

UAE BUSINESS PLAN

THE LUXURY PLATFORM

2017 - 2030



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Delta Media

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DELTA

OBJECTIVES

THE UAE

BUSINESS PLAN CONCEPT



DELTA

VISION

&"THE UNITED ARAB EMIRATES VISION

Government of Future

The UAE Federal Government is under the process of major structural changes. Several federal ministries, authorities and institutions are being ceased or merged.

H. H. Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice President of the UAE and Ruler of Dubai announced these changes on 8 February 2016 through his official Twitter account as part of the three-day World Government Summit. Sheikh Mohammed used the hashtag #WorldGovSummit in his tweets.

In the new government strategy, the UAE will have a roadmap to outsource most government services to the private sector. Sheikh Mohammed introduced these changes to enhance the readiness of the leadership to the challenges of the future with the strategic goal of happiness amongst the people of the UAE.

"We can't lead the future with tools from the past, and we can't accomplish quantum leaps in growth without conceptualising a new way of governance.

Change creates great opportunities and renews ideas and forces everyone to think in a different way. And we will implement all that is good for our people,"



DELTA

FUTURE

&"THE ARAB FUTURE

Mohammad to talk about his outlook for the Arab Future

Dubai: His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and the Ruler of Dubai, will speak about his leadership and his philosophy about the revival of the Arab world's development during World Government Summit on February 12, 2017.

He will hold a question-and-answer session on the first day of the fifth edition of the summit.

"Next week I will lead a Q&A session at the World Government Summit about reviving the Arab World's development process and our region," Shaikh Mohammad tweeted.

Shaikh Mohammad invited people from across the Middle East to contribute questions, ideas or insights on #ArabFuture to be discussed in the session

During an open dialogue session, titled "Arab Future," Shaikh Mohammad will advise on how the region can revive its development and rise again as well as answer questions sent by the public.

Shaikh Mohammad expressed his belief in the importance for the Arab world to revive its civilisation and cultural progress. "What does the #ArabFuture look like? Is there hope for development in the Arab World? Are we able to shape a new future for our region?"

"My personal experience in Dubai and the UAE leads me to believe in the potential of this region and its people, Shaikh Mohammad tweeted.

The dialogue will focus mainly on the Arab region and major challenges facing it on all levels, during which Shaikh Mohammad will offer his outlook on how the Arab people can regain hope in the future of their region.



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EMIRATES

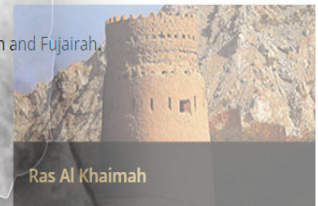
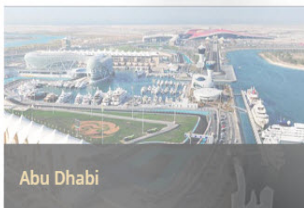
"The Seven Emirates"

The UAE is a Constitutional Federation of seven emirates:

Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah.

Seven Emirates

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EXPO 2020
DUBAI, UNITED ARAB EMIRATES



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THE INTRODUCTION

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a event, concept or project. Designing unique brand concepts for governments and companies, exactly what they wanted to convey, and translated into a project or event.

A brand is a consumer's emotional connection to a product, service or organization. Branding is the foundation of all marketing activities. Brands today are our identity.

This strong link between the identity of the brand and the person has ensured that consumers have come together in communities around brands, because communities are the identity of the consumer and they are a certain feeling of security or safety is .

Marketing vs Internet:

We are what we eat, see, drink, use, wear, and what we want to drive. And the Internet is the place where we find our customers now and in the future.

Thats why we designed the UAE Business Plan concept and build the Luxury Platform. A place to brand our clients, events and their products.

The Luxury Platform Concept designed for The United Arab Emirates.

The Luxury Platform is a unique and exclusive online marketing information platform with over 450 websites and 1200 sub-websites in events, luxury, real estate, fashion, finance, hotels, industry, music, casino, leisure, sport, media, news, crowdfunding, shopping mall and much more!

This unique online media platform is using a powerful brand & marketing strategy to position & brand unique concepts, products, online platforms & activities Worldwide effectively in the market for The UAE.

The Luxury Platform is a unique online marketing strategy driven by the famed Digital Portal software, offering great info and a fantastic marketing experience, covering a wide variety of products, luxury markets with a particular focus on not only the rich and famous but every UAE, Middle East or global online visitor.

We are suitable for government or companies wishing to increase the profile, product of their web presence, by using the latest Brand & Marketing Strategy, Internet platforms, Crossmedia & Newmedia techniques and tools.

The Luxury Platform prides itself on allowing customers to enjoy the online luxury experience without having to worry in the slightest about security and safety concerns.

Expo 2020 Dubai Strategy

The Delta Media Brand Strategy benefits from a online, luxury, real estate, fashion, finance, music, media, sport, news, product, leisure, crowdfunding, hotel & event information platform combining traditional Marketing style, SEO technology and a unique Web stucture.

Delta Media controls an organized online platforms, structure and systems to launch, brand, watch, inform, promoot clients and corporate products and concepts designed by Delta Intellect on the Internet.

The Luxury Platform is powered by Delta Media wagering engine and offers odds on a good variety of luxury items. The web sites are very easy to use and quite intuitive, which mixed with a very well designed and clean site makes wagering a breeze.

EXPO 2020 DUBAI



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INTRODUCTION

THE NEW ONLINE TECHNOLOGY TO AIM PROMOTION RESULTS

Technology investments on the rise.

One way that most businesses responded to improving sales last year was to investing in Internet technology. The perceived importance of internet business solutions such as websites, SEO, Analytics, Tracking, Vlogs, Blogs, Viral, Social Media grew in the past eighteen months.

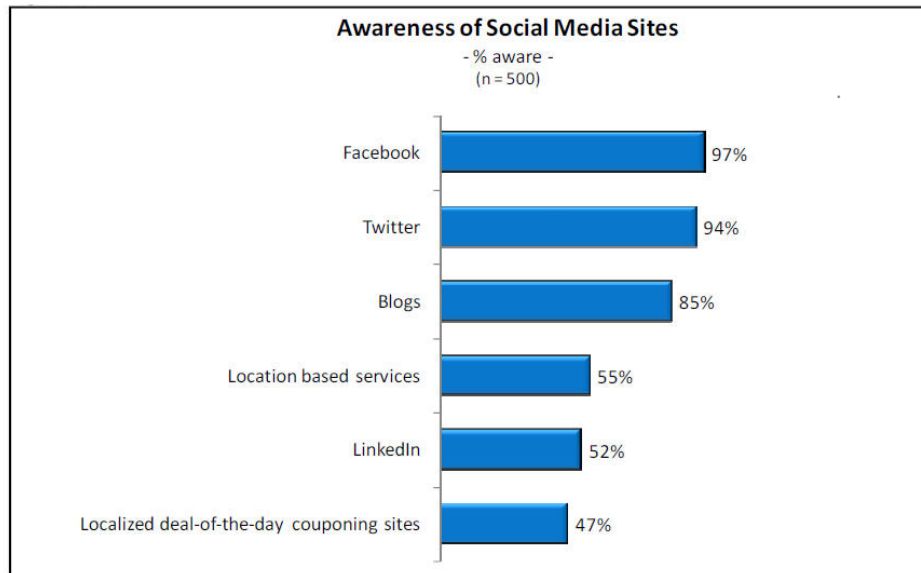
Over a quarter (27 percent) of International businesses have a Search Engine Optimization (SEO) plan, up from 19 percent three year ago. The only internet business solution in the survey that dropped is the purchase of online advertising in directories, a category that may be affected by the ability to use SEO and social media to find customers without spending. However, many businesses plan to add online directory ads in the future.

The role of having an online presence in a any business has changed over time. The online channel is more important than a year ago as a way of generating leads for new customers, playing a primary role in this activity for 30 percent of businesses and a secondary role for another 16 percent.

While websites are critical for small businesses, 55 percent update their sites less frequently than once a month, and 26 percent update them no more than once a year.

There is almost universal awareness among global business owners of Facebook, Youtube, Instagram, Ebay, Google, Bing and Twitter, while half are aware of LinkedIn. The most commonly used social media sites are Facebook (used by 27 percent of all businesses) and LinkedIn (18 percent).

The growth in social media is not cutting into investments in company websites, and is actually contributing to their expansion; 62 percent of social media users feel their use of this medium has no effect on their web investments, while 27 percent believe it will result in greater spending (only 9 percent would spend less or forgo their website).

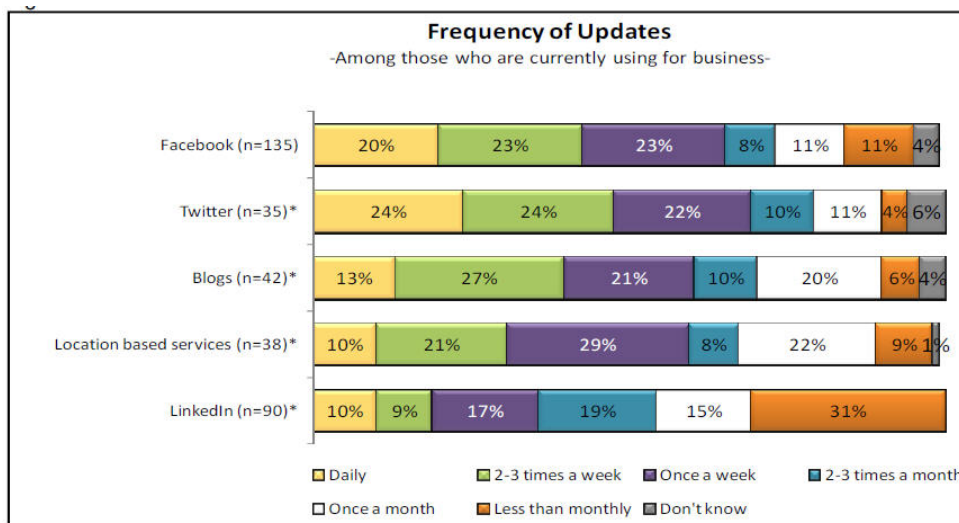


Mostly all businesses are still grappling with how to get the most out of social media, not surprising because so many users are “newbies.” Owners more often feel that their use of social media has fallen short of expectations (36 percent) than exceeded their expectations (9 percent), and this gap has increased over past survey waves.

The main accomplishments from using social media include: staying engaged with customers, developing higher awareness of the company, and identifying and attracting new customers. When asked about their experiences to date with this medium, 63 percent of owners feel it has helped make their customers more loyal, but 56 percent feel it has taken up more time than they expected.

Summing up the bottom-line, 25 percent of the business owners estimate that their investment in social media has made a profit while 15 percent estimate they have lost money; the remainder (46 percent) feel they broke even.

