

Dubai's Top SEO Consultant Raaquib Says: AI Search is Thriving

Dubai SEO consultant Raaquib on why AI search is thriving: clicks are down 58%, but AI visitors convert 4.4x better. What UAE brands should do now.

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/EINPresswire.com/ -- Search did not die. It evolved.

Raaquib, an independent [SEO Consultant in Dubai](#), has been telling this to UAE businesses for the last two years. And here is the data that we cannot ignore:



"AI Search is Thriving in Dubai" by Raaquib Pathan

Ahrefs studied 300,000 keywords and compared click behaviour from December 2023 against December 2025. The result, published in February 2026, was blunt.

- Pages ranking first on keywords that trigger an AI Overview now get about 58 percent fewer clicks than they would have without one. In the April 2025 version of the same study, the gap was 34.5 percent.
- Position two lost roughly half its clicks. Even position ten dropped by close to 20 percent.
- Semrush, after analysing more than 500 high-value topics, found the average AI search visitor converts at 4.4 times the rate of a traditional organic visitor.
- Semrush also projects AI search traffic will overtake traditional organic traffic by 2028.

Fewer clicks. Far better clicks. Both things are true at the same time, and most coverage only reports the first half.

"Everyone read the Ahrefs number and panicked," Raaquib says. "Nobody read the Semrush number sitting right next to it. Traffic is down and pipeline is up. That is not a collapse. That is a filter."

Dubai is not an average market. This lands early here, and it lands hard.

Microsoft's AI Economy Institute ranked the UAE first in the world for AI adoption in Q1 2026. Seven in ten working-age people use AI tools regularly. The global figure is under 18 percent. No other market is close.

Think about who those users actually are. The procurement lead comparing suppliers before a tender. The parent shortlisting three schools before booking a campus visit. The founder in DIFC checking whether your agency is credible before replying to your proposal. In Dubai, that research now starts inside ChatGPT or Perplexity and finishes on Google.

"In most markets you can wait twelve months and still catch up," Raaquib Pathan says. "In Dubai you cannot. Your buyer already switched. You are just late to find out."

What actually changes: Engagements rarely open with a keyword list. They open with a citation audit.

- Baseline testing across ChatGPT, Gemini, Perplexity and Google AI Mode, using the exact questions buyers ask
- Entity cleanup so a model knows who the brand is: consistent naming, clean schema, real author and About pages
- Content rewritten to answer the question inside the first 60 words, then defend that answer with original data
- Off-site work where the models actually pull from, including directories, review platforms, trade publications and community threads
- Reporting that tracks share of AI citations next to rankings and revenue

It is unglamorous work. It also compounds, because once a model learns to trust a source it keeps returning to it.

A Dubai-based B2B services client came in with flat organic traffic and almost zero visibility in AI answers. After a citation-first rebuild, the brand now appears in 38 percent of tracked buyer prompts, and AI referral sessions convert at 6 times the rate of organic.

A higher education client watched informational traffic fall while enquiries went up. Same pattern. The casual browsers stopped arriving. The serious ones kept coming.

And that's why [AI Search Agencies in Dubai](#) are getting traction.

"One client called me worried because sessions dropped 30 percent," Raaquib says. "Demo requests were up 40 percent in the same period. We stopped reporting on sessions after that."

Now the window is open. Most UAE brands still measure only rankings. That gap is the opportunity, and it will close.

Raaquib works with Dubai businesses across education, SaaS, manufacturing and retail as an [AEO and GEO Consultant in Dubai](#), building visibility inside the answers themselves.

His summary is simple. "AI search is not eating your traffic. It is sorting it. Get cited, or get skipped.

Raaquib Pathan

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