second truth (the bigger opportunity): having your name appear inside the AI's answer has become the **new storefront**. When ChatGPT, Gemini, Perplexity, or Google's AI Overviews cite you as a trusted source, you get something far more valuable than a fleeting click: a **recommendation**. The difference between a customer finding your site in a list, and a machine that millions trust "recommending" you — that's an enormous difference in intent and trust.

The bottom line: whoever thinks with a "how do I drag in visitors" mindset will suffer. And whoever thinks with a "how do I become the source the machine cites" mindset will lead. This book teaches you the second.

Why Has "Ranking" Become a Different Skill?

You might ask: if it's all about AI now, is traditional SEO finished? The answer: no — it has become **the foundation everything else stands on**. AI doesn't invent information out of thin air — it reads the web, trusts the sources that have proven themselves, and then rephrases them. If you aren't present, indexed, and trusted in Google's eyes, you won't be present in its answer.

But on top of this foundation, a new layer has emerged called **GEO** — Generative Engine Optimization. It's the art of making your content something that can be **cited** inside the answers, not merely ranked in a list. And the difference between the two skills is real:

- **Traditional SEO** asks: how do I rank my site higher on the list?
- **GEO** asks: how do I make the machine choose **my paragraph specifically** to build its answer on and mention my name?

What makes content "citable"? That's what the book will detail later, but the governing principle is one and unchanging, and Google repeats it in every core update to its "helpful content" standards: **genuine experience and trust**. The **E-E-A-T** framework (Experience, Expertise, Authoritativeness, Trust) is no longer a slogan on Google's blog — it has become the filter you either survive or fall by.

And the real-world evidence in 2026 is harsh and clear:

- After Google's March 2026 core update, SEO analyses favored content built on **original data and firsthand experience**, while soulless, machine-rewritten content declined.
- "Experience" (the first E) has become the **differentiating factor** in 2026: firsthand details from real experience, documented results, a clear and known author identity. It's not enough to "know" — you have to show that you've **actually done it**.

To put it more plainly: the world has filled up with generic, look-alike, copy-paste "AI content." The machine knows how to detect it, and Google penalizes it. The one thing your competitor can't generate at the push of a button is **your experience, with your numbers**. That's your advantage that can't be copied.

The Opportunity Your Competitors Can't See: Arabic

Now the most important passage in this chapter. Read it carefully, because it's the stake the entire book is built around.

Most of the GEO noise in the world happens in English, where the competition is fierce and billions are spent. But look at the Arabic landscape:

- Arabic content makes up only around **0.6%** of the world's web content, versus more than **400 million** Arabic speakers. A vast gap between demand and supply.
- In 2024–2025, Google officially launched **AI Overviews in the Middle East and North Africa region and in Arabic** (as announced on its official blog). Which means the game has only just become available in Arabic.

- And because the Arabic "citation pool" is nearly empty — there's little original, trusted content for the machine to cite from — whoever fills it first locks in their spot for years. Reports from regional agencies point to reaching **citation dominance in under six months**, a speed that's hard to imagine in the crowded English market.

This isn't a passing opportunity. This is a **window in time**. Today, your Arabic competitor either doesn't know what GEO is, or knows it and isn't applying it. In two years, everyone will be here. The difference between starting now and starting late is the difference between being the "default source" the machine relies on in Arabic, and begging for a spot among crowded sources.

Over my years working in organic growth — with more than 32,000 documented organic clicks, reach that exceeded 150,000 customers, and work with more than 20 organizations, with results like +35% in organic traffic and -20% in acquisition cost — I've learned one lesson that keeps repeating: **the markets your competitors don't understand are the cheapest ground on which to buy your lead**. And Arabic today is that ground. The book in your hands is its map.

The Book's Framework: How We Build Your Lead, Step by Step

"Tasaddar" isn't a collection of scattered tricks — it's an integrated system. Picture it as a house of six floors, each floor supporting the one above it:

1. **The technical foundation** — making it possible for Google's machines and the AI to reach your site, read it, and understand it quickly. There's no citation for what can't be read.
2. **Search intent and keywords** — understanding what your audience is actually asking about, which questions the AI answers (a citation opportunity) and which still pull a click (a visit opportunity).
3. **Content worth citing** — human writing, with original experience and numbers, built in a way that makes it easy for the machine to take your paragraph as it is.
4. **Experience and trust signals (E-E-A-T)** — a clear author identity, sources, dates, tangible proof that you've lived what you write about.
5. **Structured data (Schema)** — a language you speak directly to the machine so it understands who you are and what you offer without guessing.
6. **Measurement** — monitoring your presence inside AI answers (not just your ranking), and knowing by the numbers whether ChatGPT, Gemini, Perplexity, and Google's AI Overviews mention you or not.

Every chapter ahead breaks down one of these layers with tools, examples, and steps you carry out with your own hands. My promise to you is simple: by the time you finish the book, you won't be asking "what do I do?" — you'll hold a clear plan that makes you a source the machine cites, in Arabic, ahead of your competitors.

Before We Continue: Reset Your Compass

The most important shift in this chapter isn't in your website — it's in your head. Stop asking "how do I rank at the top of the list of links?" and start asking: **"How do I become the answer itself?"** Everything that comes after this chapter is a practical elaboration of that one question.

🎯 Apply Now

Set aside 30 minutes today and carry out these five steps:

- [ ] **Test your reality.** Type 5 questions your customers ask about your field into Google. Notice: how many of them showed an "AI Overview"? And is your name or site mentioned in it?
- [ ] **Ask the machine directly.** Pose the same two questions to ChatGPT, Gemini, and Perplexity: "Who are the best [your field] in [your city/country]?" Note down who got mentioned — those are your real competitors in the new game.
- [ ] **Classify your questions.** Split the top 10 questions from your audience into two types: questions "the AI answers" (where your goal is the citation) and questions that "pull a visit" (where your goal is the click). You'll build your content on this classification.
- [ ] **Examine your experience.** Write down 3 numbers, results, or real stories from your work that no competitor or AI could invent. This is your raw material that makes you citable.
- [ ] **Claim your spot in Arabic.** Pick one important question in Arabic in your field, notice how weak the current answers to it are, and put it at the top of your list — you'll be the first to fill that gap.

The chapter's golden rule: don't chase the click. Create the answer the machine has no choice but to mention you in.

In the next chapter, we come down from the "big picture" to the ground floor: how to know exactly what your audience is searching for, and where the real opportunities to lead lie in your field.

Chapter 2: Understand Your Audience, Their Intent, and Build Your Topical Authority

In the previous chapter, you understood the whole game. Now the real work begins, and we start it where every SEO success starts: **the human being typing in the search box**.

The most common mistake I see from business owners is that they start from the keyword, not the person. They open a tool, find a keyword with high search volume, and then write an article around it. The result? A page that might bring in traffic, but doesn't bring in customers, doesn't get cited by AI, and doesn't build you any authority. Because you answered a keyword, while people are searching for a **solution**.

This chapter teaches you to read beyond the keyword: what the searcher actually wants, where they are in their decision journey, and how to turn that understanding into a content map that makes Google and AI see you as a reference, not just a page passing through.

First: Start From Intent, Not From the Keyword

Every search carries an intent (Search Intent). In 2026, Google no longer matches words literally; it tries to understand *why* you searched. Your job is to understand it before Google does. There are four core intents you need to know as well as your times tables:

- **Informational intent:** the searcher wants to learn or understand. Examples: "what is SEO," "how do I clean oily skin," "the difference between organic and paid marketing." Here the person isn't ready to buy yet; they're at the start of the journey.
- **Commercial (investigational) intent:** they've decided to buy, but they're comparing and researching before deciding where. Examples: "best Arabic SEO tool," "comparison between X and Y," "marketing course review." This is one of the most valuable and most neglected intents.
- **Transactional intent:** ready to act now. Examples: "keyword tool subscription," "book an SEO consultation," "buy ..." The keyword usually carries a verb: buy, book, order, price, discount.

- **Navigational intent:** looking for a specific brand or page. Like: "Nidal Zomlot Tasaddar," "Salla login."

And in 2026, a new layer emerged that many experts call **Generative Intent**: long, complex, exploratory questions that people put to ChatGPT, Perplexity, Gemini, and AI Mode inside Google, like "I own a small perfume store in Riyadh, where do I start with SEO on a limited budget?" Whoever answers these compound questions with depth and clarity is the one who gets cited inside AI answers — and this is exactly the near-empty ground in Arabic that we build on in this book.

Why does intent matter this much to you? Because a page that matches the wrong intent will never climb, no matter how well you write it. If you write a direct sales page for a keyword with informational intent, you're pitching an offer to someone who only wants to learn — so they leave, the bounce rate rises, Google concludes your page doesn't satisfy the searcher, and it pushes you down.

How to Read the Intent of Any Keyword in Under a Minute

Don't guess the intent — **read it from Google's own results page**. Google is smarter than all of us at this; what it shows on the first page is its final verdict on what the searcher wants. Follow these steps:

1. **Type the keyword into Google** (preferably in an incognito window so you aren't influenced by your own history).
2. **Look at the type of results that rank:** are they articles and guides? Then the intent is informational. Comparison pages and "best of..." pages? Commercial. Product and pricing pages? Transactional.
3. **Watch the SERP features:** the presence of "People Also Ask," an AI Overview, and a featured snippet is a strong signal that the intent is informational and that there's a citation opportunity. The presence of shopping ads and product packs signals purchase intent.
4. **Ask yourself:** does the page I intend to write look like the shape of the ranking results? If it's radically different, you're probably fighting an intent that Google doesn't want for this keyword.