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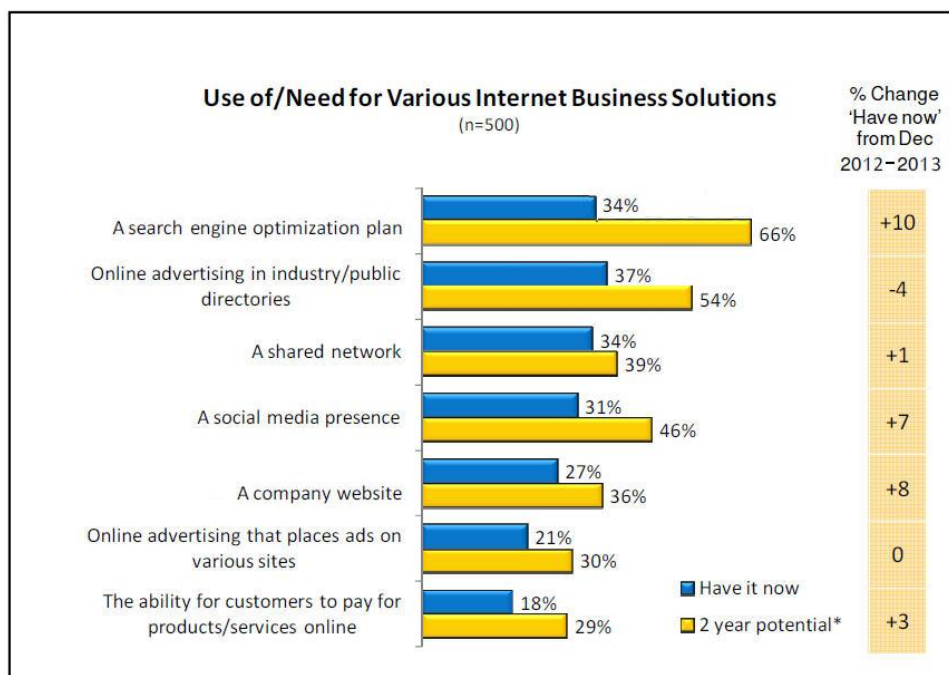
THE UAE FUTURE IS A ONLINE PLATFORM WITH HIS OWN SEO SYSTEM

While most governments and businesses invested in technology in the second half of last year, hiring SEO & Analytics tools will become more important for 2015-2030 to meet the growing demands of an improved economy. Many businesses – 28 percent of the total – are planning on adding SEO & Analytics tools in 2016, while only 2 percent are considering reductions. The main reason for adding SEO & Analytics tools is to expand the business (73 percent), while 32 percent are trying to decrease the workload of existing marketing activities who are struggling to keep up with the turnaround. If businesses carry out their hiring SEO & Analytics tools plans, they will add a total of 3.8 million jobs to the global economy in 2016-2030.

Hiring SEO & Analytics tools may be a challenge, as less than half (46 percent) of global businesses believe they are successful in competing with other companies with good tracking on the Internet. According to owners, the types of SEO & Analytics systems who are best suited for major multinational environment rather than a small business environment embrace the SEO & Analytics qualities.

The International business environment measures the importance and adoption of Internet business solutions (e.g., websites, social media, SEO, Analytics, platforms, etcetera) that help businesses market their brand, tracking and service their customers and run more efficiently and securely. Internet business solutions are becoming more important to all businesses, helping to attract new business in an improving economy.

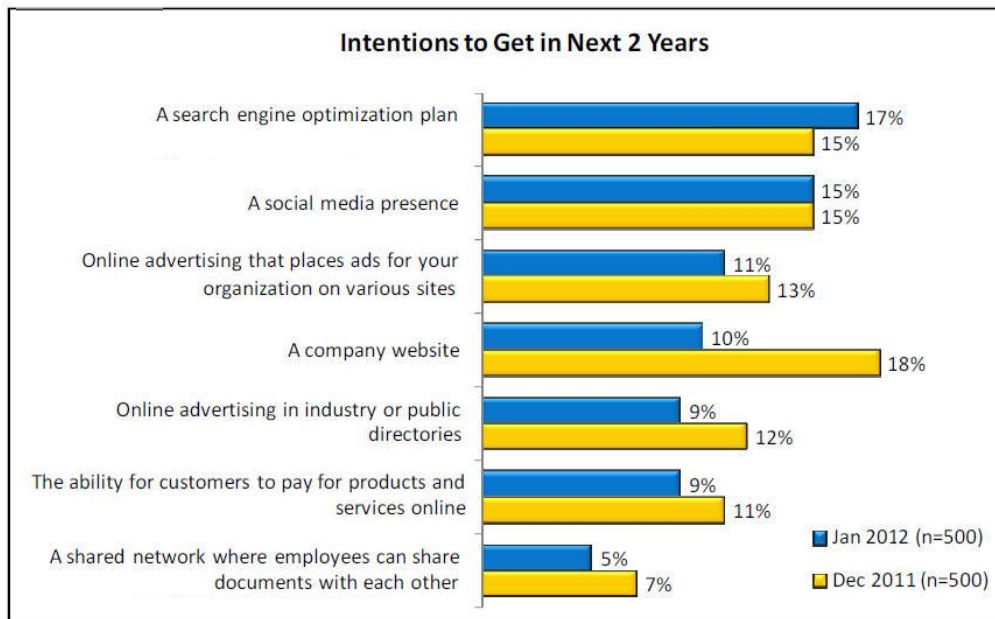
Now, 42 percent of the business industry consider internet business solutions to be highly important, compared to only 33 percent in June-December 2013. The next years in 2015-2018 this will be 85% at least.



DELTA

Another area of great interest is the adoption of social media by creating a page or presence on a site like Facebook or LinkedIn. Adoption is now at a new high – 31 percent – up from 24 percent a year ago and 12 percent two years ago.

Based on current plans, almost half (46 percent) of all businesses will have a social media presence in two years. Another internet business solution that has grown substantially in the past year is the use of a Search Engine Optimization plan, which grew from 19 percent a year ago to 27 percent. Online payment capabilities and shared computer networks also experienced slight growth.



Which internet business solutions did not grow? Online advertising in industry/public directories actually dropped in the past year and is now used by 37 percent of small businesses, while general online ad placements remained flat at 21 percent.

One possible explanation may be that SEO and social media are providing alternative methods to direct traffic to small business websites, as opposed to more costly out of pocket advertising spending. This trend may change as small businesses improve their financial situation and are able to spend more.

What are the fastest growing technologies on the Internet? Based on intention, the fastest growing technology will be online advertising that places ads on various websites, SEO & Analytics and social media. The increase in general online advertising may be due to increased budgets, while SEO & Analytics and social media growth may be part of a long range trend.

Website adoption is starting to slow, but this is due to the fact that two-thirds of most businesses will have a social media site within 8 months.



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RUDY DEIGHTON

Rudy Deighton, brand & marketing concept designer, visionair and a pioneer all the way.

Core-business: design corporate strategy, brand & marketing concepts, seo & analytics strategy, corporate communication, internet, network, social media & community platforms.

Technology tools: crossmedia & newmedia, digital portals, narrowcasting, internet solutions, content design, video web distribution, viral marketing concepts, mobile phone solution.

Specialty: design legacy concepts for the Government of South Africa, Swiss, United Arab Emirates, International multinationals as Air France KLM and Emirates Invitational the golf sector.



Since 1981 specialized in developing brand & marketing concepts for the business market and governments. A full service job focused on the retail, leisure, golf and business market sector.

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a concept or project. Designing unique brand concepts for companies, exactly what they wanted to convey, and translated into a project or event.

Delta GBE/Media

Delta GBE (former Grand Master View, Delta Crossmedia Services) was established in 2003 and is specialized in Internet technologies and multimedia "Crossmedia & Newmedia" concepts. Our aim is to create solutions that maximise the acquired technologies within the SEO, Analytics, Brand, Marketing and advertisement industry.

We access extensive industry networks and are continuously sourcing new SEO products to provide better and more efficient Internet products within our markets to further expand our growing customer and Internet product portfolio.

In this way we can offer outstanding search engine tools, marketing and advertisement equipment and services, from hardware up to dynamic and interactive multimedia software systems, that instigate higher acquisition and customer retention rates which results in customer loyalty, higher revenues and profit margins.



DELTA



WE HAVE THE WORLD'S FINEST SEO & ANALYTICS TOOLS



-
- Brand & Marketing Concepts
 - SEO & Analytic Concept
 - Crossmedia & Newmedia Tools
 - Social Media Modules
 - Viral Marketing
 - SEO & Analytic system
 - Digital Content
 - Vlogs & Blogs Strategy
 - Mobile Phone Apps
 - Tablet Apps
 - Cloud Service
 - Video Web Platform
-



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RESEARCH & DEVELOPMENT

RESEARCH & DEVELOPMENT

The Research & Development department of the Delta GBE and specialised partners have developed a complete new and unique online media platform and SEO (search engine operation) concept which is flexible, safe and with a low Total Cost of Ownership.

In this document the strategy for realisation The Luxury Platform & SEO Analytics” is discussed. Realise and branding the name the Luxury Platform & SEO Analytics International will result in associating and tracking different kinds of people worldwide within the Internet, websites, social media, blogs, search engines and the new media industry



Phase 1: Basic principles (April 2014 - December 2016)

- Assembling a core team and steering committee Delta GBE
- Establish project and commissioning of the administrative support
- Final Research & Development phase The Luxury Platform & SEO Analytics
- Realisation phase The Luxury Platform & SEO Analytics
- Establish the necessary consultation (internal and external)
- Production & Global development phase The Luxury Platform & SEO Analytics
- Brand, Marketing, PR and communications Strategy
- Legal review, test and refine (existing) procedures

Phase 2: Short term (April 2016-December 2017)

- Embedding in the line organization
- Mutual coordination with all relevant organizations / project partners
- Policy and project development
- coaching and assent
- Notification procedure, working arrangements and enforcement

Phase 3: Medium term realization phase

- Operational supervision and enforcement of rules Delta GBE

The Luxury Platform & SEO Analytics

Using The Luxury Platform & SEO Analytics, the process of measuring the behavior of visitors to a web site, is a very important aspect of our system. By tracking where visitors go and observing the actions they take when visiting a web site you can find ways to increase your profits

The Importance Of Using The Luxury Platform & SEO Analytics

In order to increase the amount of traffic a web site receives, most companies use Search Engine Optimization (SEO) to improve their search engine rankings and bring in more visitors. However many SEO firms do not offer Analytics as part of their service. Although all the traffic a web site receives is beneficial to a certain extent, some types are much more likely to convert into sales.

MAIN ASPECTS OF THE LUXURY PLATFORM SEO & ANALYTICS

Traffic Sources

If you use standard statistics software you can identify exactly where visitors to your web site are coming from. By making use of The Luxury Platform & SEO Analytics you can study each individual source of traffic to see how well it is converting.

With this information you can identify the type of search phrase or link that sends the most valuable customers to your site. Then you can put your SEO efforts into getting more of this valuable traffic from similar areas.

Site Behavior – By tracking the progress of visitors at your web site you can learn some very useful information.

