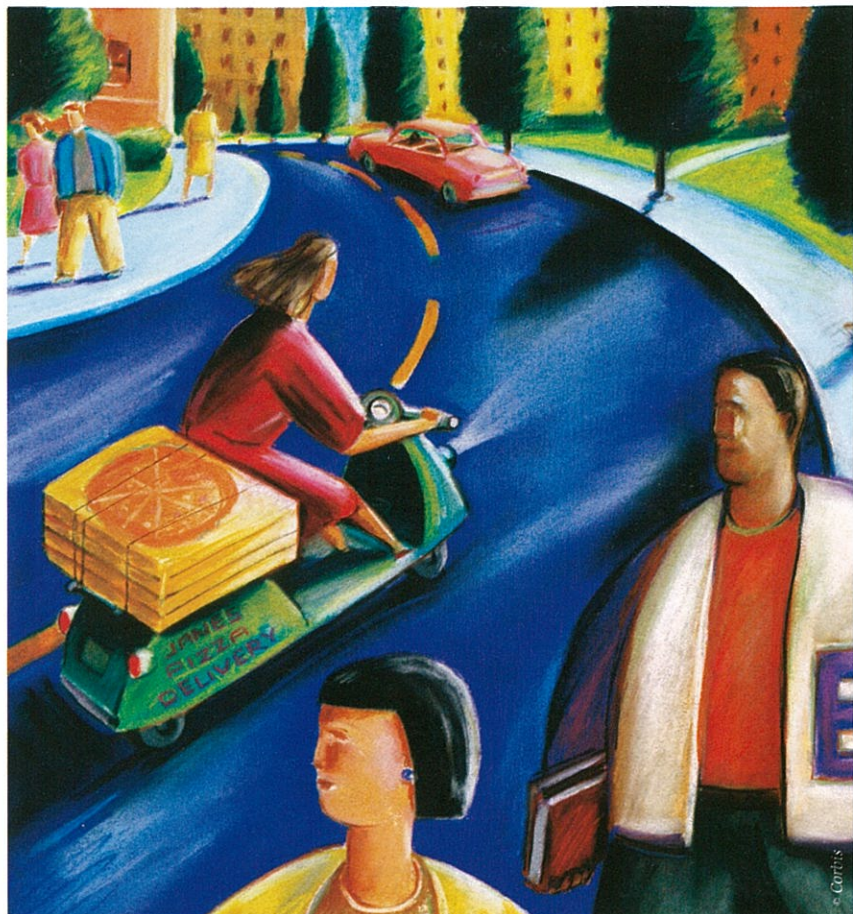


SEO TAKE OUTS

Fast food fanatics serve up online search sentiment.



FROM A McDonald's Happy Meal to a six-inch Subway sandwich, it seems that people in the Middle East region are feasting on fast food facts as energetically as they are consuming them.

According to data from BrandWatch, social media-monitoring tool and specialists in monitoring Arabic content, more than 18,000 mentions were made about the top 20 fast food outlets in the region – and all this in the past month, and only in the UAE and Saudi Arabia.

Add to that the 98,070 Google searches for fast food in the same month in the UAE, as well as more than 188,870 searches

in Saudi Arabia and we're faced with two countries that have an insatiable desire for quick and easy food. So, was it the hamburger, fried chicken, pizza or sandwich that people seek out most to satisfy their hunger?

According to our research, the top five fast food chains in the Middle East region are KFC, Pizza Hut, McDonald's, Burger King and Subway. However, when it comes to high volume and positive sentiment, McDonald's and its golden arches beamed brighter than the others.

Quick-service restaurants (QSRs) served up a huge volume of social media

mentions, reaching 11,876. Pizza Hut, Domino's Pizza and Burger King were sizzling up in that sense.

Both Subway, which had more searches in Saudi Arabia in English than any other outlet, and KFC, which had 14,800 mentions in the UAE, were surprisingly much less of a talking point on social media.

Even other small, branded outlets, such as Kudu, Little Caesars, Pizza Fusion, Pizza Inn, Dairy Queen and Herfy, which are most commonly found in Saudi Arabia, have a tantalising presence across different social media platforms. This makes their outlets significant enough to be mentioned next to international giants.

Other prominent global chains on the menu were Wendy's, Chili's, Fuddruckers, TGI Fridays, Hardee's, Max Burgers, as well as the locally grown outlet, Al Tajaz.

If these outlets were to spike social media activity, it wouldn't take much for them to be competing head-to-head in the digital food court.

When it comes to other variations on the search scene, it seems most people wanted to know what was on the 'menu', with a few mentions of 'delivery' too.

Aside from social media stratification to take it away, fast food monikers need to beef up their SEO activities and ensure that their menus, outlets and delivery options are prominently and effectively displayed on their websites. Adding a few changes to the strategy becomes as simple as asking: "Would you like some fries with that?"