The practical rule I apply myself: *don't write a single letter before you open the keyword's results page and read it the way you read your opponent.* This one minute saves you weeks of writing

content that never climbs.

Second: Do Your Keyword Research With Completely Free Tools

You don't need a subscription costing hundreds of dollars to start. The most powerful keyword data in the world is free, and most of it comes straight from Google. Here's your full kit:

1) Google Search Console — your gold mine (if you already have a live site): This is the single most important tool of all, and it's 100% free. In the "Performance" report you'll find the real keywords your site actually shows up for, along with impressions, clicks, and average position. Focus on the keywords where you rank between position 8 and 20 (the second page): these are golden opportunities, where a small improvement leaps them onto the first page.

2) Google Keyword Planner — for new sites: Inside a Google Ads account (free to create). It gives you search volume estimates, related keyword ideas, and cost-per-click — and that last one is an excellent indicator of commercial intent: the higher the cost-per-click, the more commercially valuable the keyword.

3) Google Trends — to gauge direction and seasonality: It tells you whether a keyword is rising or falling, reveals seasonal peaks, and compares two terms. It's especially important in Arabic because it reveals which phrasing people actually use (for example, "jawwal" in Saudi Arabia versus "mobile" in Egypt).

4) Google Autocomplete and the "related searches" section: Free, right inside the search page. Start typing your keyword and let Google complete it — these are real questions people search. Add Arabic letters after the keyword (alif, baa, taa...) to unleash dozens of suggestions.

5) People Also Ask and AlsoAsked: The "People Also Ask" box inside the results is a treasure of intent and questions. And the free tool **AlsoAsked** draws you a visual tree of branching questions — which is exactly what you need to feed AI answers and AI Overviews.

6) AnswerThePublic and Ubersuggest (free tier): They give you questions, comparisons, and suggestions around your keyword. They have daily limits in the free version, but they're enough to get started.

A special tip for Arabic: don't copy English keyword logic onto Arabic literally. People write in dialect, in slang, with spelling mistakes, and sometimes in Latin letters (Arabizi). Search across multiple forms, and pay attention to how vocabulary differs between the Gulf, Egypt, and the

Levant. Precise long-tail keywords like "how do I increase my Salla store traffic without ads" are far less competitive, convert much higher, and are easier for a small site to rank for.

The Wedge That Sets You Apart: The Arabic GEO Gap

Let me be blunt with you about the biggest untapped opportunity in the market today. Competition on English keywords is fierce to the point of suffocation. But when we talk about **being cited inside AI answers in Arabic** — whether in Google's AI Overviews or in ChatGPT, Gemini, and Perplexity — competition is almost nonexistent.

Arabic content that answers a question in depth, with a clear structure and documented numbers, often faces no real competitor. From my experience building structured Arabic content, a single page written with the right intent and a sound structure can become the source the model "quotes" its answer from. This is the wedge: while everyone else fights over Arabic in traditional keywords, you quietly build an Arabic authority inside the mind of AI. We'll go deeper into GEO mechanics in Chapter 4, but plant this rule in your mind now: **for every keyword you research, ask it as a compound question, and watch who answers — that's your empty slot.**

Third: Build Your Topical Authority

Here lies the secret that separates a site that shows up once and disappears from a site that dominates its field for years. In 2026, after the series of helpful content updates and the March core update, Google no longer evaluates pages individually — it evaluates **how deep your site goes into an entire topic**. This is what's called topical authority.

The idea is simple and powerful: a site with 20 interconnected articles about "e-commerce store marketing" usually outperforms a site with one massive 5,000-word guide on the same topic — even if that single guide is technically better. Why? Because the interconnected network tells Google and AI: "this site is a reference in this field, not just a lucky page."

The architectural model for this is called **Pillar & Clusters:**

- **The Pillar page:** a comprehensive parent page that covers the big topic from a high level, like "The Complete Guide to SEO in Arabic." It presents the big picture and links to all the sub-pages.
- **The Cluster pages:** a set of sub-articles (usually 8 to 15 per pillar), each one diving deep into a single piece: "keyword research," "technical SEO," "link building," "GEO in Arabic"... and so on.

- **Internal Linking:** each cluster article links to the pillar page with anchor text containing the target keyword, and the pillar links to every cluster. This interlinking is what turns scattered pages into a single, coherent "authority."

This isn't theory. Sites built on this logic are what enabled me to take my clients' content to more than 32,000 organic clicks and more than 150,000 customers, growing organic traffic by more than 35% while cutting acquisition cost by nearly 20%. That didn't happen with one heroic article, but by building interconnected clusters that made Google see the site as a complete reference in its field.

Fourth: Draw Your Practical Content Map

Now we turn everything above into an executable plan you can start immediately. A content map is simply an organized list that connects: the big topic ← the sub-keywords ← the intent of each ← the type of page required. Follow the steps:

1. **Define your major pillars (3 to 5):** what are the parent topics you want your field to be known for? Don't scatter yourself across ten topics; dominate a few.
2. **Explode each pillar into clusters:** use Autocomplete, AlsoAsked, "People Also Ask," and Search Console to extract 8 to 15 questions/sub-keywords under each pillar.
3. **Classify the intent of each keyword:** put a letter next to each row — informational (I), commercial (C), transactional (T) — after you read the results page as we explained.
4. **Define the page type for each intent:** informational ← article/guide. Commercial ← a comparison or a "best of..." page. Transactional ← a service or product page.
5. **Prioritize:** start with keywords that have low competition and intent close to conversion, or keywords where you rank on the second page (a quick win from GSC).
6. **Plan your internal links in advance:** in your sheet, dedicate a column that specifies which page each article will link to — this prevents chaos later.

A simple table in Google Sheets is entirely enough to start. You don't need an expensive tool; you need clarity. This map is your compass, and it will determine every topic you write in the coming chapters, why you're writing it, and for whom.

🎯 Apply Now

This week's steps, in order:

- [ ] **Open Google Search Console** and pull 10 keywords where you rank between position 8 and 20. These are your fastest opportunities.
- [ ] **Pick one keyword**, type it into an incognito window, and read its intent from the shape of the ranking results (articles? comparisons? products?).
- [ ] **Define one major pillar** for your field, and explode it into at least 10 clusters using Autocomplete and AlsoAsked.
- [ ] **Create a content map table** in Google Sheets with columns: Topic | Keyword | Intent | Page Type | Links To.
- [ ] **Ask a compound question in Arabic** about your field on ChatGPT or Perplexity, and notice: is there a strong Arabic source being cited? If not — that's your empty slot, write for it.

The rule you leave this chapter with: **don't write for a keyword, write for a human who has an intent and a place in a decision journey — then link what you write into a network that makes Google and AI see you as a reference, not a coincidence.** And in the next chapter, we take this map and turn it into human content that doesn't just rank, but earns the right to be quoted.

Chapter 3: Write Human Content That Ranks

By 2026, the world is drowning in content made at the press of a button. Thousands of articles are published every hour, all saying the same thing in the same order. And this is exactly where your opportunity lies: everything repetitive, polished, and soulless has become cheap currency, while what's rare today is the human being who writes from real experience.

Google understands this well. The core update of March 2026 didn't punish AI-generated content for being AI-generated — it punished repetitive content that adds nothing, and rewarded pages carrying firsthand experience and evidence found nowhere else. I built my own numbers personally — more than 32,000 organic clicks, reach to 150,000 customers, +35% growth in traffic — not by publishing a lot, but by writing pages that genuinely answer and prove what they claim.

In this chapter I give you four practical pillars: how to show your experience (E-E-A-T), how to answer first, how to deliver new value (Information Gain), and how to write in a human voice instead of a robot's.

E-E-A-T Isn't a Slogan — It's Four Pieces of Evidence You Put on the Page

E-E-A-T stands for four words from Google's Search Quality Rater Guidelines: Experience, Expertise, Authoritativeness, and Trust. It isn't a single ranking factor — it's a description of what the systems are looking for. Your job is to turn it from an abstract concept into tangible elements the reader sees and Google sees.

Experience — this is the pillar that makes the difference in 2026. The question it answers: have you actually tried what you're writing about yourself? Don't write "the best way to photograph products"; write "we shot 300 products with this lighting, and this is the angle that lifted conversions." The precise details — a number, a situation, an unexpected result — are a fingerprint that no one who hasn't lived the experience can copy.

Expertise. Showing that you understand the topic deeply: correct terminology, edge cases, common mistakes known only to someone who has actually worked in the field.

Authoritativeness. Being known in your field: a real author page, a short bio, links to your work, mentions of you on other sites.

Trust. This is the highest pillar — Google itself says it's the most important. It covers transparency: who you are, how you arrived at this information, and whether you disclose your sources and correct your mistakes.

How to translate this into an actual page:

- **Put your name, photo, and a short bio** on every article. An author page with your specialty, years of experience, and accounts builds trust before the reader has read a single line.
- **Include original visual evidence:** a screenshot from a real dashboard, a photo you took yourself, a chart from your own data — not generic stock images.
- **Tell "how I know this":** "we tested this on 12 stores," "two years ago I made this mistake." One honest sentence is worth a paragraph of theorizing.
- **Name your sources** (a tool, a study, an official body) instead of phrases like "studies indicate."

Quick checklist — E-E-A-T:

- [ ] Real author name + photo + bio linked to an author page
- [ ] At least one detail proving you actually tried the topic
- [ ] Original visual evidence (a screenshot/photo/chart of your own)
- [ ] Every important claim backed by a source named explicitly

The Answer-First Principle — Don't Make the Reader Hunt for the Answer

The biggest mistake in Arabic content is that it opens with a long introduction: "In our fast-paced digital world, and with the evolution of technology..." The reader asked a question, and they want the answer now — not three paragraphs later.