If you study the data on how long visitors stay on certain landing pages and how well different sales pages convert, you can make improvements to your site. By changing the under performing pages to be more like the most effective ones you can significantly increase your overall conversion rate.

DELTA

ONLINE SEO & ANALYTICS

ONLINE SEO & ANALYTICS MARKETING

With The Luxury Platform & SEO Analytics you can look into our web forms of online SEO activities to assess your effectiveness. You can track the number of visitors from a specific advert that go on to make a purchase at your site.

This information will tell you if the advert is worth the cost you are paying, it could also allow you to make accurate predictions about how a change in your advertising budget would effect profit levels. Other forms of searching such as google or bing campaigns and pay-per-click search concepts can also be tracked so you can continually improve your marketing efforts to make them more profitable.

If you use The Luxury Platform & SEO Analytics on your web site not only will you find out what works but you will also find out what does not work. This can save you a lot of time and money. You could find that a very competitive keyword phrase that your web site has been targeting converts poorly. This type of information is vital because it allows you to use all your time and resources on bringing in traffic that converts well and improves your bottom line.

This part of the Plan describes the administrative and organizational aspects of The Luxury Platform & SEO Analytics. Indicated where the responsibilities lie and what resources and knowledge are required for the Delta Project to be implemented successfully.

It also sets out obligations and commitments to all parties involved should go to The Luxury Platform & SEO Analytics Project to be successful. In managing the Delta Project uses the control variables Time, Money, Quality, Information & Communication and Organization, abbreviated TGKIO.

On these variables will be reported and stirred. In the following pages discusses how the management variables are applied. Chosen for the following practical arrangements:

The steering committee "for the Delta GBE "is performer Delta project, and also the project coordinator. The project coordinator has (only) a mandate to work in the line organization to carry out.

Project activities are performed according to the current rules for the Delta Project. In the implementation of the Delta Project uses an internal concept, business plan and project.

Much of the work concerns the implementation of the Delta Project. Whenever possible, use of internal (intrinsic) concept knowledge, practice and processes within the joint project.

That also means the use of own FTEs. In the interpretation of The Luxury Platform & SEO Analytics Concept should explicitly look at development opportunities the Internet offers.

Where possible, use of resource capacity released to the benefit of The Luxury Platform & SEO Analytics Project. Work processes and procedures where necessary and in consultation with stakeholders appropriate to the nature and extent of the Delta Project.

ORGANIZATION DELTA MEDIA

Core Team

The core team is a small group of stakeholders and interested parties at Delta GBE. The core team includes the project coordinator and representatives from the relevant project partners.

Rudy Deighton at Delta GBE is the primary contact point and contact point for all activities and carry out business for all concerned.

- Ceo & Project Coordinator Core team Rudy Deighton
- International Project Manager UAE manager

Management team Delta GBE

- Delta GBE: Project & Event manager (Robert Deighton),
- Delta IT Systems: Engineer manager (Erik van der Geest,
- Delta GBE: Designer Brand & Marketing (Rudy Deighton)
- Delta GBE: Hardware & Software (It-Team Delta GBE)
- Delta GBE: Digitale Audio & Visual Designer (Delta Media)
- Delta GBE: SEO & Analytics (It-Team Delta GBE)

- Communications Staff (Heleen van Schuppen)
- Office Staff UAE

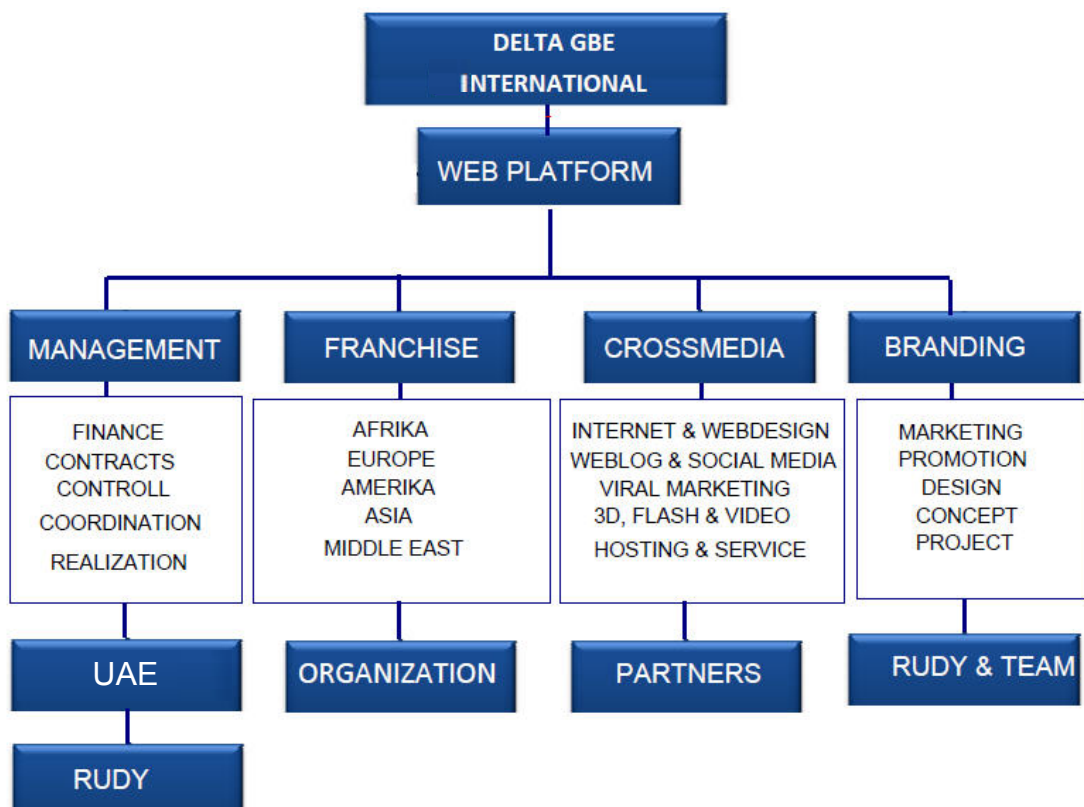
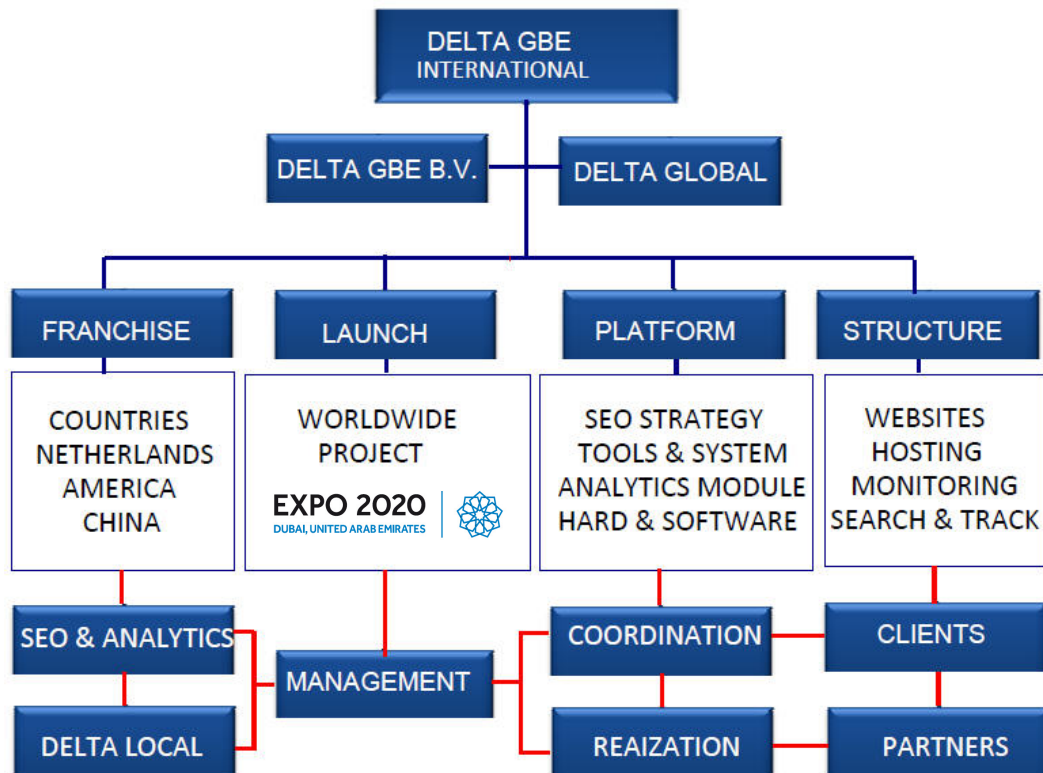
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GOLF BUSINESS & EVENTS