Lee Mancini
Head of Sekari, SEO, Dubai
Powered by Brandwatch

TOP BRANDS – FAST FOOD

Keyword search traffic in the UAE

English keyword	Local monthly searches
KFC Dubai	14,800
KFC	12,100
Pizza Hut	8,100
Subway	6,600
McDonald's	6,600
KFC menu	6,600
Burger King	5,400
Burger King Dubai	4,400
KFC UAE	3,600
Pizza Hut menu	2,900
KFC Dubai menu	2,900
Domino's	2,900
Hardee's	2,400
Subway menu	1,900
Fast Food	1,900
KFC delivery	1,600
Hardee's UAE	1,600
Domino's Pizza menu	1,600
Burger King menu	1,300
Pizza Hut delivery	1,300

Arabic keyword	English translation	Local monthly searches
بيتزا هت	Pizza Hut	1,300
ماكدونالدز	McDonald's	1,000
كنتاكي	KFC	1,000
هارديز	Hardee's	720
برجر كنج	Burger King	480
بيتزا هت الامارات	Pizza Hut UAE	480
كنتاكي الامارات	KFC UAE	480
دجاج كنتاكي	Kentucky Fried Chicken	320
دومينوز بيتزا	Domino's Pizza	260
كنتاكي دبي	KFC Dubai	210
ماكدونالدز الامارات	McDonald's UAE	210
تشيليز	Chili's	170
برجر كنج الامارات	Burger King UAE	170
منيو كنتاكي	KFC menu	170
التاجز	Al Tajaz	110
فرايديز	TGI Friday's	110
منيو بيتزا هت	Pizza Hut menu	110
منيو برجر كنج	Burger King menu	90
برجر كنج دبي	Burger King Dubai	90
هرديز	Hardee's	90

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

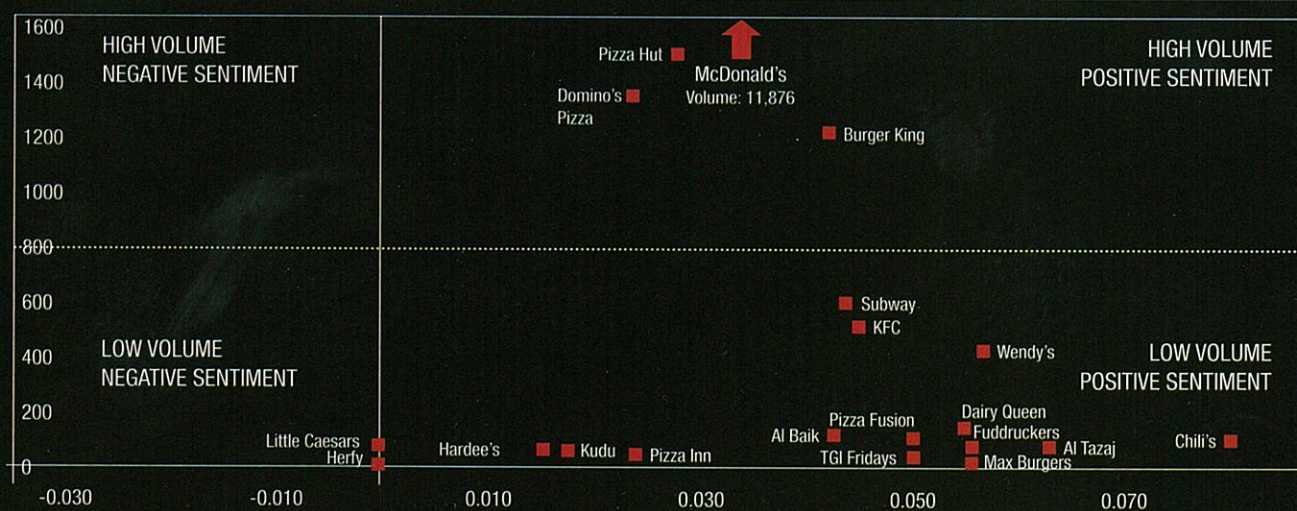
Keyword search traffic in KSA

English keyword	Local monthly searches
Subway	4,400
McDonald's	4,400
KFC	3,600
Pizza Hut	3,600
Fast Food	2,400
Burger King	1,900
Domino's	1,900
KFC menu	1,300
Kudu	1,300
Al Baik	1,000
Hardee's	880
Fuddruckers	880
Burger King menu	720
Domino's Pizza	590
Chili's	480
Pizza Hut menu	480
BK (Burger King)	480
McDonald's menu	480
Domino's Pizza menu	390
Kudu menu	390

Arabic keyword	English translation	Local monthly searches
ماكدونالدز	McDonald's	18,100
بيتزا هت	Pizza Hut	14,800
كنتاكي	KFC	14,800
دومينوز بيتزا	Domino's Pizza	14,800
كودو	Kudu	12,100
هرفي	Herfy	9,900
هارديز	Hardee's	9,900
منيو كنتاكي	KFC menu	8,100
البايك	Al Baik	6,600
رقم كنتاكي الموحد	KFC's number	6,600
برجر كنج	Burger King	5,400
رقم ماكدونالدز	McDonald's number	5,400
وجبات كنتاكي	Kentucky meals	5,400
رقم كودو الموحد	Kudu's number	4,400
منيو كودو	Kudu's menu	4,400
وجبات ماكدونالدز	McDonald's meals	3,600
منيو ماكدونالدز	McDonald's menu	3,600
منيو هرفي	Herfy's menu	3,600
ليتل سيزر	Little Caesar's	2,900
كنتاكي منيو	KFC Menu	2,900

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

SOCIAL MEDIA – VOLUME VS SENTIMENT GRAPH



Source: Sekari October 2013