The **Answer-First** principle — what journalists call the **inverted pyramid** — means: put the direct answer right under the heading, then explain and elaborate afterward. The first two sentences under every subheading should answer the question completely and stand on their own.

This is no longer just editing advice; it has become a requirement for visibility. According to Kevin Indig's analysis (Growth Memo), reported by Search Engine Land, around 44% of AI citations are taken from the first 30% of the content, and most cited articles contain a clear "answer capsule" that the AI can quote and attribute to you. Formats that open with a direct answer get quoted several times more than articles that open with an introduction.

And here the two goals meet: humans love a quick answer, and systems like AI Overviews, ChatGPT, and Perplexity need an answer that can be excerpted. This is your edge in **GEO in Arabic** specifically — Arabic competition for appearing inside AI answers is almost nonexistent, so whoever writes clean, quotable answers in Arabic today reserves their spot before the market wakes up.

A practical example:

- Weak: "Before we answer the question of how long it takes sites to rank, we must first understand how search engines work and the many factors that influence..."
- Strong: "Ranking for a competitive keyword on Google usually takes 4 to 8 months for a new site. The timeframe depends on three factors: domain strength, keyword competition, and content quality. Here's a breakdown of each factor..."

The practical method:

- Start each section with a sentence that answers directly, then elaborate.
- If the question is "how much?", give the number first; if it's "how?", give the steps first.
- Make the subheading a real question the way people write it, and let the first line beneath it be the answer.

Quick checklist — Answer-First:

- [ ] The first two lines under every heading answer the question and stand on their own
- [ ] The number/takeaway is in the opening, not the ending
- [ ] No fluffy introduction before the answer
- [ ] Subheadings phrased as real questions

Information Gain — Deliver What No One Else Delivers

Information Gain is Google's measure of how much new knowledge your text adds compared to all the pages already ranking. The question the algorithm asks is simple: does your page say anything the top ten pages don't? If it's merely a rephrasing of them, then you are — in Google's language — a redundant copy.

And this isn't just theory. Analyses after the March 2026 update showed that sites publishing original research or firsthand experience gained higher visibility, while repetitive "template" content dropped sharply in many sectors. Add to that the fact that AI systems quote content dense with named entities (numbers, names, specific bodies) several times more than they quote vague, general text.

How to create genuine information gain:

- **Your own data:** even a small survey of 30 customers, or numbers from your own Google Search Console account, creates information that didn't exist on the internet before you published it. This is the single strongest card you can play.
- **Documented firsthand experience:** "we tested both tools on the same site, and the result was this" — a result no one can copy.
- **A contrarian angle, backed up:** if everyone says "do X," and you have a well-reasoned reason not to, say it. An opinion supported by evidence is explicit information gain.
- **Depth where others stay on the surface:** the exceptions, the edge cases, the "what ifs," the mistakes you actually made.
- **Local examples and numbers:** instead of a translated American example, an example from the Gulf market with its own numbers and names.

And the reverse rule matters just as much: **don't rephrase the number-one result.** If you open the top rankers and copy their order and tone, you're telling Google your page is redundant. Read them to know what they said — then write about what they didn't say.

Quick checklist — Information Gain:

- [ ] At least one original element (data/experience/backed opinion) that competitors don't have
- [ ] A specific number, name, or body instead of general phrases
- [ ] An example from your own local market, not a translated one
- [ ] You didn't copy the order or the tone of the number-one result

Write With Humanity — How to Avoid the Obvious AI Voice

AI is an excellent tool for a first draft, but it leaves a fingerprint the reader and the algorithm both recognize. The robotic voice loses trust before anyone finishes reading. Learn to spot these signs and remove them.

Signs of the robotic voice in Arabic:

- Rubbery openings: "In our fast-paced digital world," "it's no secret to anyone," "there is no doubt that," "X is considered one of the most important..."
- Repetitive closings: "In conclusion," "and in closing, it can be said."
- Heavy, back-to-back connectors: "moreover," "in addition to that," "it's worth mentioning."
- Sentences all the same length, and overly symmetrical lists that feel manufactured.
- Excessive hedging with no stance: "may," "perhaps," "sometimes" in every line.

How to write like a human:

- **Vary sentence length.** A long sentence that explains, then a short one that lands. That rhythm alone breaks the robotic voice.
- **Address the reader directly with "you."** "Imagine you opened your store yesterday" is closer than "store owners face challenges."

- **Tell a real situation.** One line of a story — "a client called me at 11 p.m. because his rankings had collapsed" — does what ten paragraphs of theory can't.
- **Take a stance.** Say your opinion clearly. Total neutrality is a robot's voice; the reader trusts someone who dares to say "this is a common mistake, don't do it."
- **Cut the filler.** Any sentence that adds no information or experience — delete it. A confident human doesn't fill silence with words.
- **Read your text out loud.** If your tongue trips or you feel you wouldn't actually talk this way, rewrite it.

And here Google's official framework for evaluating your content helps: **Who, How, and Why.** Who wrote it (a clear name and expertise)? How was it made (and if you used AI, did you review it and add your expertise)? And why (to serve the reader first, not to bait the click)? If your three answers are clean, your content is human in the sense that Google rewards — whether you started the draft by hand or with a tool's help.

The core point: it's fine for AI to help you, but you must not publish anything that hasn't passed through your experience and your voice. You're the one who adds the experience, the opinion, the local example, and the number from your own account — and these are exactly the things the machine can't invent.

Quick checklist — The Human Voice:

- [ ] No rubbery opening and no "in conclusion"
- [ ] Varied sentence lengths + addressing the reader with "you"
- [ ] At least one stance, story, or personal example
- [ ] You read the text out loud and it sounded like a human talking
- [ ] "Who/How/Why" have clear answers

🎯 Apply Now

Take one article on your site — the most important one you have — and apply these seven steps to it within 30 minutes:

1. **Add an author page/line** with your name, photo, and experience, and link it to the article.
2. **Rewrite the first two lines** under each heading so they're a direct answer that stands on its own.
3. **Include one original piece of evidence:** a screenshot, a photo, or a number from your own Google Search Console.
4. **Add one information-gain element** competitors don't have (an experience, a backed opinion, a local example).
5. **Delete every filler sentence** and replace rubbery phrases with specific numbers and names.
6. **Read the article out loud** and fix every sentence that doesn't sound like you.
7. **Review with the Who/How/Why framework** before publishing, and name your sources.

Do this to one page a week, and within a few months your site will shift from "content like everyone else's" to a human reference that ranks on Google — and gets quoted inside AI answers in Arabic before your competitors do.

In the next chapter we move from *how to write* to *how to make that same content get cited inside AI Overviews, ChatGPT, and Gemini* — and that's where the GEO-in-Arabic edge truly begins.

Chapter 4: GEO — How to Get Cited in AI Answers in Arabic

Two years ago, your SEO goal was clear: rank number one on Google. Today the story has changed. A user types a question and Google answers it with a ready-made paragraph above the results (AI Overviews), or they open ChatGPT and ask it directly, or they use Perplexity to get an answer with sources. In every one of these cases, the new question is no longer "Am I number one?" but rather **"Am I the source the AI quoted in its answer?"**

This is GEO — Generative Engine Optimization: preparing your content so it gets read, quoted, and attributed to you inside the answer the AI generates, not just so it shows up as a blue link underneath. And this is exactly where our real advantage lies. I spent years ranking on Google the classic way and produced documented numbers doing it — more than 32,000 organic clicks, reaching 150,000+ customers, and a 35% lift in organic traffic. But the opportunity I see today is bigger than all of that: **the Arabic GEO market is nearly empty**. While English speakers fight over every sentence, you can become the Arabic reference the AI cites in your field with far less effort. This chapter is the heart of the book, and it is the edge that will set you apart from every competitor.

First: Understand How Answer Engines "Think"

Before you optimize, understand the machine. Every answer engine works through two consecutive steps: **retrieval** — pulling candidate pages from the web — then **extraction** — selecting the sentence or paragraph that will go into the answer. Your job is to win at both stages. And each platform picks its sources with slightly different logic:

- **Google's AI Overviews and AI Mode:** It breaks your question into several sub-questions (what's called query fan-out), then usually pulls the answers from pages that already rank well in Google's results. The practical takeaway: your classic ranking is your entry ticket to Google's answers. Very important: this feature is now available in the Middle East and North Africa region **and in Arabic**, and AI Mode launched in Modern Standard Arabic — meaning the door has just opened in our language.

- **ChatGPT:** Its live web search is built on **Bing's** index. That means one non-negotiable rule: if your site isn't indexed in Bing, you simply don't exist in ChatGPT's sources. It also leans heavily toward established encyclopedic sources (Wikipedia makes up a huge share of its top citations).
- **Perplexity:** A "sources first" engine that relies on live web retrieval and displays its links clearly. It judges your page's relevance from **the very start of your content** — roughly the first 200 words.
- **Gemini:** Powered by Google's own ecosystem and search data, and it has expanded aggressively in the Arab world lately.

The single most important thing to remember: the overlap between these platforms is weak — 2026 readings indicate only about 11% of domains are cited in both ChatGPT and Perplexity. In other words, winning on one doesn't mean winning on the rest. You have to play on every front.

Second: The Golden Rule — Rank First, Then Get Cited

Before any clever GEO trick, remember the foundation: **AI cites those whom Google and Bing already trust**. AI Overviews pull from high-ranking pages, and ChatGPT search leaned heavily on Bing's index at launch, then OpenAI diversified its sources and built its own index from 2025 on. So everything you learned about classic SEO — topical authority, links, E-E-A-T, technical SEO — hasn't died; it has become a **prerequisite** for GEO, not an alternative to it.