AD93@, L3F; A@



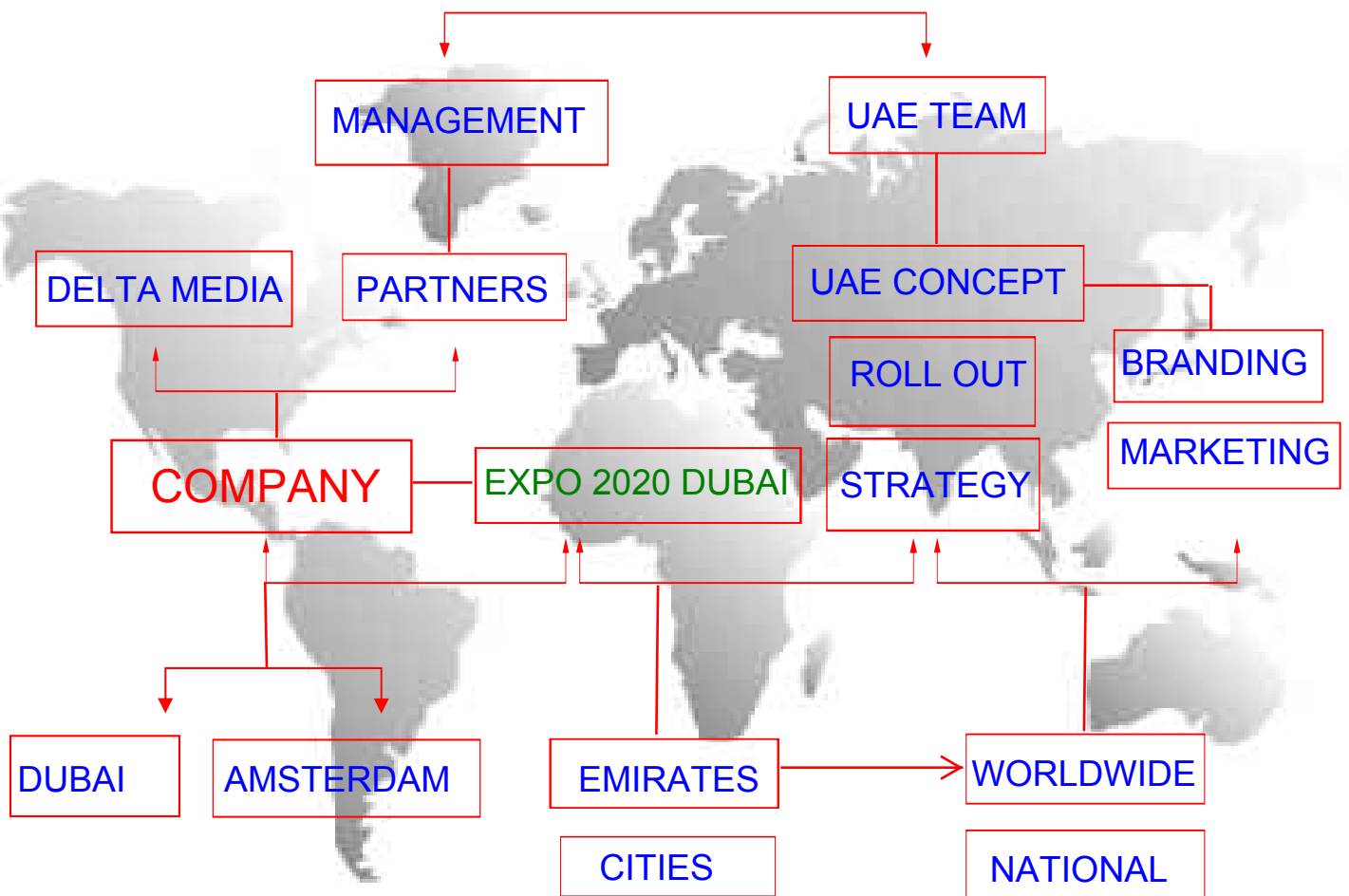
CORPORATE STRUCTURE



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8FGD7CORPORATE STRUCTURE

UAE BUSINESS PLAN WORLDWIDE



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BRAND & MARKETING STRATEGY

THE UAE GOVERNMENT, EMIRATES, CITIES & FIRM BRAND STRATEGY

Branding will be performed through the development and roll-out of content, products and services for Internet segments of Delta GBE.

Branding is a specialized and unique way of approach to brand names by promoting different kinds of products, services in a consistent manner. Branding is the result of delivering high-quality services and products against a high level of performance, in which way the reputation of the brand name is established.

This is why Rudy Deighton created the unique Online Concept named: The Luxury Platform & UAE SEO Analytics, that breaks new ground. Delta GBE has put all products and services in this concept. Delta GBE stands for marketing, promotion and launches activities, high quality SEO, Analytics and tracking concepts, products and services.



We distinguish the following concepts, SEO & Analytics product and service levels:

Delta GBE SEO & Analytics System:

1. Core Business Services & Products such as:
 - The Luxury Platform
 - Delta Hardware & Software tools
 - Delta Brand Concepts
 - Visual Content Solutions
 - Delta Server Monitoring
 - Network Operation System
 - SEO & Analytics Solutions
 - Internet Security systems
 - Delta Visual Digital systems
 - International Monitor System
2. Multi Media Distribution System and Services
3. In Store Marketing and Narrow Casting Systems & Services
4. Integrated Systems (VoIP, Data, Processing) & Services
5. International Digital Portals & Communities
6. Building websites, webshops & webmalls
7. Webcasting (Tickertape) & RSS (Really Simple Syndication)
8. Database Marketing, Customer Profiling
9. Collaborative Marketing: Event Marketing & 1-to-1 Marketing based on profiles
10. Loyalty Products and Billing
11. Designing and realizing Events & Congress
12. Pos systems

OBJECTIVES AND BUILD-UP DELTA GBE BUSINESS PLAN

The strategy described in this plan is especially designed to handle the Delta GBE SEO & Analytics Project.

The objectives of the Delta GBE Business Plan are:

- To set the ground for a project to realize the Delta GBE SEO & Analytics Project” to a unique combination of search tools, sites, Internet events and happenings on the Web globally
- Deliver a complete Business plan for the Delta GBE SEO & Analytics Project
- Deliver this Business plan on a unique and professional way
- Using all important points inside the Brand Architecture from the Delta GBE company.
- Deliver financial planning, sponsoring and concrete forecasts .
- Deliver the playgrounds for distribute the Delta GBE SEO & Analytics Project International .
- Give insight into investment needs . Etc....

DELTA

ANALYSE STRATEGY

DELTA GBE - UAE ANALYSE STRATEGY-

First the International Market is analysed for the Delta GBE SEO & Analytics Project. We distinguish five different market sectors on which Delta GBE will focus in the coming months till 2015:

1. The SEO & Analytics Market
2. The Advertise Market
3. The Business-to-Business Market
4. The Social Media Market
5. The Brand & Marketing Market

The country potential for the Delta GBE SEO & Analytics Project, in short, is defined and the perception of the Delta Organisation, both and Branding concepts and commercial department P & R are studied. Next, a competitor analysis is made and strategic business partnership potentialities are described. The SWOT Analysis will also be used for the foundation of the Business Strategy.



A further so-called Conceptual Analysis studies the Unique Product Qualities of the Delta GBE SEO & Analytics Project Concept, products and services. This, together with the answers on three questions, namely:

1. What kind of strategy, marketing or Business plan is Delta GBE using?
2. What's the unique way Delta GBE, created to launch the project globally?
3. How do we deliver our message and content to all the countries, visitors, firms and goals?
and the Critical Success Factors finally form the issues for the Business Strategy.
(Delta GBE SEO & Analytics)

The Delta GBE SEO & Analytics Business Strategy is then defined and described in five steps to success:

1. Concept & Project Philosophy (Thinking out Of the Box)
2. SEO & Analytics Concept
3. Special Approach International
4. Corporate International Strategy
5. Branding the Delta GBE SEO & Analytics Concept
6. Digital Portal & servers
7. Internet facility
8. Launch & Monitor

and four areas each:

1. Know-How
2. Professionalism
3. Products & services
4. Concepts

Next, the Marketing Mix (Content, Promotion, Product, Place and People) is given and the Global Approach is described for the short, middle and long term.

The Delta GBE organisation structure is described generally. Next, the most important issue, is the Financial Paragraph. The Financial Paragraph explains the Financial Plan (see annex 1 beneath).

In this section Delta explains how the Revenues will develop the coming three years, how much personnel is needed with what qualifications, what the costs will be to realise the revenues, what investments are necessary against which depreciation rules, what the liquidity prognosis will be from month to month, what the profit will be the coming years (Exploitation Prognosis) which will result in three Balances. Finally, the ratios and graphs are given.

In four annexes the following is described:

1. The Delta GBE Financial Plan
2. The Product Data Sheet of Delta GBE, describing in detail what the technological impact of Delta GBE is
3. A few Example projects of the last years, giving an idea of the diversity of practical use of Delta GBE
4. Conferences of the last years in which Delta GBE has participated

DELTA

UAE MARKET ANALYSIS

DELTA GBE -UAE MARKET ANALYSIS-

MARKET SEGMENTATION

The Internet sector is based on visitor types. Therefore Delta GBE has designed a Brand Name for:

1. The UAE internet Market
2. The UAE Business Market
3. The Professional UAE Engineers Market.

UAE CORPORATE BRANDING

A good and well-known brand is a very important marketing issue. The Delta Brand positioning is clear and consistent. The approach (how) is moving from existing ground (it's business as usual), via cross over (its unusual but fresh!) to new ground (it's business unusual).

The Delta Brand mix will be as follows:

1. Functional Benefits (reasons)
 - a. UAE World Introduction & Launch
 - b. By Internet & Social Media
 - c. Boost, Tracking & Analytics Strategy
 - d. Web Sites Strategy
2. Emotional Benefits
 - a. Rejuvenation
 - b. Enrichment
 - c. Creativity
 - d. Reward
3. Core Values
 - a. Fusion
 - b. Can do
 - c. Authenticity

ROLL OUT THE UAE MARKETING SEO & ANALYTICS PROJECT

The Roll-Out process balances ambition with operations, capability and commercial reality.

1. Phase 1: UAE Country Project Launches
 - a. US – Washington, Middle East – Dubai, Europe – Amsterdam, Asia – Singapore, Russia – Moscow
 - b. Fiscal 2016/2018
2. Phase 2: Target UAE Project Partners Engagement
 - a. In all core countries
 - b. Fiscal 2016/2018
 - c. Target engagement will commence during fiscal 2016/2018 but will be adequate and appropriately resourced and commercialized in the following fiscal year
3. Phase 3: Targeted “Above-the-line” WEB Advertising
 - a. In all core business environment
 - b. Fiscal 2016/2018
 - c. Targeted above the line advertising will commence during fiscal 2016/2018 but will be adequate and appropriately resourced and commercialized in the following fiscal year

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DUBAI, UNITED ARAB EMIRATES



Business Plan



DELTA

CONCEPTUAL & ANALYSIS

Conceptual Analysis

The Conceptual Analysis studies the Business Case given the results of the UAE Market Analysis and the Offering of products and services of Delta GBE. From this, the best mix of products at the best moment and the best place, can be triggered.

Considering the marketing levers, we distinguish the following Marketing Issues:

1. Phases in the Mind Set of Customers/Audience
from Product to Visitor
2. Changes in the Value Chain
from Demand Creation to SEO & Analytics Result
3. UAE Strategy Focus change
from Sources of Volume to Tracking Leverage
4. Fundamentals that underpin all Marketing Efforts:
 - a. SEO Tracking System
 - b. Forward Monitor Planning
 - c. Analytics Consistency
 - d. System & Software Asset Development
 - e. Performance Search Management
 - f. Capability Development.

Within automated tracking offering in which channels like internet, media like community portals, web malls, social media, blogs, webcasting, etc. together with relevant content and search actions are used to leverage the triggering with suspects, prospects and customers into groups of visitors, we distinguish four relevant issues:

1. UAE SEO Campaigns
Search Campaigns are set up to track visitors with the project
2. People
People are the visitors/customers and thus objectives of the SEO campaigns; within automated marketing offerings people should be identified and the identification should be authenticated
3. Connections
People must be interested into doing business; this results in connections of people with content; within automated marketing offerings these connections are registered as transactions
4. Content
The content of the Internet/website actions: not only information via websites and social media, but all relevant information for connections.

These relevant issues will have to be met in the automated offering. In other words, SEO Campaigns must be manageable. People within the offering must be identifiable with a high level of accuracy that the people we are dealing with are really visitors (authentication). Quality content/information must be used to persuade people into leveraging the value chain. And, finally, transactions must be used to give feedback to management processes.



