



# ONLINE TRAFFIC

## Which auto brands are revving up the search engines?

**MOTORISTS**, dealers and manufacturers, wind down those windows and listen up. If you are looking to buy or sell an automobile, there is currently a one-word search term trumping online traffic in the UAE and Saudi Arabia, and that is: Cars.

Those less technical than the A to Z of motoring, take heed of this commodity. From Hyundai to Toyota, drivers are on the look out for very specific sets of wheels.

Besides search engines, where else do people head online to find out about automobiles in the region?

When it comes to the go-to place in Saudi Arabia for buying and selling cars, it is Haraj.com.sa. With more than 2,740,000 monthly searches, totalling 3,748,200, across Saudi Arabia and the UAE, there is no denying that traffic pulls into its portal faster than an F1 race car.

In Dubai, it's Dubai Moon that Arabic-language speakers seek out, with 19,400 searches per month, making this online auto portal the most searched for keyword by UAE motorists.

When it comes to the sentiments expressed and volume of searches, Toyota takes poll position with 7,093 social media posts per month, followed by Mercedes, Volkswagen, BMW and Audi, which also top the stakes.

As a platform, social media is the fuelling station for positive sentiment, which is why it is important to pay attention to the buzz around car brands. However, auto enthusiasts were just as quick to complain, as they were to praise. Sentiment, while appearing to be neutral, is a balance of positive and negative comments made about different car brands, sales platforms and service centres.

While Nissan, Ford, Kia, Jeep, Honda, Hyundai, Range Rover, Dodge, Mazda, Renault, Cadillac, Chrysler, Chevrolet, GMC and Mitsubishi attracted slightly less sentiments, there is still buzz around these brands.

Our study also reveals that aside from selling cars and searching for pictures and information about different auto brands,

people in the UAE and Saudi Arabia have an affiliation for drifting.

While it is illegal in most countries, professional organisations have been established in the Middle East region to encourage drifting on racetracks and away from the streets. What's more is that with 189,700 auto enthusiasts seeking out this form of racing in Saudi Arabia every month and 2,900 in Dubai, there's clearly a captive audience in the digital landscape.

With cars sales said to be on the rise, it's essential for anyone with a vested interest to keep track of SEO and SMO inputs and outputs.

Simply put, it is just like maintaining a well-oiled machine. ■



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### TOP BRANDS - AUTOS

#### Keyword search traffic in the UAE

English keyword	Local monthly searches
Cars	12,100
Car	12,100
Hyundai	9,900
Toyota	8,100
Mercedes	8,100
Chevrolet	6,600
Nissan	6,600
Volkswagen	6,600
BMW	6,600
Used cars in Dubai	6,600
Autotrader	6,600
Mitsubishi	5,400
Range Rover	5,400
Audi	4,400
Ford	4,400
GMC	4,400
Lexus	4,400
Honda	3,600
Used cars for sale in Dubai	3,600
Peugeot	2,900

Arabic keyword	English translation	Local monthly searches
دبي مون للسيارات	Dubai moon for car sale	18,100
سيارات للبيع	Cars for sale	8,100
سيارات	Cars	4,400
حراج	Heraj.com	4,400
تتحيط	Drifting	2,900
صور سيارات	Car pictures	2,400
نيسان	Nissan	2,400
سيارات للبيع في ابوظبي	Cars for sale	1,900
لكزس	Lexus	1,600
تويوتا	Toyota	1,300
مرسيدس	Mercedes	1,300
دبي مون لبيع السيارات	Dubai moon for selling cars	1,300
سوق السيارات	Car market	1,300
سوق دبي للسيارات	Car market Dubai	1,300
حراج السيارات	Heraj.com for cars	1,000
سباق سيارات	Car racing	1,000
پورش	Porsche	1,000
سيارات للبيع في العين	Cars for sale	720
بيع سيارات في الامارات	Cars for sale in Emirates	720

Search engine results pages (SERPS) research conducted on Google.ae

#### Keyword search traffic in KSA

English keyword	Local monthly searches
Haraj	33,100
Cars	22,200
Car	12,100
Toyota	12,100
Hyundai	9,900
Ford	9,900
Mercedes	8,100
Toyota Saudi Arabia	8,100
BMW	8,100
Chevrolet	6,600
GMC	6,600
KIA	5,400
Autotrader	5,400
Lexus	5,400
Audi	4,400
Jeep	4,400
Nissan	4,400
Honda	4,400
Dodge	4,400
Ferrari	4,400

Arabic keyword	English translation	Local monthly searches
حراج	Haraj.com.sa	2,740,000
حراج السيارات	Haraj.com for cars	673,000
موقع حراج	Haraj website	301,000
تتحيط	Car drifting	165,000
تويوتا	Toyota	60,500
سيارات	Cars	33,100
صور سيارات	Car pictures	27,100
سيارات للبيع	Cars for sale	27,100
حراج سيارات	Haraj cars	22,200
تتحيط سيارات	Cars drifting	14,800
هونداي	Hyundai	14,800
فورد	Ford	14,800
لكزس	Lexus	9,900
نيسان	Nissan	9,900
سباق سيارات	Car races	9,900
تتحيط الرياض	Drifting in Riyadh	9,900
السيارات	Cars	8,100
مرسيدس	Mercedes	6,600
حراج السيارات بالرياض	Haraj cars in Riyadh	6,600

SERPS research conducted on Google.com.sa September 2013

### SOCIAL MEDIA - VOLUME VS SENTIMENT GRAPH