A practical step many people ignore: make sure your site is indexed in **Bing Webmaster Tools**, not just Google Search Console. Ten minutes of setup could be the difference between showing up in ChatGPT or disappearing from it entirely.

Third: How to Write Content That Actually Gets Cited

Here is the core of the chapter. The tools won't cite a "beautiful" article — they cite one that's **easy to extract**. Here's what I apply myself:

1. Turn Your Headings Into Real Questions

People ask AI in full sentences: "How do I choose a shipping company for my store?" — not "shipping companies." Make your subheadings (H2/H3) match the way people phrase their questions. Every question-as-heading is a potential entry point for a citation. Think in long-tail questions, because that's exactly what people type into ChatGPT and AI Mode.

2. Answer First — Don't Make Them Hunt for It

The most important 100 words on your page are the first 100 words under the heading. 2026 analyses noted that a large share of ChatGPT's citations comes from the first 30% of a page's text. The rule: **answer the question directly in the first paragraph**, then explain and elaborate afterward. No long, flowery introductions, no "in today's fast-paced world...". The user — and the machine — want the answer immediately.

3. Write Self-Contained, "Quotable" Paragraphs

A quotable paragraph is understood on its own, without the context before or after it, and its ideal length is between 40 and 60 words. Use **decisive, confident language**: "The best product image size is 1000×1000 pixels" is far more quotable than "it might perhaps be useful to maybe use an appropriate size." 2026 data indicates that quoted text contains roughly twice as many decisive statements as hesitant text. Cut "maybe, sometimes, possibly" wherever you can state things firmly.

4. Lists and Tables: The AI's Favorite Food

The engine loves structured formats because they're ready to copy. Whenever you compare options, order steps, or list specifications — use a bulleted list or a table. "Top 5 tools," "the difference between X and Y in a table," "registration steps 1-2-3." These formats get cited as a single block in AI Overviews and Perplexity.

5. Numbers, Quotes, and Sources — Signals of Trust

AI looks for evidence, not opinion. Add a statistic, cite a source, quote an expert. According to Princeton's GEO study (2024) — cited by the Digital Bloom 2025 report — adding statistics raised visibility in AI engines by about 22%, and adding quotes raised it by about 37% on Perplexity. More important than citing other people's numbers: **publish your own**. Original data — the result of your experiment, a number from your work, a small case study — is the strongest thing that makes the machine cite you specifically, because you're its only source for it. I don't say "SEO increases traffic"; I say "I lifted organic traffic by 35% and cut acquisition cost by 20% in a real project." That's the kind of sentence that gets quoted.

6. An FAQ Section + Schema

Add a "Frequently Asked Questions" (FAQ) section at the end of every important page, and back it with **FAQPage schema** in JSON-LD format. It's true that Google no longer shows rich FAQ results

in the blue links (we'll detail this shift in Chapter 5), but AI platforms **actively crawl and cite this markup** because it hands them ready-made question-answer pairs. 2026 readings indicate that pages with FAQPage markup get a noticeably higher citation rate. Write the question exactly the way people ask it, and make the answer concise and self-sufficient.

> **An important note to save your time:** Google has stated explicitly that the `llms.txt` file **is not read and not required**, and it won't improve your visibility. Don't waste your time on it — focus on real content and markup.

7. Freshness Gets Cited

Fresh content gets cited more — 2026 data indicates that content newer than 3 months is three times more likely to be cited. Update your important pages regularly: add the year, refresh the statistics, add a new question to the FAQ section. Updating isn't cosmetic; it's a sign of life that tells the machine, "this source is still trustworthy."

Fourth: Why Arabic Is a Golden, Nearly-Empty Opportunity

Now for the part I want you to stop at. When you search in English, you'll find thousands of sites that have applied everything above. In Arabic, though, the field is nearly empty — and yet demand has just exploded:

- **AI Overviews are now available in Arabic** in our region and worldwide, **AI Mode launched in Modern Standard Arabic**, and **Gemini** expanded across the Arab world during 2026. Arabic users have genuinely begun getting generated answers — and the machine is seriously searching for **trustworthy Arabic sources** to cite, and very few people provide them in the right form.
- **Competition for citations in Arabic is close to zero.** Most Arabic content is either weak translation, or content with no extractable structure, or pages with no numbers and no real expertise. Whoever applies the rules of this chapter in Arabic seizes the vacuum before it fills up.
- **Modern Standard Arabic is the key to AI Mode.** Write your core content in clear, formal Arabic (you can use a neutral dialect in examples if you like, but keep the body formal), because that's the language the engines understand and cite.

This is the "wedge" I'm building on: GEO in Arabic, backed by documented numbers. You don't need to beat a global company — you need to be **the first to do it professionally in your Arabic field**. The window is open now, and it won't stay open for long.

Fifth: How to Measure Your Visibility in AI Answers

What you don't measure, you can't improve (and we'll devote an entire chapter to this later). Practical ways to start:

- **Google Search Console:** Watch the pages of yours that appear within results containing AI Overviews, and note the keywords with high impressions and low clicks — your content is often being used in the answer.
- **Regular manual testing:** Ask ChatGPT, Perplexity, Gemini, and Google the pivotal questions in your field in Arabic, and record: were your name or site mentioned? Which sources were cited? This is the simplest and most honest dashboard there is.
- **Track brand mentions:** AI may mention you by name without a link. Watch for mentions of your name in the answers — the mention itself has become a currency.
- **Specialized tools** are starting to appear to monitor visibility inside AI answers, but start with the free and accurate: Google Search Console + Bing Webmaster Tools + manual testing.

🎯 Apply Now

- [ ] **Open Bing Webmaster Tools**, add your site, and submit your sitemap — without Bing, you don't exist in ChatGPT.
- [ ] Pick **5 real questions** your customers ask in Arabic, and turn each one into a subheading (H2) on a suitable page.
- [ ] Under each question-heading, write a **self-contained answer paragraph** of 40 to 60 words, in decisive language, answering directly before any explanation.
- [ ] Add at least **one list or table** to your important pages (a comparison, steps, or specifications).
- [ ] Put **a number, a statistic, or a sourced quote** on every page — and best of all, a number from your own experience.
- [ ] Add a **"Frequently Asked Questions"** section with five questions, and enable **FAQPage schema** in JSON-LD behind it.
- [ ] Set a monthly day to **update** your top 3 pages: refresh the numbers, add a question, and update the year.
- [ ] Every week, **ask ChatGPT, Perplexity, and Google in Arabic** a pivotal question in your field, and record who got cited — and make it your goal to be the one.

Whoever executes this list today — in Arabic — builds a presence in AI answers while most of the market is still asleep. This isn't a futuristic theory; it's the arena that has just opened in our language. Take the lead before it gets crowded. And in the next chapter, we'll make sure the machine can even reach and read this content in the first place — through the technical foundation that everything above stands on.

Chapter 5: Structured Data and Technical SEO

Imagine you've written the best article in your field: real expertise, verified numbers, precise answers. Then you discover that Google can't reach it at all, or that when it does open it, it finds it slow and stuttering while the visitor waits, or it can't even tell who the page is about. This is where all your effort goes to waste.

Technical SEO is simply about **removing the obstacles** between you and the machine — whether that machine is Google's crawler or an AI model reading your page to decide whether to cite you in its answer. Great content wins the match, but technical SEO is what lets you onto the field in the first place.

In this chapter I'll give you four technical layers in language a non-technical person can follow: structured data, page speed and stability, crawling and indexing, then sitemaps and page experience. Every section ends with steps you can carry out with your own hands today.

1. Structured Data (Schema): Speaking the Machine's Language

The page you see with your own eyes is clear: this is a title, this is a price, this is the author's name. But the machine doesn't "see" — it reads code. **Structured Data (Schema)** is a hidden markup you add to the page's code that tells the machine explicitly: "This is an article, its author is so-and-so, it was published on this date, and the company that owns it is this one."

The first rule is clear in 2026: use the **JSON-LD** format only. It's the only format Google officially recommends, and it's written in a separate `<script>` tag away from the page's text, so it doesn't mess with your design and stays easy to edit later. Forget the old Microdata and RDFa.

The Types That Actually Deserve Your Time

Don't add every type that exists. Focus on what serves your site:

- **Organization**: defines your identity as a brand — your name, logo, accounts, and who you are. This is the cornerstone the machine builds your image on as an Entity.
- **Article / BlogPosting**: for every article — the title, the author, the publish and update dates.

- **BreadcrumbList**: the navigation path (Home ← Section ← Page); it helps clarify your site's structure and sometimes shows up in search results.
- **Product**, **Review**, and **AggregateRating**: for stores — they surface the stars and price in the results.
- **LocalBusiness**: if you have a physical location or a geographic service area (very important in the Gulf).
- **Person**: to define the author as a genuine expert — and this feeds E-E-A-T signals directly.

An Honest Word About FAQ Schema (2026 Update)

Here's something many people don't know: **Google stopped showing formatted FAQ rich results in Search as of May 7, 2026**, and its report disappeared from Search Console in June 2026. That means you'll no longer see that dropdown list of questions under your result.

But pay attention — and this is the crux: **the FAQPage markup itself was not deprecated, and it doesn't hurt your ranking**. So why keep it? Because its role shifted from "decorating the result" to "feeding the AI." When you frame your page as a clear question and answer and mark it up with Schema, you make it far easier for models like ChatGPT, Gemini, and Perplexity — and for Google's AI Overviews — to extract the answer. You move from fighting over how the result looks to fighting over who gets quoted inside the answer — and that's the new game we built the previous chapter on.