DELTA

CORPORATE PRODUCT QUALITIES

DELTA CORPORATE UPQs

The Unique Product Qualities of Delta GBE are:

SEO & Analytics Products & Services

- Delta GBE delivers a unique SEO & Analytics Concept an special designed UAE Business plan and a unique set of superior search tools, hard & software and services that can be used to retrieve higher retention rates and better tracking results against lower costs.
- The products and services can be combined into new marketing approaches like
 - SEO & Analytics systems, tool, hardware and software
 - Internet Web Platforms
 - Brand, Marketing & Promotion
 - Commercials & Advertising
 - Web Portals, Internet Sites & Communities, Web Malls and Web Shops
 - Webcasting (tickertape), RSS (Really Simple Syndication)
 - Database Marketing (Profiling, RFM Analysis, Loyalty Management, etc.)
 - CRM
 - Integrated SEO systems with products like
 - N.O.C (Network Operation Centre)
 - Monitor Modules
 - Level & Tracking Platforms
 - .
 - Interactive SEO & Analytics with products like
 - Automated Customer Profiling
 - Profile Based Geographical Monitoring
 - Interactive Launch facilities
 - One-to-One Marketing
 - Search Event Marketing

to deliver the highest competitive tracking results to our customers

Smooth Operations

- Delta GBE has its own NOC-Network Operations Centre for monitoring SEO & Analytics activities, monitoring, distribute content, security, server control and certify the best possible operations all controlled in one hand.
- Delta GBE has Business Partners like advertise and sponsoring deliver partners, International connections, enormous Business Database with addresses Worldwide and with extensive operational Analytics data for co-location and outsourcing

Profit Potential

The products and services deliver:

- The most sophisticated marketing offerings possible in which way branding processes can be highly automated
- The highest retention rates
- The most loyal customers/ambassadors
- Revenues on casted content (third party advertising) resulting in a higher sales and revenue volumes delivering better profit margins resulting in higher profit



DELTA

SEARCH MARKETING

ONE-TO-ONE SEARCH MARKETING

With the knowledge of the preferences and interests of the customer, the content in all kinds of locations like, the Internet, websites, blogs, social media, youtube, ebay and (virtual) marketplaces can be individualised.

One-to-One Search Marketing, SEO & Analytics Marketing and Tracking visitors will eventually merge together into One-to-One Search Results. This will have a highly positive effect on sales and of profit.

The combination with third party of tracking and boosting can result in significantly higher sales and promotion of up to 20 to 40 percent and profit of more than 30 percent.



Combined with loyalty programmes, sales and profits can be raised to an even higher level. Besides the effect on sales and profits, there is an extra effect: revenues through third party advertisements. With SEO & Analytics, Integrated Systems and Interactive Search extra revenues can be gained through casting third party advertisements on the Internet.

It is estimated that the costs for the Delta GBE, SEO concepts, products and services can fully be covered by the third party advertisement revenues, thus delivering extra customer loyalty and, with that, higher sales rates and higher profit for ... nothing.

Why The Luxury Platform? It has special SEO & Analytics concepts, products and services on all levels of the Internet product range, with, on every level significant distinguishing products of higher quality and services which result in higher sales, profits and customer retention for all Internet customers.

Delta GBE offers, besides the SEO & Brand concepts, businessplans, products and services, turn-key solutions, lease concepts, loyalty programmes, Live Web and broadcasting systems, sponsoring solutions, advertising solutions and content delivery provisions.



DELTA

WORLD OF EXPERIENCE

WORLD OF EXPERIENCE

But these Delta products and services are still statically SEO marketing actions and approaches customers as viewers. Integrated SEO Systems combine several search loyalty tools to get higher retention rates and real visitors.

Finally, the interactive approach delivers a dynamic “world of experience” to customers in that they are directly addressed in the market place with information, pictures, video, products or services they really are interested in.

With the Delta products and services tracking becomes more and more an “art of experience”. The added value of the before mentioned Delta products and services thus not only delivers higher sales volumes with loyal customers and higher visiting rate, but the added value of each level plays a significant role in the distinction between one brand and the other.



DELTA GBE UAE STRATEGY

Vision

By 2016, The Luxury Platform & UAE SEO Analytics concept is a global Brand for the Internet & business Industry.

Mission

To move The Luxury Platform Concept into the Top 20 of the Global List “Most Important Web Facility

1. **Launch The Luxury Platform & SEO Analytics from the UAE.**
the launch is first tested ‘live’ at several websites and feedback of firms is used to adjust offerings and pace
2. **Acceptance,**
the global roll-out with new offerings
3. **Appreciation,**
more (60) countries will be involved, more Delta products and services added to the partners
4. **Applause,**
people worldwide get enthused by the offering
5. **Astonishment,**
this is really great: The Luxury Platform & SEO Analytics concept will conquer the Internet.

DELTA

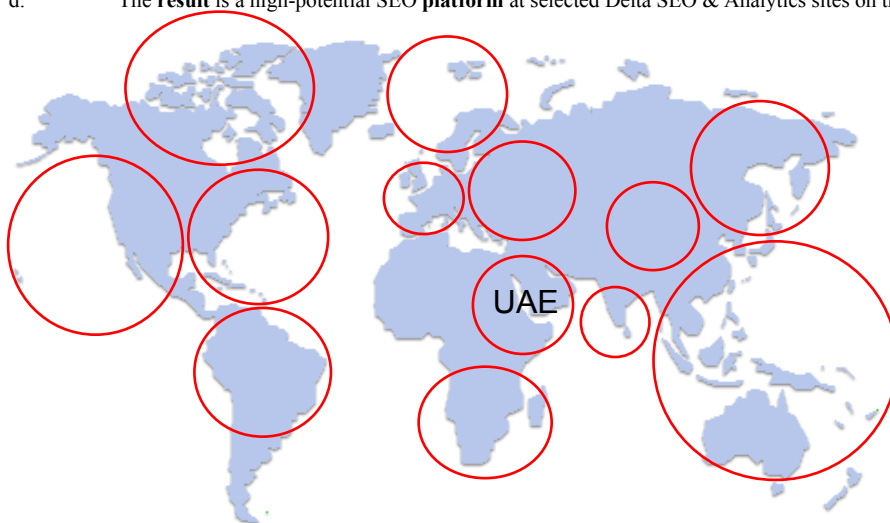
GLOBAL FOCUS STRATEGY

FOCUS UAE STRATEGY

Delta GBE focus Strategy into 4 areas (focus, geographical area, SEO products & services and result):

1. Presence

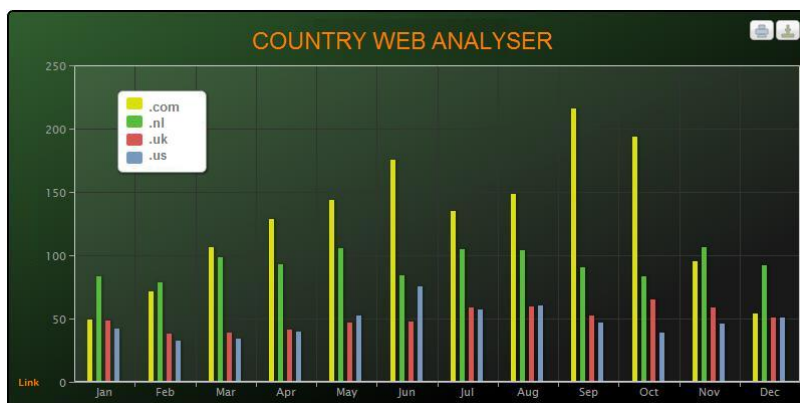
- a. The **focus** is on realizing The Luxury Platform International launched in The UAE **2017** by the internet. The **geographical area** is the US, South America, Europe, Asia, Middle East, South Asia
- b. **Delta GBE Products and Services** delivered are:
 - i. SEO and Analytics Software, Hardware & Systems
 - ii. Web Platform at Internet location
 - iii. Business & Industry Community
 - iv. Tracking Portal with related SEO & Analytics product offerings in a Web Environment
 - v. Introduction of a simple Click Payment system
- d. The **result** is a high-potential SEO **platform** at selected Delta SEO & Analytics sites on the internet



2. Acceptance

- a. After the initial entry the **focus** is to penetrate the domestic Web market in **2016** and develop other marketing concepts as strongholds for Tracking.
- b. The **geographical area** is Australia, Western Europe, South Africa, Japan, Indonesia, Hong Kong and Asia, especially the domestic market
- c. **SEO & Analytics Products and Services** delivered are:
 - i. Delta SEO Click Credit Card, as a means to deliver a loyalty SEO programme and monitor search, brand & marketing campaigns
 - ii. Internet Events, NarrowCasting and webcasting promoting:
 1. Concepts from our Activities
 2. Concepts from our Future Strategy
 3. Connecting Delta International Client Database of the Web
 - iii. Webcasting (tickertape) as a means for community building and revenue generator
 - iv. "Recognition": SEO Software welcoming identified community visitors on the site and dynamic websites

The result is **acceptance** and laying the foundation of the Luxury Platform community



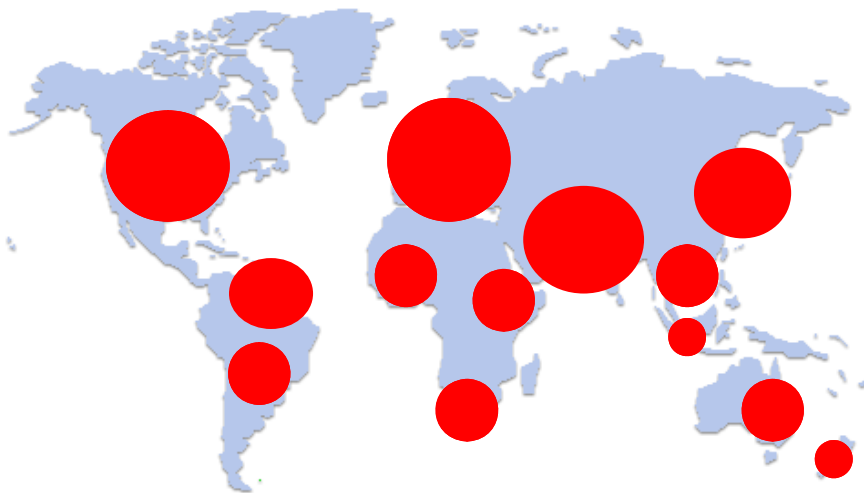
DELTA

GLOBAL FOCUS STRATEGY



3. Appreciation

- a. The **focus** in 2017 is the further development of the Brand Name, introduction of new Marketing & Analytics issues and further global roll-out, especially by community build via internet, growth of SEO Web locations and specialized International Web Marketing Campaigns
- b. The **geographical area** is the world City developing the existing coverage in New York, London Paris, Dubai, Tokyo, Johannesburg, and Amsterdam.
- c. **SEO & Analytics Products and Services** delivered are:
 - i. Introduction of the Delta SEO & Analytics Loyalty Programme with several SEO products
 - ii. Integrating Delta SEO System in the Luxury sector in the loyalty offering
 - iii. Digital Visual Platforms dedicated to brand the Delta GBE SEO & Analytics Concept
 - iv. 3D Monitor web sites
 - v. Further development of the Delta GBE SEO & Analytics International Experience
 - vi. Marketing actions like delivery of free SEO Click cards at International Airports for VIP business managers based on bonus balance, etc.
- d. The result is **appreciation** for delivering high-result offerings. By then Delta GBE will be globally associated with SEO & Analytics Concepts in every business, government sector at all levels

