

# Arabic Content For Global Business Development

*Arabic Content will help diversification and improve opportunities in the Middle East and North Africa. The Middle East has the economic power, now is the time.*

DUBAI, UAE, UAE, December 7, 2017 /EINPresswire.com/ -- Arabic content has enormous potential for digital marketing business. Only 3 percent of the online content is in Arabic because most Arabs speak and write English. It is much more effective to target the Arab audience by using their native language. With the increase of Arabians on the internet the content and SEO is slow to convert.

It is crucial to develop websites, social media marketing, blogs, and all marketing materials in Arabic. With the added benefit of staying ahead of the competition. When posting in multi-languages your SERP (Search Engine Result Pages) for SEO is essential. Arabic content is a useful approach for website optimization in this market, primarily by helping your page rank when people search in Arabic. Google will be much more likely to serve a page in Arabic to a user who searches with those criteria. Currently, the vast majority of searches in the region occur in English, so it isn't a game-changer but a way to gain a small, competitive edge.

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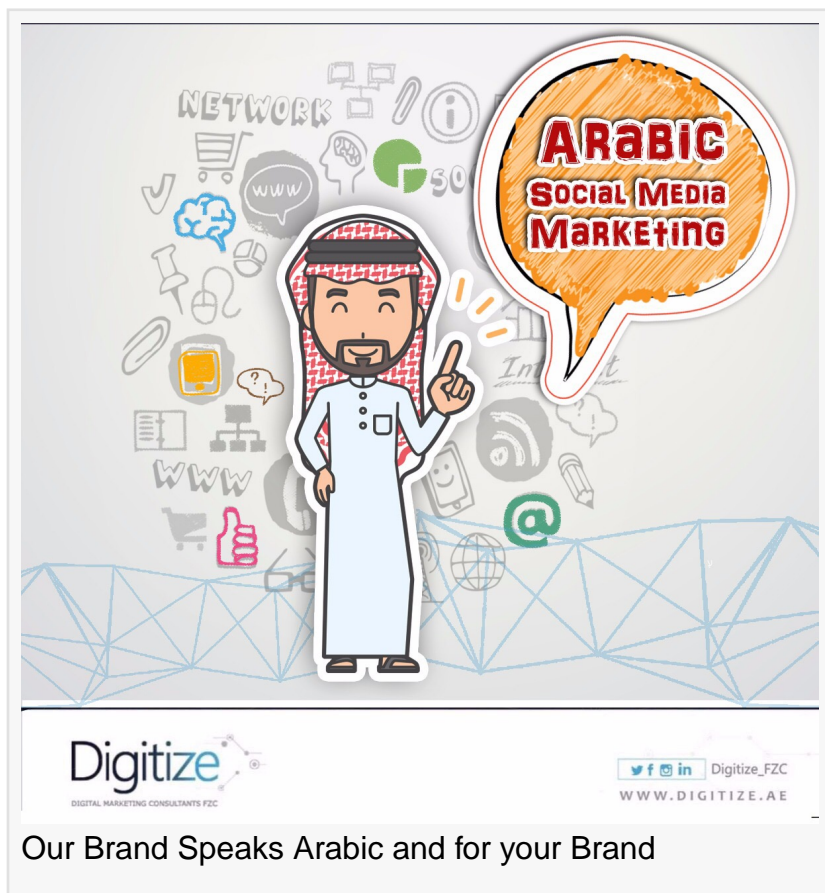
We all begin life as a single cell, each business starts as one person with an idea. How fast you go the bigger your vision and achievement, do not let fear keep us small, we have to be brave to grow.”

*Sheikh Mohammed bin Rashid Al Maktoum*

We are about to see an explosion of Arabic content and services on the web. Important websites and global brands need to get on board with this or be left behind.

The adaptation and accustomization needs to be specific the Arab Audience. The Middle East is investing millions in e-commerce, digital marketing, and technologies. Despite a rapid increase in the number of Arabic-speaking Internet users, Arabic content remains one of the most under-represented languages online in terms of its share of the world's websites. Even in predominantly Arabic-speaking

countries like Egypt, a third of the top 50 visited websites are either not available in Arabic or do not include Arabic as the “default” or primary language.



The graphic features a central cartoon illustration of a man in a white thobe and ghutra, pointing upwards. Surrounding him are various digital marketing icons such as a shopping cart, a speech bubble, a lightbulb, a magnifying glass, a smartphone, a globe, and a thumbs up. A large orange speech bubble on the right contains the text 'ARABIC SOCIAL MEDIA MARKETING'. At the bottom, the 'Digitize' logo is displayed with the tagline 'DIGITAL MARKETING CONSULTANTS FZC'. To the right of the logo are social media icons for Twitter, Facebook, and LinkedIn, along with the text 'Digitize\_FZC' and 'WWW.DIGITIZE.AE'. Below the graphic, the text reads 'Our Brand Speaks Arabic and for your Brand'.

As the internet and smartphone explosion gathers more and more momentum in the Middle East region, there is no better time to capture the native market and bring the un-doubted clout of digital marketing to the screens of the most economically powerful. Unlike other world regions where content consumption has migrated from desktop to mobile, the region has seen a 60 percent increase in traffic in certain verticals like online video generated by mobile. Mobile has therefore been an integral part of the content delivery strategy of most providers across the region.

[Our Brand speaks Arabic](#) and we can make your Brand speak Arabic.

While the migration to digital advertising has been slower than other mature markets, digital advertising is gaining traction and growing at a rate of 35% a year. The changing demographics of the web and behavior of the Arab digital generation are especially significant for international marketing.

Prince Mohammad bin Salman bin Abdulaziz Al-Saud, Chairman of the Council of Economic and Development Affairs, has declared [Saudi Vision 2030](#) has a leader for global expansion -- Arabic Content is a must.

As we start the run up to Expo 2020, the Middle East is a very exciting place to be. We welcome the opportunity of creating Arabic Content for your success and increasing revenue.

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