How Schema Opens the Door to Being Cited in AI Answers

AI models understand the world through **entities and the relationships** between them (who is this? what do they offer? with what credibility?). Structured data is the fuel that clarifies these relationships without ambiguity. It's not a magic button that guarantees your appearance — no markup guarantees that — but it's a layer of trust that makes your existing authority **easier to discover and verify**. Research in 2025 indicated that well-marked-up content gets cited in generative answers at a clearly higher rate than unmarked content, and Google's own team confirmed that structured data gives an edge in search results.

And here's the opportunity I keep building with you throughout this book: **competition on well-crafted Arabic Schema is almost nonexistent**. Most Arabic sites write good content and then leave the technical layer empty. When you get your entity structure and your markup right in Arabic, you become the clearest reference the machine picks up in a market nearly devoid of

serious competitors. In projects I've followed myself, getting the entity structure and markup right was one of the cheapest moves with the highest return on organic visibility.

Apply now:

- Generate the code with a free generator like the Merkle Schema Generator or Google's Structured Data Markup Helper, then edit it by hand.
- Paste every page into the **Rich Results Test** and the **Schema Markup Validator** (validator.schema.org) before publishing — a single red error disables the whole markup.
- Start with Organization + Person for the author, then Article for every article. Don't expand before you've mastered these three.
- Match what you say in the markup with what's actually visible on the page — manipulation gets penalized.

2. Core Web Vitals: Speed and Stability as a Ranking Signal

Google measures the real visitor experience on your page with three metrics called **Core Web Vitals**. Here are their official numbers in 2026 (their thresholds haven't changed):

Metric	What does it measure?	Good	Needs improvement	Poor
LCP	When the largest visible element appears (loading speed)	Under 2.5 seconds	2.5 – 4.0	Over 4.0
INP	How fast the page responds to the visitor's taps	Under 200 milliseconds	200 – 500	Over 500
CLS	Element stability (that the layout doesn't jump during loading)	Under 0.1	0.1 – 0.25	Over 0.25

Two important points: first, **INP replaced FID** and measures the actual click experience throughout the session, not just the first touch. Second, Google judges based on **real user data** (the CrUX dataset) at the 75th percentile — meaning 75% of your visitors must get a "good" experience. That's why your site may feel fast on your own device while failing for a user on a mid-range phone with a weak connection. Test in the field, not just in the lab.

How to Improve Each Metric in Practice

To speed up LCP (loading):

- Compress your Hero images, convert them to WebP, and set their dimensions.
- Give the above-the-fold image loading priority, and defer the rest with lazy loading.
- Fast hosting + a content delivery network (CDN), and reduce the render-blocking CSS/JS.

To improve INP (responsiveness):

- Trim third-party scripts (analytics, ad pixels, chat widgets) — they're the number one killer of responsiveness.
- Break up heavy JavaScript tasks, and defer whatever isn't needed the moment the page loads.

To stabilize CLS (preventing jumps):

- Set `width` and `height` for every image and iframe.
- Reserve ad space in advance, and don't inject content above what the visitor is reading.
- Load fonts with `font-display: swap`.

Apply now: Open **PageSpeed Insights** and enter your top 3 pages. Look at the "field data" section (the real one), not just the "lab." Fix any red metric in the order above, and monitor the **Core Web Vitals** report inside Search Console weekly.

3. Crawling and Indexing: Being Read in the First Place

Before ranking, there are stages many people overlook:

1. **Crawling:** Google's bot visits the page and reads its code.
2. **Indexing:** it decides whether the page deserves to be saved in its index.
3. **Ranking:** only then does it compare it against others.

If you fail at the first or second stage, all your work on keywords and content is worthless — your page simply doesn't exist in Google's eyes.

How to Make Sure Your Pages Are Indexed

- Type `site:yourdomain.com` into Google to see an estimate of how many of your pages are indexed.

- Use **URL Inspection** in Search Console for any link: it tells you whether it's indexed, and if not, why, and lets you request indexing.
- Monitor the **Page Indexing** report — it sorts your pages into indexed and excluded, with the reason for each. In 2026 this report became clearer at explaining indexing decisions and flagging structured data errors.

The Most Common Reasons for Not Being Indexed

- A forgotten `noindex` tag (a common disaster after moving a site out of the development environment).
- A page accidentally blocked in robots.txt.
- Thin or duplicate content that Google sees as adding no value.
- A canonical tag pointing to a different page, so the original gets ignored.
- Content that only appears after heavy JavaScript runs, which the crawler never reached.

Apply now: Inspect your top 10 pages with URL Inspection. For any important page that isn't indexed, find the reason from the report, fix it, then request indexing manually.

4. Sitemap and robots.txt: The Roadmap and the Front Gate

These are two small files that guide the crawler:

- **robots.txt**: a gate that tells the bot where it's allowed in and where it isn't. A single wrong character here can block your entire site.
- **sitemap.xml**: a list of your most important links, served up to Google on a plate — very useful for large or new sites.

The golden rule many people break: the two files must agree. Don't put a link in the sitemap that you've blocked in robots.txt — that contradiction wastes crawl budget and confuses Google.

Best practices in 2026:

- Put only your **canonical links** in the sitemap, with a 200 status (actually working) — no redirects, no error pages, no noindex.
- Keep the `lastmod` date accurate — Google uses it as a freshness signal, so don't lie in it.
- Split the sitemap by content type (articles, products, pages) on large sites.

- In robots.txt, close off whatever has no search value (internal search pages, cart, infinite filters) to save crawl budget for what matters, and add the sitemap URL line at the end.

Apply now: Open `yourdomain.com/robots.txt` and make sure you're not accidentally blocking anything important. Then submit the sitemap URL in Search Console and monitor its status.

5. Page Experience and Mobile: The Final Layer

Google indexes on a **mobile-first** basis — the mobile version is the one that counts, not the desktop version. So make sure of:

- **HTTPS** enabled (the green padlock) — a non-negotiable basic requirement.
- No intrusive pop-ups covering the content the moment a visitor lands on mobile (Google penalizes this explicitly).
- Buttons and links sized to be easy to tap with a finger, and text readable without zooming.
- The same content on mobile and desktop — don't hide text in the phone version.

And for Arabic sites specifically: make sure the RTL direction is correct, that directional elements (like arrows) flip properly, and that the Arabic font (such as Cairo or Tajawal) loads quickly without causing a jump in the layout (CLS). Many Arabic sites have excellent content but stumble on these details, and this is a gap you can outperform through.

🎯 Apply Now — The 30-Minute Technical SEO Checklist

- [ ] Add the **Organization** and **Person** (author) markup, and verify both in the **Rich Results Test**.
- [ ] Mark up every article with **Article** and every Q&A section with **FAQPage** (for the AI, not for how the result looks).
- [ ] Check your top 3 pages in **PageSpeed Insights** and fix any red LCP/INP/CLS in the field data.
- [ ] Review the **Page Indexing** report in Search Console, and request indexing for any important page that's excluded.
- [ ] Open `robots.txt` and make sure you're not blocking important content, and that the sitemap URL is listed in it.
- [ ] Make sure the sitemap includes only canonical links with a 200 status, and submit it in Search Console.
- [ ] Try your site on a real phone: HTTPS, no intrusive pop-ups, easy buttons, correct RTL.

Set this layer up once and set it up well, and it will work silently in your favor every single day — opening the door for Google, and placing your name exactly where AI models read from when they build their answers. In the next chapter we move from "being read" to "being trusted" — that is, how Google and AI hear others vouch for you.

Chapter 6: Links, Authority, and External Signals

In the previous chapters we built the house from the inside: content that deserves to rank, clean pages, and a sound technical structure. But Google and AI don't settle for what you say about yourself — they want to hear others say it about you. This is where authority comes in: the layer that convinces the engine you're not just another new voice, but a reference worthy of trust.

Let me first strip away an old myth. For years people thought building authority meant buying the largest possible number of links. That's 2015 thinking, and it's over. In 2026, a link is just one signal within a wider system called **E-E-A-T** — Experience, Expertise, Authoritativeness, and Trust. What changed fundamentally is that a **mention of your name** now rivals the link in importance, especially when we're talking about showing up inside AI answers. In this chapter I'll show you how to build that authority completely ethically — without paying a single riyal to buy a link.

First: Internal Links — The Authority You Fully Own

Before we chase links from other people's sites, let's invest in what we control 100%: the internal links between your own pages. This is the cheapest and most powerful authority tool you have, and yet 90% of Arabic sites neglect it.

The idea is simple: every page that receives internal links tells Google "I matter." And when you link your pages around a single topic in a logical way, you form what's called a **topic cluster**, whose foundation we laid in Chapter 2:

- One comprehensive **pillar page** covering the big topic (for example: "The Guide to Content Marketing").
- **Cluster pages**, each tackling a precise question, linking up to the pillar, while the pillar links down to every one of them.

This two-way linking distributes the pages' "power" among them, and tells the engine: this site is a coherent entity around this topic. And I've noticed in my own projects that a site with 25 deeply interlinked articles outperforms a competitor with 250 scattered ones — focus beats volume.

Rules for smart internal linking:

- **Anchor text should be descriptive and varied.** Don't link with "click here," and don't repeat the exact same text word-for-word every time — variation keeps your pages from competing over the same keyword.
- **The three-click rule:** any important page should be three clicks or fewer from the homepage. Pages buried deeper get crawled less and are treated as less important.
- **Link from the strong to the weak.** That page of yours pulling in tons of traffic? Pass some of its power along to a new page you want to lift.
- **The key 2026 point:** AI bots read your internal links as context signals when they summarize your content. Logical linking = clearer understanding = a higher chance of being cited.