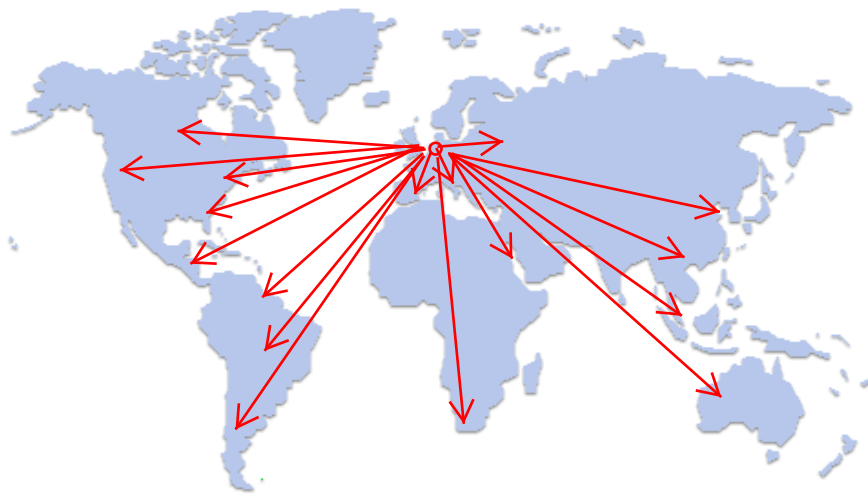


DELTA

GLOBAL FOCUS STRATEGY

4. Applause

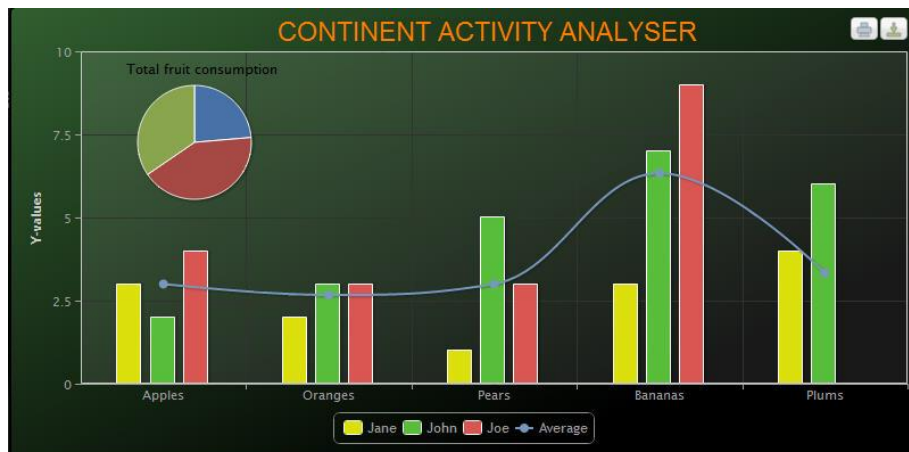
- a. The **focus** in **2017** is the introduction of new SEO & Analytics tools and roll-out geographically. The Internet Strustrue will then be prepared and ready for new technology "Internet 4.0"
- b. The **geographical** expansion is extended.
- c. **SEO & Analytics Products and Services** are introduced to develop the SEO Future Experience
 - i. 1-to-1 SEO & Analytics Marketing and Event Strategy based on membership profiling
 - ii. Product, person and information Search & Analysis Technology and database analysis
 - iii. Lifecycle SEO Marketing (from visitor to ambassador) with follow-up marketing campaigns and SEO & Analytics actions to raise the retention rates
 - iv. Interactive Search through fast recognition and dynamic SEO content offerings
- d. The **result** of this integrated approach is called: **Applause** for this globally accepted and associated new SEO & Analytics Technology and of course high expectancy for the coming web structure.



5. Astonishment

The **focus** in the year **2017** is the Partner & Visitor Results. Delta GBE is accepted as a SEO Brand worldwide,

The **geographical** focus is **global**. More and more Delta GBE SEO & Analytics tools are introduced. **SEO & Analytics Products and Services** in this year are totally focused towards to rules the Web



DELTA

GLOBAL FOCUS STRATEGY



FINANCIAL UAE PROGRAMME PLAN

In this Financial Programme Plan a prognosis amount of the costs and revenues will be given this year and for the Future. Costs and revenues are highly dependent of the realisation finishing all the UAE SEO products, systems, tools and services used, by Delta GBE for the UAE SEO & Analytics Project.

Investment & Development Planning

Delta GBE suggests that on a 1-5 yearly base the following must be agreed upon:

1. The services and products that will be introduced this year and in the next following years
2. The revenues from SEO Search Analytics, Tracking, webvertising, site advertising, third party services
3. The revenues from Country Fee, Membership Fee, Click credit card transactions and loyalty transactions
4. The hire costs of SEO & Analytics products: initial, per week, month, quarter, and year
5. The costs of Search, Brand & Marketing services: initial, per transaction and fixed costs
6. Investments in Office, web Platforms, servers, hardware, software and management.

Costs must be distinguished between Delta GBE, UAE Project & Business Partners, advertisers and third parties.

Based on these figures a year(s) plan can be derived and managed. From the financial data, decisions can be made to postpone or hasten the introduction of new products and services.

In the following paragraphs the costs and investments of the first step, building presence, are given together with the revenues that are possible from advertising.

Building Presence: Costs & Revenues

The major investments are:

1. *Tgcrlucwqp'qhThe Luxury Platform"& The UAE Business Plan & Concepts'i nqdcn*
 - a. *Y gd'ldog'Locations / Ugt.xgtu*
 - b. *Tqnl'qw'ij g'Kpvtpevqpcnldt cpf "& marketing'lat cvgi {*
 - c. *Sales en PR'Ut cvgi {*
2. *UGQ'l "Cpctf'vku'Hard & Software, tools*
3. *Internet'rvc'vltto u & Fli kcnl'Portals*
4. *Eqtrqt cvg'Communication & Commercials*
5. *Ugctej 'Gpi lpgu'Content & Information*
6. *Acpcrf'vku'O qpkqt 'Rrv'vltto o 'l "O qf wgu*

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GOLF BUSINESS & EVENTS

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FINANCIAL INVESTMENT

DELTA GBE FINANCIAL INVESTMENT PROJECT

Facility	Objectives	Costs	Total
Design & Realisation Luxury Platform Concept (4 maanden afronding concept design team)	Final Globally Design	€ 200.000	€ 200.000
Projectmanagement team (monthly/2 year)	9 persons	€ 2.500	€ 540.000
Office Delta GBE	24 months	€ 2.500	€ 60.000
International Marketing, promotion	Brand Concept	€ 150.000	€ 150.000
Office supply, paper & print	prognose	€ 25.000	€ 25.000
Office Facility interior	prognose	€ 125.000	€ 125.000
SEO Analytics Homepage costs	60 Countries	€ 4.000	€ 240.000
Servers, SEO & Analytics Software costs	60 Countries	€ 5.000	€ 300.000
Video & Presentation production costs	prognose	€ 160.000	€ 160.000
Telephone & mobile phone costs	prognose	€ 35.000	€ 35.000
ICT hard & software	prognose	€ 160.000	€ 160.000
International Sales Management & activities	60 Countries	€ 200.000	€ 200.000
Total Final Costs from 2014 till 2016 all paid			€ 2.195.000

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GOLF BUSINESS & EVENTS

PROGNOSE



DELTA

UAE BUSINESS PLAN

ROLL OUT INTERNATIONAL UAE BUSINESS PLAN

Activity Schedule UAE Business

Plan: Year 2014 untill

- 2nd quarter 2016

- o Terminate the design phase of the total Luxury Platform Concept
- o Terminate the design phase UAE SEO & Analytics International Brand & Marketing Concept
- o Terminate the design phase Luxury Platform "UAE Country" Strategy
- o Terminate the design phase online UAE Media International "Web & Social Media Platform"

- 3rd / 4th quarter 2016

- o Starting phase & realisation of the UAE "Network Operation System Center"
- o Starting phase of the International online UAE "Web & Social Media Platform"
- o Starting phase & realisation of the International UAE SEO & Analytics Project
- o Start realizing UAE"Brand Marketing & Promotion Concept"

- 1st quarter 2017

- o Continue realizing additional Luxury Platform, UAE SEO & Analytics Concept
- o Continue realizing additional International Online Luxury Platform
- o Continue realizing additional The UAE Brand & Marketing Concept

- 2nd, 3th and 4th quarter 2017

- o Continue realizing additional Luxury Platform - UAE Concept - Online Roll Out

Financial projection Luxury Platform and UAE SEO & Analytics Project

Projection income and marge

Period Mai 2014 - December 2016:

- o Start Realisation Investments (Finshed)
- o 2017 Roll Out Prognoses
- o Turnover
- o Local & International Investments Plan
- o Upgrades & Design

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FINANCIAL TURNOVER UAE PROGNOSIS

DELTA GBE : =B5B7=5@'HI FBCJ 9F UAE PROGNOSIS

	Prognose	Prognose	Prognose	Prognose	Prognose	Prognose
	2017	2018	2019	2020	2021	2022
60 Countries Membership Fee	€ 300.000	€ 330.000	€ 370.000	€ 400.000	€ 440.000	€ 480.000
60 Countries Total Fee(x1000)	18.000K	19.800K	22.200K	24.000K	26.400K	28.800K
Corporate Membership						
Payed Advertising	€ 500	€ 550	€ 600	€ 650	€ 700	€ 750
Payed Banner (weekly)	€ 800	€ 850	€ 900	€ 925	€ 950	€ 975
60 Countries Corporate Clients	3000	6000	9.000	12.000	18.000	30.000
Advert Income Corporate Clients	1.500K	3.300K	5.400K	7.800K	12.600K	22.500K
Corporate Clients Income Fee	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Clients Members in 60 cities	120.000	163.200	204.000	312.000	420.000	720.000
ClientsMembersInternational	1.500	2.000	2.500	4.000	5.000	6.000
Clients Members UAE National	500	700	900	1.200	2.000	3.000
SEO & ANALYTICS FEE	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Pay per click	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search by keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Test new campaign	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring International	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring National	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring on product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 5
Monitoring on Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Click Through Rate	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search Constituents (Leads)	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Create unique Visitors	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Project Launch Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high bid keyword	€ 35	€ 40	€ 45	€ 50	€ 55	€ 60
Search highly relevant keywords	€ 45	€ 50	€ 55	€ 60	€ 65	€ 70
Sub Total Prognose Turnover	3.000K	4.896K	7.140K	12.480K	18.900K	36.000K
Total Prognose Turnover	22.500K	27.996K	34.749K	44.280K	57.9000K	87.300K
K=x1000/million	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000