> **Quick exercise:** Open Google Search Console → the "Links" report → "Internal links," and sort the pages in ascending order. The pages at the bottom (few internal links) are your orphans — link to them from your strong pages today. For large sites, use Screaming Frog or Sitebulb to map the full link graph.

Second: Natural External Links — Earned, Not Bought

A backlink from another site to yours is still a vote of confidence. But Google is far smarter than counting links — it measures the source, the context, and the nature. A single link from a reference site in your field is worth a hundred links from junk sites.

And here's the warning I won't compromise on: **don't buy links.** Buying links is a direct violation of Google's link-spam policies, and the penalty can wipe your site off the results entirely. The only safe path is to make something worth pointing to. Here's how:

- **Linkable assets.** Publish what forces others to cite you: original research, numbers from your own experience, a comprehensive guide that becomes a reference, or a free tool. If you release a "State of Arabic SEO 2026 Report" with real data, blogs will link to it for years.
- **Digital PR.** Offer your expert opinion to journalists and platforms. Services like **Source of Sources** (the successor to HARO, led by its founder Peter Shankman), Featured.com, and **MentionMatch** connect you with journalist requests looking for expert sources — you answer, and you get quoted with a link.

- **Broken link recovery.** Find an old reference page that vanished in your field, build a better replacement, then reach out to whoever was linking to it.
- **Sharing your expertise.** A guest post on a respected blog, a podcast episode, a webinar — all bring natural links whose context names you as an expert.

The golden rule: don't ask "how do I get a link?" but "why would anyone link to me in the first place?" If you don't have a convincing answer, go back and build an asset that deserves one.

> **Quick exercise:** Pick one linkable asset you can create this month (research, a guide, a tool, real numbers from your work), sign up for one Digital PR platform, and answer two requests within a week.

Third: Mentions — The New Currency of Authority

Here is the biggest shift of 2026, and few in the Arab world have noticed it: **a mention of your name without a link has become a strong signal in its own right.**

Google and the language models now understand **entities**. When your brand or your name is mentioned in a trusted article — even without a link — the engine learns that you exist in this field, in this geography, and within that platform's ecosystem. And in the world of AI answers specifically, these unlinked mentions have become **more strongly correlated with being cited inside answers than traditional links themselves**. The model doesn't "click" a link — it forms its conviction from the repetition of your name across multiple sources.

And the key here isn't volume, but **consensus**: three consistent mentions across trusted sources carry more weight than twenty scattered ones. The models look for the intersection of signals around your name, not for noise.

Some of what feeds this consensus:

- **Wikipedia** is one of the most-cited sources for tools like ChatGPT — and press coverage is what qualifies you for a page there.
- **Reddit and communities** make up a huge share of Perplexity's sources, because they're real people answering real questions.
- **Directories and specialized platforms** in your field build alignment around your name.

> **Quick exercise:** Search Google for your brand name in quotation marks "your name" to see who mentions you already. Every mention without a link = an opportunity; reach out politely and ask to turn it into a link. And monitor your "share of voice in AI" through tools like Ahrefs Brand Radar: how often the AI mentions you versus your competitors.

Fourth: Off-Site Presence — LinkedIn, YouTube, and Building the Entity

Your site isn't the only place your authority is built. Google now indexes **authors** as independent entities. When your name recurs in a professional context across trusted platforms, tied to your subject, you transform from "a person with a website" into **an entity with authority**.

That's exactly what I did myself: I didn't build my reputation as an SEO specialist from my site alone, but from a consistent presence that ties my name — Nidal Zomlot — to documented results across more than one channel. And the platforms worth your effort:

- **LinkedIn:** LinkedIn articles rank in Google under their own standing, and they tie your personal brand to specific topics. Publish your takeaways and analyses regularly — every post strengthens your entity.
- **YouTube:** long-form visual content that gathers comments, shares, and embeds generates behavioral signals that Google weighs heavily. And a link in the video description works as a referral signal.
- **Podcasts:** one of the most underrated. Every episode produces a "show notes" page with a link, and appearing alongside a known host ties your name to a trusted entity — a direct E-E-A-T signal.
- **Medium and specialized communities:** repeating your name in a professional context builds the entity.

The decisive point: **consistency.** The same name, the same professional description, the same link to your site, across every platform. Any inconsistency scatters the entity you're building.

> **Quick exercise:** Unify your bio into a single version across all your accounts, with a fixed link to your site. Choose just two platforms to commit to (LinkedIn + YouTube, say) and publish on them at a steady cadence, instead of spreading your effort thin across seven.

Fifth: Building E-E-A-T Externally — Prove Your Expertise to the World, Not Just to Your Site

With Google's March 2026 core update, many SEO analysts believe the first letter of E-E-A-T — **Experience** — became more influential (even though Google did not officially say so). Content that shows real first-hand experience, with details, results, and an author of verifiable reputation, outperforms any page that's comprehensive but soulless.

How do you build this externally?

- **A real author page:** name, photo, experience, credentials, and links to your presence off-site. When I mention that I hold a DataCamp certificate in AI, or that I built an SEO SaaS, that's not bragging — it's a verifiable trust signal.
- **The numbers do the talking:** don't say "SEO expert." Say — as I do — "+32,000 organic clicks, +150,000 customers reached, +20 organizations, +35% organic growth against −20% in acquisition cost." Documented numbers are the strongest trust signal both humans and AI can pick up.
- **Third-party verification:** reviews, testimonials, coverage, awards — all prove your reputation from outside you, not from your own mouth.

The Anchor: GEO in Arabic — Why External Authority Is Your Secret Weapon

Here's your real advantage. Everything above — the mentions, the entity, the consensus across sources — is **exactly** what AI answers rely on when they decide whom to cite. And AI in Arabic is starved for trusted sources, because the competition is almost nonexistent.

While thousands of English speakers fight over a single mention, you can build a trusted Arabic entity around your specialty in months, so that your name becomes the source ChatGPT, Gemini, and Perplexity quote whenever an Arabic speaker asks about your field. External authority isn't a

luxury in Arabic GEO — it's the gateway. Whoever builds their entity today reserves their seat in the answers of the years to come.

🎯 Apply Now

- [ ] Open Search Console → Internal Links, identify 5 "orphan" pages, and link to them from your strong pages using varied, descriptive anchor text.
- [ ] Choose your most important topic and turn it into a cluster: a pillar page + 3 cluster pages interlinked up and down.
- [ ] Decide on one linkable asset to create this month (research / guide / tool / real numbers from your work).
- [ ] Sign up on Source of Sources or Featured.com, and answer two journalist requests within a week.
- [ ] Search for your brand name in quotation marks, and turn two unlinked mentions into links, or at least ask to pin the mention.
- [ ] Unify your professional bio and link across all your platforms, and commit to two publishing platforms (LinkedIn + YouTube).
- [ ] Update your "About" page to include your experience, credentials, and documented numbers, not generic titles.
- [ ] Monitor your share of voice inside AI answers monthly, and compare yourself against one competitor.

Authority isn't bought — it's built signal by signal, mention after mention. Start today, and let others talk about you while you're busy making what deserves to be talked about. And now, after we've built everything, the most important question remains: how do you know your effort is paying off? That's our appointment in the next chapter.

Chapter 7: Measurement and Continuous Improvement

In the previous chapters we built the content, tuned the technical side, and started chasing visibility inside AI answers. Now comes the question that separates those who "publish and forget" from those who "lead": how do you actually know that what you're doing is working?

Let me be honest with you from my direct experience: most site owners in the Arabic market work on gut feeling. They publish an article, wait a week, see nothing, and conclude "SEO doesn't work." The truth is that SEO does work — but they aren't measuring, and what you don't measure you can't improve. When I raised my clients' organic traffic by 35% and cut acquisition cost by 20%, it didn't happen by luck — it happened because I read the numbers every week and made a decision based on them.

In this chapter you'll learn exactly what to measure, from where, and how to turn the numbers into a repeatable improvement cycle. Two free tools are all you need to start — no expensive tooling budget required.

The Two Tools That Are Enough: Before the Click and After It

Picture the visitor's journey as two consecutive stages:

- **Google Search Console (GSC)** tells you what happens *before the click*: how often your site appeared in search results, on which keywords, in what position, and how many people clicked.
- **Google Analytics 4 (GA4)** tells you what happens *after the click*: what the visitor did inside your site, whether they engaged, whether they bought, got in touch, or subscribed.

Each one alone gives you half the picture. Connect them together (GSC integrates directly with GA4 from the settings) to get the full path: from appearing in Google, to a click, to engagement, to a business result. This connection alone puts you ahead of 90% of Arab site owners who never even open these two tools.

Search Console: The Four Numbers You Read

Open the **Performance** report in Search Console. You'll see four numbers — memorize them well, because they become your everyday language:

1. **Impressions:** how many times people saw your link in Google results.
2. **Clicks:** how many times they actually clicked.
3. **CTR (Click-Through Rate):** the ratio between them — out of every 100 impressions, how many clicked.
4. **Average Position:** your average ranking on the keyword.

Smart reading isn't in the single number, but in the relationship between them:

- **High impressions + low clicks?** You're showing up, but your Title and Meta Description aren't enticing enough to earn the click. The problem is in the wording, not the ranking — rewrite the title.
- **Good position (5–10) + few clicks?** You're on the first page, but near the bottom of it. A small push moves you up.
- **Impressions suddenly rising on a new keyword?** Google is starting to understand your page differently — watch it, it might be a whole topic opportunity.

Switch between the **Queries** and **Pages** tabs. The first tells you *which keyword* people find you on; the second tells you *which page* is working. Use the date filter to compare the last 3 months with the 3 before them — the trend matters more than the snapshot.

The Gold Mine: Position 4–20 Keywords

If you only have time for one thing in Search Console, make it this. Sort your queries and look for keywords whose average position sits between **4 and 20** with a respectable number of impressions. This is "striking distance": you're very close to the top, and the hardest part — convincing Google that you're relevant — you've already cleared.

The numbers here work in your favor: according to HubSpot's documented experiment, updating and republishing old articles raised average organic views by about 106%, and pages near the first page (roughly positions 4–20) are the fastest to respond — they may jump to the first page within weeks, not months, while brand-new content on the same topic might take months. Always start here before you write a new article from scratch.

The New AI Report (2026) — And Here Lies the Arabic Advantage

In June 2026, Google launched an entirely new section inside Search Console: **Search Generative AI performance reports**. For the first time, you can see your impressions inside **AI Overviews** and **AI Mode** — that is, inside the answers Google's AI generates — broken down by page, country, device, and date.

Note its limits so you're not misled: for now it shows **impressions only** — no clicks, no keywords, no CTR — and the data starts only from May 18, 2026, so don't expect anything older. But even at this limit, it's the most valuable metric to appear in years, because it measures the very thing all your Arab competitors ignore: has AI started citing you?

This is the «Tasaddar» anchor I keep repeating: competition for visibility inside AI answers in Arabic is almost nonexistent today. Whoever starts measuring this number now — and improving it — will build a lead that's hard to catch up to later.

GA4: What Happens After the Click

The click isn't the goal. The goal is what the visitor does after it. Open GA4 and go to **Reports** → **Acquisition** → **Traffic Acquisition**, then click the **Organic Search** channel. Here are three metrics that matter to you:

- **Engaged Sessions and Engagement Rate:** a session counts as "engaged" if it lasts more than 10 seconds, includes a key event, or the visitor views at least two pages. Per analyses of real GA4 accounts (not an official Google benchmark), a healthy engagement rate for organic traffic usually falls between **55% and 75%**. Much lower than that? Your content isn't holding the visitor.
- **Key Events:** these are the "conversions" in GA4's new language — the action that represents a business result: a contact, a purchase, a sign-up, a download. The practical rule: define **3 to 5 key events** per site, no more, or focus is lost.
- **Landing Pages:** the page that first received the visitor.

Now read the numbers with a strategic mind:

- **A page with high traffic and low engagement** = content that brings people in but disappoints them. An excellent candidate for rewriting and improvement.

- **A page with low traffic and high engagement** = a hidden gem. The content is excellent but no one reaches it. Boost it with internal links from your strong pages, and push it in Search Console.

This intersection between "traffic volume" and "engagement quality" is your map for deciding what to fix first.

Measuring GEO: Is AI Citing You?

The Search Console report gives you visibility, but to know *how* AI mentions you, you need extra measurement. Start with the free, direct method:

1. Write a list of 10–20 questions your ideal customer asks in Arabic in your field.
2. Actually ask them in ChatGPT, Perplexity, Gemini, and Google's AI Mode.
3. Log it in a simple table: Did your name or site appear? Was your link placed as a source? Which of your competitors was mentioned instead of you?

Repeat this measurement monthly. Perplexity displays its sources with clear numbers, ChatGPT in search mode places links, and AI Overviews point to the pages inside the answer — all of them reveal who the model chose.

For large-scale automated measurement, there are specialized tools in 2026 such as **Otterly.ai**, **Profound**, **LLMrefs**, **QuickSEO**, and **Conductor**, which run hundreds of questions automatically and track how often you're cited and your "share of voice" against competitors. If your audience is Arabic, make sure before subscribing that the tool genuinely supports Arabic.

An extra free indicator: watch the referral traffic in GA4 from sources like `chatgpt.com`, `perplexity.ai`, and `gemini.google.com`. Their appearance — even with small numbers — is living proof that AI has started sending you real humans.

The Improvement Cycle: Discover → Improve → Republish

Measurement without action is mere curiosity. The real power is in a simple, repeatable cycle you run monthly:

1) Discover. From Search Console and GA4, identify the pages that are candidates for improvement: position 4–20 keywords, pages with weak engagement, pages that used to bring traffic and have started to decline. That decline is called **Content Decay** — a gradual drop in

ranking and traffic, estimated by studies at about 1.21% per week once it begins. And in 2026 it has split into two distinct types: decay in Google ranking, and decay in AI citation — each may need a different remedy.

2) Improve. Don't just change the date — that's a trick Google spots instantly. Add real value: a new piece of information, an updated example, a direct answer to a question showing up in the Queries tab, a concise paragraph that's easy for AI to quote, structured data (Schema), an image or table that raises the usefulness. Link it internally to your strong pages.

3) Republish. Save the numbers *before* the edit (take a snapshot from GSC and GA4), then publish on the **same URL** — don't create a new page, because you want to preserve the authority, links, and history the page has built. Googlebot usually recrawls within 2–4 weeks.

4) Review. After **4 to 6 weeks**, compare the new numbers with the old. Did the position climb? Did engagement rise? Did it show up in the AI report? Repeat what worked, and try a different angle for what failed.

On cadence: review cornerstone content every quarter, articles in competitive fields every 90–120 days, and evergreen content annually unless it declines sooner. A study by Animalz found that quarterly updating yields roughly 42% better results than annual updating — consistency beats perfection.

How to Know Your Effort Is Actually Working

One last piece of advice, and psychologically the most important: **don't measure daily.** Daily numbers fluctuate and give you anxiety. Measure a monthly trend over 90 days.

Distinguish between two kinds of indicators:

- **Leading indicators:** impressions, the number of keywords in position 4–20, impressions in the AI report. These move first and tell you you're on the right track weeks before the result.
- **Lagging indicators:** clicks, key events, revenue. These are the ultimate goal, but they move more slowly.

When you see impressions and near-the-top keywords rising month after month, rest easy — clicks and conversions are coming. That's how I reached more than 32,000 documented organic clicks: not in a single leap, but through a measure-and-improve cycle that never stopped.

🎯 Apply Now

Set aside one session this week, and execute in order:

- [ ] Activate **Search Console** and **GA4** and connect them if you haven't.
- [ ] In GA4, define **3 to 5 key events** that represent real business results (contact, purchase, sign-up).
- [ ] In Search Console, sort your queries and extract a **list of position 4–20 keywords** with high impressions — this is your improvement priority.
- [ ] Open the **new AI report** and record your current impression number as a Baseline.
- [ ] Build a GEO table manually: 10 questions in Arabic, ask them in ChatGPT, Perplexity, and Gemini, and record who was mentioned.
- [ ] Pick **one candidate page**, save its numbers, improve it with real value, and republish it on the same URL.
- [ ] Set a calendar reminder for **5 weeks** later to review the result, and make this cycle a fixed monthly habit.

Measurement isn't a task you finish once — it's a habit that turns SEO from gambling into a system. Whoever measures and improves every month will inevitably lead over whoever publishes and hopes. And now, after gathering all the pieces, it's time to assemble them into a single plan you can start tomorrow.

Chapter 8: The 30-Day Plan to Get Ahead + Your Next Step

We've reached the most important chapter in the book. Not because it carries new information, but because it's the only chapter that will actually change something — if you apply it.

Every chapter before this handed you the pieces: search intent, keywords, on-page optimization, technical SEO, experience and trust (E-E-A-T), and GEO to get AI to cite you in Arabic. But knowledge alone gets no one to the top. I've watched business owners who understand SEO in theory better than I do, and their sites sit on page four. The difference between them and the ones who got ahead isn't intelligence — it's organized execution.

This chapter turns the entire book into a 30-day action plan, week by week, that you can start tomorrow morning.

An honest word before we begin: 30 days **won't make you number 1 for every keyword**. Google needs time to trust you, and citations inside AI answers need to accumulate. But 30 days is more than enough to build the right foundation, publish your first content that deserves to rank, and see the first positive signals in your data. This is literally what I do in the first month with every new client.

Before You Start: 3 Decisions in 10 Minutes

Don't open a single tool before you've settled these three. Scattered focus is your first enemy:

- **One topic to dominate.** Not the whole site — one topic you're genuinely an expert in and that has demand. One pillar page + 3 to 5 supporting pages around it. One focused cluster beats ten scattered pages.
- **One audience and their real question.** Who exactly are you writing for? And what's the question they type into Google or ask ChatGPT, word for word? Write the question in their language, not your jargon.
- **How you'll measure.** Without measurement you're walking in the dark. Measurement is completely free, and we'll set it up in week one.

Write these three on a single sheet of paper and keep it in front of you all month.

Week One: Foundation and Measurement

The week's goal: assemble your "dashboard" and figure out where to start. Don't write content this week — prepare the ground.

1) Set up your measurement tools (all free):

- **Google Search Console** — the single most important tool you own. It shows you which keywords people actually reach you with, your ranking, and your click-through rates. Set it up and verify site ownership.
- **Bing Webmaster Tools** — don't ignore it. Bing powers ChatGPT and Copilot, so your presence there = your presence in a large chunk of AI. You can import your data from Google with one click.
- **A tool to track your AI presence** — try the free Ahrefs AI Visibility Checker or Brand Radar, or Otterly.ai (starts at $29), to see whether your name or site gets mentioned inside ChatGPT, Gemini, Perplexity, and Google's AI Overviews.

2) Capture "state zero." Record your numbers today: your organic clicks, your average position, and whether you're mentioned in any AI answer. Without this snapshot, you won't know 30 days from now whether you improved.

3) Quick technical check (half a day is enough):

- Make sure your important pages are actually **indexed** (check via "URL Inspection" in Search Console).
- Make sure you have a **sitemap.xml** submitted, and that your **robots.txt** isn't blocking anything important.
- Run **PageSpeed Insights** on your homepage and pillar page, and record your Core Web Vitals (LCP, INP, and CLS).
- Open your site on your phone — if anything is broken on mobile, that's a top priority. Most of your visitors are on mobile.