DELTA

FINANCIAL TURNOVER UAE PROGNOSIS

DELTA GBE FINANCIAL TURNOVER UAE PROGNOSIS

	Prognose	Prognose	Prognose	Prognose	Prognose	Prognose
	2017	2018	2019	2020	2021	2022
120 Countries Membership Fee	€ 300.000	€ 330.000	€ 370.000	€ 400.000	€ 440.000	€ 480.000
120 Countries Total Fee (x1000)	36.000K	39.600K	44.400K	48.000K	52.800K	57.600K
Corporate Membership						
Payed Advertising	€ 500	€ 550	€ 600	€ 650	€ 700	€ 750
Payed Banner (weekly)	€ 800	€ 850	€ 900	€ 925	€ 950	€ 975
120 Countries Corporate Clients	3000	6000	9.000	12.000	18.000	30.000
Advert Income Corporate Clients	18.000K	19.800K	21.600K	23.400K	25.200K	27.500K
Corporate Clients Income Fee	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Clients Members in 120 country	120.000	163.200	204.000	312.000	420.000	720.000
Clients Members International	1.000	1.360	1.700	2.600	3.500	6.000
Clients Members National	500	700	900	1.200	2.000	3.000
SEO & ANALYTICS FEE	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Pay per click	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search by keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Test new campaign	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring International	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring National	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Monitoring on product	€ 25	€ 30	€ 35	€ 40	€ 45	€ 5
Monitoring on Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Click Through Rate	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search Constituents (Leads)	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Create unique Visitors	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Project Launch Tracking	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high keyword	€ 25	€ 30	€ 35	€ 40	€ 45	€ 50
Search on high bid keyword	€ 35	€ 40	€ 45	€ 50	€ 55	€ 60
Search highly relevant keywords	€ 45	€ 50	€ 55	€ 60	€ 65	€ 70
Sub Total Prognose Turnover	3.000K	4.896K	7.140K	12.480K	18.900K	36.000K
Total Prognose Turnover	57.000K	64.296K	73.140K	83.880K	96.900K	121.100K
K=x1000/million	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000	€ 1000

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GOLF BUSINESS & EVENTS

CHANGES IN THE FUTURE



DELTA

8FGD7CORPORATE STRUCTURE

THE UAE BUSINESS PLAN 2017

UNITED ARAB EMIRATES

A UNIQUE CONCEPT TO BRAND, INFORM AND PROMOTE



DELTA

THE &FGD7

... We aim in becoming
THE WORLD'S No.1 LEADING
for the title of the Middle East's
financial an commercial capital.



DELTA

UAE DIGITAL STRUCTURE

WE HAVE THE WORLD'S FINEST MARKETING TOOLS

-
- Business Plan
 - Brand Strategy
 - Crossmedia System
 - Newmedia Tools
 - Social Media
 - Viral Marketing
 - SEO & Analistic
 - Digital Content
 - Vlogs & Blogs strategy
 - Online platform
 - Luxury web sites
 - Media Structure
 - Video Web Platform
-

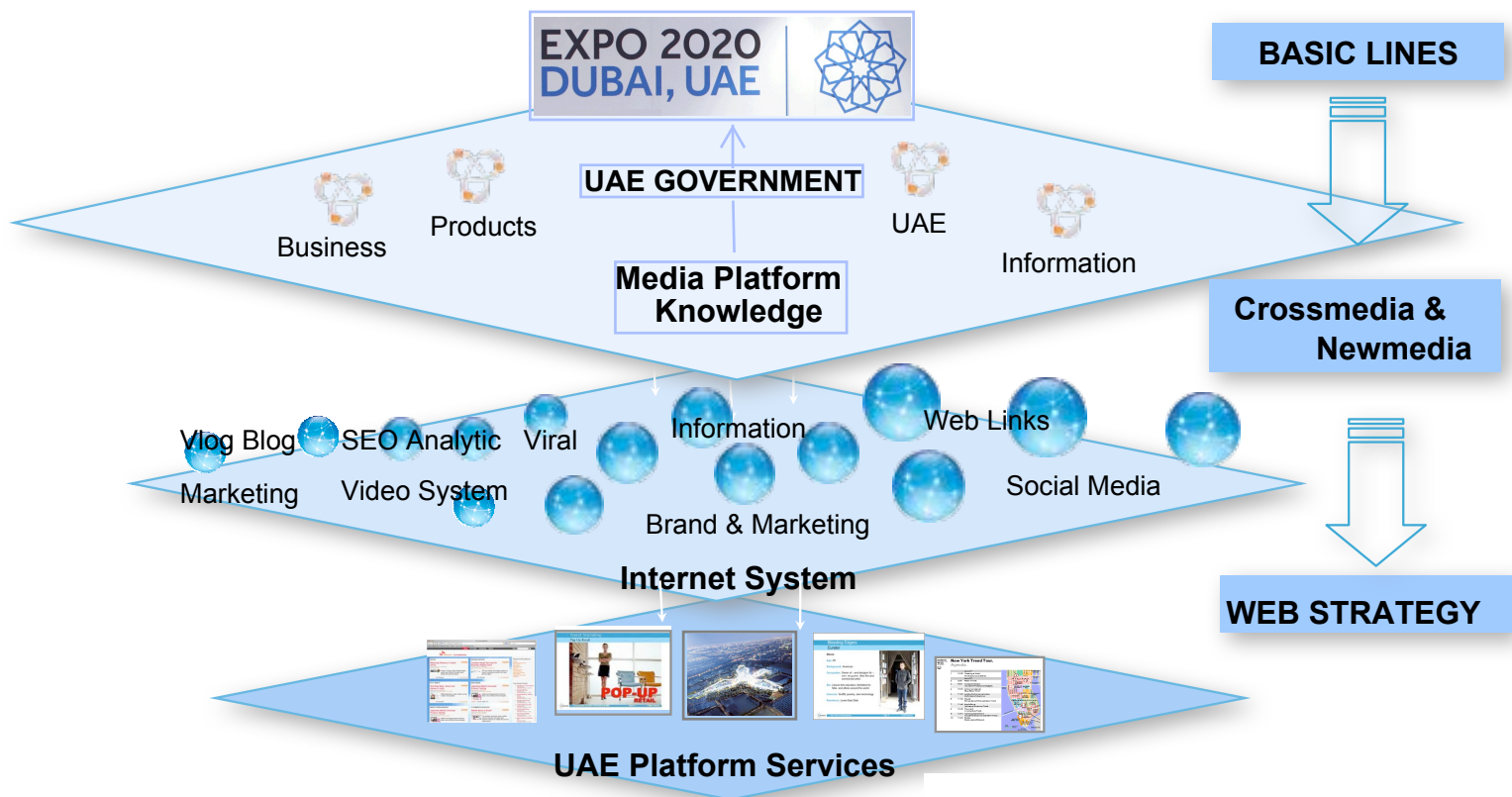


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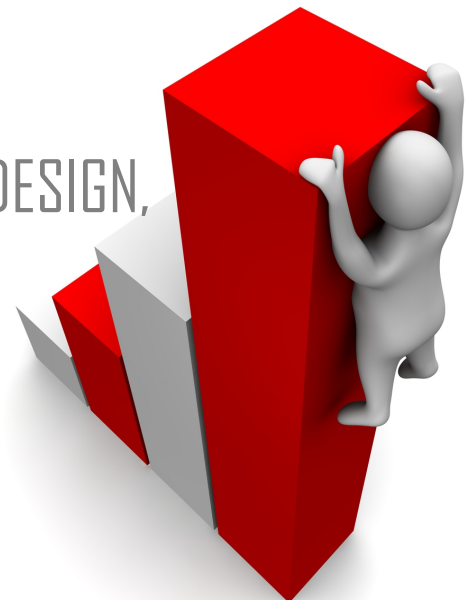
ONLINE CORPORATE STRUCTURE

UAE Media Platform Methodology

Basic Filter: 3 Layers of Analysis



WE ARE SYNONYMOUS WITH PERFORMANCE DESIGN,
INDIVIDUALITY AND ALSO GROWTH



DELTA

WORLDS & FGD7 PROGNOSIS

WHAT WILL THE FUTURE BRINGS US?

EXPO 2020

DUBAI, UNITED ARAB EMIRATES



EXPO 2020
DUBAI, UAE





Sustainability

Rising gas prices, warnings of the forthcoming climate crisis, and frequent catastrophes like the wildfires in Alaska or hurricane Katrina increase the importance of ecological values. Groups and individuals – throughout all social classes – are developing strategies of dealing with this new awareness and how to do their part to protect the earth.

Reducing consumption and increasing clean energy are all receiving more investment and consumer interest.

*...tomorrow's
Life*

MOBILITY

Urbanization

By 2030, three out of five people will live in cities.

This massive urbanization of the world will pose more than an urban planning problem – it will also shape the future of politics, environmental policies, and economic models.

New urban economic realities will require strong action and organization from municipal governments, while networked urban and suburban areas will demand smart energy and mobility infrastructure.

All these challenges must be faced with an eye towards environmental protection and sustainability.

*...tomorrow's
Life*

DELTA

8FGD7CORPORATE STRUCTURE



Yacht Show- 26. September 2008

Connecting Minds

Creating the Future

Our lives are becoming increasingly digitized - from the ways we communicate, to our entertainment media, to our e-commerce transactions, to our web research.

Each World Expo carries a central theme of “universal concern to all of humanity”. Expo 2020 Dubai’s theme is ‘Connecting Minds, Creating the Future’. It recognises that generating sustainable solutions to global problems demands collaboration across cultures, nations and regions.

It is a reflection of the modern world: connected as never before, and changing with great speed. Today, the world’s biggest accommodation provider owns no hotels. The largest software providers do not write the apps they sell.

The number one retailer stocks no products and the most popular media organisation in the world creates no content. These companies have each recognised the value of sharing and collaboration, made possible by new technology. They empower people to say and do things differently; to connect with others, and to create something new.

... tomorrow's
Life



Global Nomadism

Globalization has reshaped our sense of self and home. People are more multicultural and mobile than ever before, and national borders hold less meaning.

Today's global nomads often split their time between different cities and countries, relying on new innovations in communication technology to stay connected to their family and business partners.

They may travel for a few days or set up long term residencies in their new lands.

New transportation options allow them to reach all corners of the world.

*...tomorrow's
Life*

DELTA

8FGD7CORPORATE STRUCTURE



Individualization

Mass customization – the desire for companies to satisfy the needs of individual consumers while reaching and maintaining a large market without increasing costs – is driven by business imperatives. Individualization is often more of a consumer driven phenomenon: the ability to express personality by choosing which features and decorative styles are built into desired products and services.

*... tomorrow's
society*

DELTA

8FGD7CORPORATE STRUCTURE



Simplexity

This changes in society redefine the marketers challenges: While between 1970 and 2016 it was the marketers challenge to reduce the customers frustration and to oost his lust.

In the future he has to reduce the consuments tress and boost his pleasure.

Future marke- ting has to be personalised and has to make decision making more customer-friendly.

.....tomorrow's
aims

DELTA

8FGD7CORPORATE STRUCTURE

A woman with dark hair is looking down at a smartphone in her hand. The background is slightly blurred, showing what appears to be an indoor setting with a window.