For larger sites, the free version of Screaming Frog (up to 500 URLs) gives you a full map of errors in minutes.

> **Week 1 checklist:** Search Console set up ✓ · Bing Webmaster set up ✓ · AI tracking tool set up ✓ · "State zero" numbers recorded ✓ · Important pages indexed ✓ · sitemap and robots healthy ✓ · Core Web Vitals measured ✓ · Mobile working ✓

Week Two: Build Your Pillar Page on an E-E-A-T Foundation

This is the serious writing week. One pillar page, built correctly, is stronger than ten ordinary articles.

Google's standards in 2026 have become explicit: Helpful Content is now a permanent part of the core algorithm, and E-E-A-T — Experience, Expertise, Authoritativeness, and Trust — is among the strongest ranking signals. Google is looking for **proof** that you've actually done the thing you're writing about.

How to write your pillar page:

- **Answer immediately.** The first 150 to 200 words must answer the main question directly — no preambles, no "in today's world...". AI systems that pull straight from the web (like Perplexity and AI Overviews) judge your page from the very first paragraph.
- **Put in your real expertise.** Numbers from your own experience, a client case, a screenshot, a mistake you made and how you solved it. In everything I write, I cite documented numbers — because that's exactly what separates you from a hundred pages saying the same theoretical talk.
- **A real author name with a bio.** Anonymous content, or content credited to "the editorial team," became a liability in 2026. Put your name, your photo, two lines about your experience, and a link to your professional profiles. This is a trust signal that Google and AI both read.
- **Cite sources.** Link to trustworthy sources (official bodies, studies, technical documentation). Content backed by sources and numbers gets quoted more.

After you write, add structured data (Schema):

- `Article` or `BlogPosting` for the page, `Person` for the author, `Organization` for your site, and `FAQPage` if it contains questions and answers. Validate them with the **Rich Results Test** or the **Schema Markup Validator** from schema.org.

Week 2 checklist: Pillar page answers within the first 200 words ✓ · Real experience and documented numbers ✓ · Author box with name and bio ✓ · Links to trustworthy sources ✓ · Schema added and validated ✓ · A single, clear H1 ✓

Week Three: GEO in Arabic — Make AI Cite You

Here's the edge that 99% of your Arabic competitors don't have: optimizing content to be quoted inside AI answers — in Arabic. Competition in English is fierce; in Arabic it's nearly empty. This is your chance to get ahead of everyone before they wake up.

Here's a fact that lets you sleep smiling: according to an **Ahrefs** analysis in 2026 of roughly 863,000 results pages, about **62% of citations inside AI Overviews come from pages outside Google's top ten results**. Meaning: ranking first doesn't guarantee a citation, and ranking tenth doesn't prevent one. AI runs its own evaluation — and that gap is your way in.

GEO tactics to apply this week:

- **Question-and-answer blocks.** A question followed by a direct answer in one or two sentences is exactly what AI models pull with confidence. Put in your audience's real questions (extract them from AlsoAsked or from Google's "People Also Ask" section) and answer them clearly.
- **Quotable definitions.** The first sentence under each subheading should read like a dictionary entry: a clean, self-contained definition. If AI needs a single sentence to quote, you've already prepared it for it.
- **Tables for comparisons.** For "difference between X and Y" and "best X" questions, the table is the most-quoted format in AI Overviews and ChatGPT. Turn your comparisons into clear tables.
- **Specific numbers and statistics.** The original study from Princeton, Georgia Tech, and IIT Delhi proved that adding statistics, citing sources, and adding quotations raises your visibility in AI answers by up to 40%. A precise number beats a generic adjective.
- **Visible freshness.** Add a "Last updated: [date]" line, and refresh your core content periodically. AI favors recent content.

Publish 2 to 3 supporting pages this week, each answering a real sub-question in Arabic, and link them internally to your pillar page. This builds the "topical cluster" that tells Google: this site is a

reference on this topic.

> **Week 3 checklist:** Question/answer blocks added ✓ · Quotable definitions under headings ✓ · At least one comparison table ✓ · Specific statistics and sources ✓ · "Last updated" visible ✓ · 2–3 supporting pages published and linked ✓

Week Four: Authority, Distribution, and Measurement

Excellent content in a dark corner stays dark. This week we carry your voice to the world and measure the result.

1) Build your digital identity (Entity). Make sure your name, description, and links are consistent across your site, your "About" page, and your professional accounts. Consistency helps Google and AI understand "who you are" and trust you as an entity.

2) Earn mentions and links cleanly. Answer real questions in your field's communities (no spam), write a guest article, share your takeaways on LinkedIn and X with a link. Every trusted mention from a respected site = a trust signal, and sometimes a source AI quotes directly.

3) Strengthen internal linking. Link your supporting pages to the pillar and vice versa, using descriptive anchor text (not "click here"). This distributes authority and makes indexing easier.

4) Read your data and make a decision. Open Search Console after a month: which page started to appear? For which keywords did you get new impressions? Where are you ranking on page two (positions 11–20) and needing just a small push to climb? Check your AI tracking tool: did your name show up in any answer?

The golden rule: **improve what exists before you write something new.** A page at position 12 is far faster to improve than a page you're starting from scratch.

> **Week 4 checklist:** Digital identity consistent across platforms ✓ · 3–5 clean external mentions/links ✓ · Internal linking complete ✓ · Search Console data reviewed ✓ · Position 11–20 pages flagged for improvement ✓ · AI presence measured ✓

The Plan at a Glance

- **Week 1 — Foundation:** measurement, technical check, choosing your cluster.
- **Week 2 — Pillar:** a strong page on E-E-A-T + Schema.
- **Week 3 — GEO in Arabic:** questions/answers, definitions, tables, numbers, + supporting pages.
- **Week 4 — Authority and measurement:** identity, links, internal linking, review and improve.

How Do You Know You're on the Right Track?

After 30 days, don't wait for full dominance — wait for **early signals** that say the direction is right:

- New keywords starting to appear for you in Search Console (even if in later positions).
- Pages that jumped from page three to page two.
- The first mention of your name or link inside an AI answer.
- A slight rise in organic impressions.

These signals are the fuel to keep going. Getting ahead is accumulation, not an explosion.

🎯 Apply Now

- [ ] **1.** Settle your three decisions (topic, audience, measurement) on a single sheet — now, before you close the book.
- [ ] **2.** Set up Google Search Console and Bing Webmaster Tools today, and record your "state zero" numbers.
- [ ] **3.** Block 4 hours a week in your calendar for this plan — a fixed appointment that never gets cancelled.
- [ ] **4.** Start Week 1 tomorrow. Not next week — tomorrow.
- [ ] **5.** Subscribe to the «Tasaddar» newsletter so I can remind you, back you with a weekly tactic, and be there when you get stuck.

Getting ahead doesn't begin when you know everything. It begins when you apply the first step. Take it today.

Conclusion: The Window Is Open Now

Let me close with the same honesty I opened with.

We've traveled a full journey together: from understanding the new game, to reading your audience's intent, to writing human content worth quoting, to GEO in Arabic, to the technical foundation, to building authority, to measurement, and finally to the 30-day plan. If you put even half of what's in this book into practice, you'll have pulled ahead of most of your Arab competitors — because most of them won't read, and most of those who do read won't act.

But there's one idea I want you to remember, the single thread that ties all these chapters together, the stake we've built on since page one:

The game has moved from *being ranked* to *being quoted*. And Arabic today is a land almost empty of serious competitors, even as the demand for it has filled to the brim.

This equation — high demand plus almost no competition — doesn't come around often in a business owner's lifetime. I saw it once before, in the early days of Arabic SEO, and those who caught it early built a presence they're still reaping the rewards of today. We're now standing before a similar window, but a wider one — because this time the prize isn't just a spot on a list. It's for your name to become the answer the machine speaks when an Arab asks about your field.

The window won't stay open forever. Two years from now, everyone reading these words will have started. The only thing separating you from your competitor is this: who started first, and who kept going.

I'm not asking you to memorize this book. I'm asking you for one thing: **open your laptop right now, and do the first "Apply Now" box you came across.** A single step today is worth more than ten books you read and never act on.

The Arabic arena in SEO and GEO is empty of real professionalism backed by numbers. The top spot is up for grabs. And the only question left is this:

Will you take it — or wait for someone else to take it?

Your Next Step

If you've made it this far and you're genuinely determined to apply what you've learned, you're among the few — and I'm proud of you.

This book gave you the complete map. But applying it in the real world always raises questions: "My site's in this state, what do I do?", "I wrote the page but it didn't get indexed," "How do I know the real search intent?" So I've prepared two paths for you to keep going — and both start free:

- 📩 **The «Tasaddar» newsletter:** Every week I send you one practical tactic — an algorithm update explained simply, an Arabic GEO move I tested and that worked, or a real example with the numbers. A small dose you can apply in under an hour. Subscribe, apply, and watch the difference compound.
- 🎓 **The upcoming «Tasaddar» course:** If you want to walk with me step by step — from audit to strategy to execution, with ready-made templates and a review of your own site — the course is the deeper level. Newsletter subscribers get the opening date and a first, special offer.

I don't want you to buy anything today. I want you to apply the 30-day plan. If it works for you — and it will — come tell me, and let's continue the road together.

Subscribe to the «Tasaddar» newsletter at nidalzomlot.com — and start leading today.

— Nidal Zomlot *SEO and Organic Growth Specialist · AI Engineer · SaaS Founder*

This book is free. If it helped you, share it with someone who needs it — and start applying today.

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