Educated Consumer

With increased access to information and communication, today's consumer is more discerning than in the past, and have higher expectations from the products and services they use.

Due to mass adoption and development of the Internet, people have access to more information than at any other point in history. Industries are realizing that educated consumers can do their own product research, and easily compare competing services against each other.

*...tomorrow's
Life*



OPPORTUNITY

Communities

Through the globalization of media, travel, and communication, consumers are actively seeking communities of interest.

Digital communication allows them to meet and exchange information in previously unforeseen ways. Innovative companies tapping into this potential by participating in, harvesting, and developing their own social networks and communities.

*...tomorrow's
Structure*

DELTA

& FGD7 CORPORATE STRUCTURE



Selfness

After the wellness-boom, future gurus have started to talk about selfness.

A new word has therefore been coined, trying to explain the plethora of new behaviours, activities and products towards wellbeing. In an unstable and restless scenario, like our current society looks like, people are not only searching for wellness but are attempting to build up strong, enduring inner skills and know-how to improve their life.

The goal is clear: reaching a lasting change for a healthier personality.

Selfness is about one's core identity: spiritual, physical and social dimensions in a dynamic and holistic perspective.

*...tomorrow's
aims*

DELTA

8FGD7CORPORATE STRUCTURE



Aging

The United Nations forecasts that the world population of people 65 and over, currently at 472 million, will reach 598 million by 2017 and 823 million by 2025. A quarter of Japan's population will be 65 years or older by 2018. Almost every third citizen in The Netherlands or

Germany is a "best-ager" (50 or older). In the US, by 2016, adults 45 and older will outspend younger adults by \$1 trillion (\$2.6-\$1.6 trillion). The generation in their prime will soon have to care for this

growing demographic of older people. This will demand new solutions for elderly care, and increase the demand for nursing homes and in-home nursing care. Researchers, doctors, and scientists are now exploring new possibilities in robotics, surveillance, RFID tagging, and gene-therapy.

What about the Middle East, UAE or Dubai?



*...tomorrow's
Life*

DELTA

GOLF BUSINESS & EVENTS

UNITED ARAB EMIRATES SEO & ANALYTICS SYSTEM



DELTA

SEO & ANALYTICS PROJECT



CORPORATE OFFICE STRUCTURE International



DELTA

ABOUT THE UAE SEO & ANALYTICS

What is the UAE SEO & Analytics?

- Search marketing is leveraging search engines such as Google, Bing, and Yahoo to market your company, brand, or product via paid and editorial search engine results
- Ensuring your company is featured prominently in search results when people enter keywords or phrases related to your business.
- Two Primary Components
 - Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM), a.k.a. Pay Per Click (PPC)

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The Value of UAE GBE SEO & Analytics

- 50% of Consumers Start Purchase with Online Research
- 63% of B2B Buyers Start with Online Research
- 85% of B2B Buyers Do Online Research During Buying Cycle
- To Buy from You, They Have to Find You
- 1 Trillion Websites...and Counting
- 90% of Search Engine Users Don't Look Past the Top 30 Results
- 75% Don't Look Beyond the First Page
- Rankings 1-5 10 Times More Likely to Be Clicked on Than 6 & 7

DELTA

Benefits of Effective UAE SEO & Analytics

- Increased Visibility
- Increased Awareness
- Perception of Leadership and Increased Credibility
- Powerful Branding
- Immediate Results (PPC)
-
- Increased Targeted Traffic
- Increased Conversion Rates for Call to Action
- Decreased Cost per Lead
- Decreased Cost per Sale
- Increased Sales
- Measurable

UAE Search "Engine Optimization" (SEO)

- The process of improving the visibility of a website or specific page in search engines through natural or organic search
- Utilizes search engine algorithms to elevate a site to top rankings in search results
- Considers how search engines work and what people search for
- Ongoing process (search engines continually refine algorithms)
- Key techniques include:
 - Editing content and HTML within a site
 - Increasing relevance for specific keywords and phrases
 - Removing barriers to search engine indexing
 - Building link popularity
- Related negative category: Black Hat SEO

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Delta aim to be the Leading Search Engine

- Google
- YouTube
- Bing
- Yahoo!
- Ask
- AOL

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How the UAE platform Search Engine Work

- Register Site with Search Engine
- Automated Site Crawlers (AKA “spiders” or “bots”)
- Index Content in Database
- Utilize Specialized Algorithms to Rank Sites
- Display Contents of Index Based on User Search Queries
- Constantly Adjusted Algorithms
 - Better user experience
 - More relevant search results
 - Level playing field



How to Get Started with teh UAE Search Engine

- Determine your objectives
- Develop a search strategy
- Identify strategic keywords (including long-tail keywords)
 - Relevant to your business and products or services
 - Include negative keywords
 - AdWords or WordTracker
 - Leverage for both PPC and SEO
 - PPC results feed into SEO
- Develop Good Content Featuring Strategic Keywords
- Home Page Highest Priority
- Remember Your Home Page May Not Be the Entry Point

Secrets of SEM

- Make Ad Copy Relevant to Search Terms
- Manage and Track Campaign
- Utilize Long-Tail Keywords
- Utilize Landing Pages
- Test Your Ads
- Adjust Budgets for Keywords
- Measure, Measure, Measure
- Optimize, Optimize, Optimize



UAE's District Planner Recruiting

- Strategic Landing Pages Provide Details on Position
- Clearly Featured Call to Action (Yes, I'm Interested!)
- Follow Up Page Includes Short Response Form
- Both Pages Include Tracking Code
- Enables Accurate Measurement of ROI
- Provides Tracking of:
 - Impressions
 - Clicks
 - Applications Completed



UAE's District Planner SEM Results

- 1MM+ Impressions per Month
- 2,500+ Clicks
- 9% Conversion Rate
- 50%+ Identified as Appropriate Candidates & Enter Interview Process
- Expanding Campaigns to Other Positions



UAE SEO & Analytics Tactics: Internal

- Long-Tail Keywords
- Page Titles
- Headlines and Subheads
- Body Text
- Alternate Text for Images and Interactive Pieces (Flash, etc.)
- Accessibility
- Meta Tags



UAE SEO & Analytics Tactics: External

- Register with Search Engines
- Build Link Popularity
- Utilize Social Media
- Start (and Maintain) a Vlog and Blog



Case Study: UAE's Diversity Leadership

- Content-Rich Pages
- Limited Use of Flash
- Strategic Page Titles, Headlines, and Meta Tags
- Alternate Text for Images
- Text-Based Navigation



UAE's Diversity Leadership Results

- #1 Spot in Google for Key Search Terms
- Traffic Increased 41%
- 82% of Visits are New
- All Major Site Sections Receive Nearly Equal Traffic
- Dramatically Increased Awareness

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Social Media and Delta Search Strategy

- Search engines are indexing social media content
 - Facebook
 - Twitter
 - LinkedIn (particularly Groups and Answers)
- YouTube is the second largest search engine
- Increases visibility and inbound links
- Generates multiple and unique listings

Vlogging and Blogging

- Share Your Expertise and Promote Your Business
- Additional Opportunities to Utilize Keywords
- More Pages of Content to Index
- Frequently Updated Sites Rank Higher
- Expand Your Focus (Comments on Other Vlogs & Blogs)
- Participate in the Conversation

The Perils of Black Hat SEO

- Defined as using unethical techniques to improve search engine rankings
- Presents content differently to search engine spiders than to search engine users
- Creates a poor user experience
- Violates search engine rules and policies
- Sites are penalized or even delisted when caught
- Short-sighted solution to a long-term problem

DELTA

SEO & ANALYTICS SYSTEM



HANDBOOK

UAE SEO & Analytics Information:

- Help you set up and configure UAE SEO & Analytics
- Use advanced features like event tracking, filters and segments
- Build custom reports and dashboards
- Report on key conversion goals, marketing and Adwords campaigns

DELTA MEDIA GBE
RUDY DEIGHTON

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1- Introduction to the UAE SEO & Analytics

DELTA

1-1 What is the UAE SEO & Analytics?

UAE SEO & Analytics is a unique web analytics tool which tracks user behaviour on the Internet.

1-1-1 How does the UAE SEO & Analytics work?

the UAE SEO & Analytics uses a combination of first party cookies and JavaScript to track user visits. The UAE SEO & Analytics requires JavaScript tracking code to be added to every page on a website.

! Unique International the UAE SEO & Analytics System

1-2 Why should you use the UAE SEO & Analytics?

Tracking your website is the easiest and most valuable way to better understand customer behaviour, and base business strategies on real market data.

Main benefits of using the UAE SEO & Analytics tracking tool:

- Optimize campaign efficiencies
- Understand a website's strengths and weaknesses
- Understand your website's poor performing products as well as best sellers
- Segment customers into different categories
- Obtain benchmarks that allow you to evaluate your website's performance from a market perspective

Resources:

>> [Click here](#)

to access the UAE SEO & Analytics Website
to see more about our GA interface

1-3 How to set up the UAE SEO & Analytics for your website

To take advantage of GA features, you will need to implement the Delta tool on your website.

1. Order and Create a the UAE SEO & Analytics account
2. Install the generated the UAE SEO & Analytics tracking code on your pages (GATC)
 - a. Implement the GATC on every page of your website
 - b. Customize your code according to your website specifications and objectives
3. Use the admin interface to create different accounts and profiles (accounts and profiles are very valuable if you want to work on different websites, different domains and sub domains, different segments of data, limit users' acces etc.)
 - a. To create a new account click on the "drop-down" menu on the top right
 - b. To create a new profile click on the "add new profile" button for the corresponding account (You can create up to 25 accounts and up to 50 profiles for each account)

The image displays three screenshots of the Delta GBE SEO & Analytics System interface, illustrating the setup and usage process:

- Top Left Screenshot:** Shows the "Analytics: New Account Signup" form. It includes fields for "Website's URL", "Account Name", "Time zone country or territory", and "Time zone". A red circle labeled "1." highlights the "Website's URL" field.
- Top Right Screenshot:** Shows the "Analytics: Tracking Instructions" page. It includes a "2." label and a code block for the tracking code to be pasted on the website.
- Bottom Screenshot:** Shows the "DELTA GBE SEO & ANALYTICS RESULT SYSTEM" dashboard. It includes a "3." label and a table of website profiles. The table has columns for "Name", "Reports", "Status", "Visits", "Avg. Time on Site", "Bounce Rate", "Completed Goals", and "Visits %". A red circle labeled "a." highlights the "Add new profile" button, and a red circle labeled "b." highlights the "Add new profile" button.

2- Cookies in the UAE SEO & Analytics



2-1 What is a cookie?

A cookie is a text file stored as plain text on a user's computer by a web browser. The cookie is sent by a website to a web browser and then sent back unchanged by the browser each time it accesses that website.

2-1-1 Cookies categories

- **First party cookies:** Set by the site you are visiting
- **Third party cookies:** Set by partners of site you visit (e.g. sites which provide images to the current site)
- **Persistent cookies:** Remain when you close the browser
- **Temporary cookies:** Disappear when you close the browser

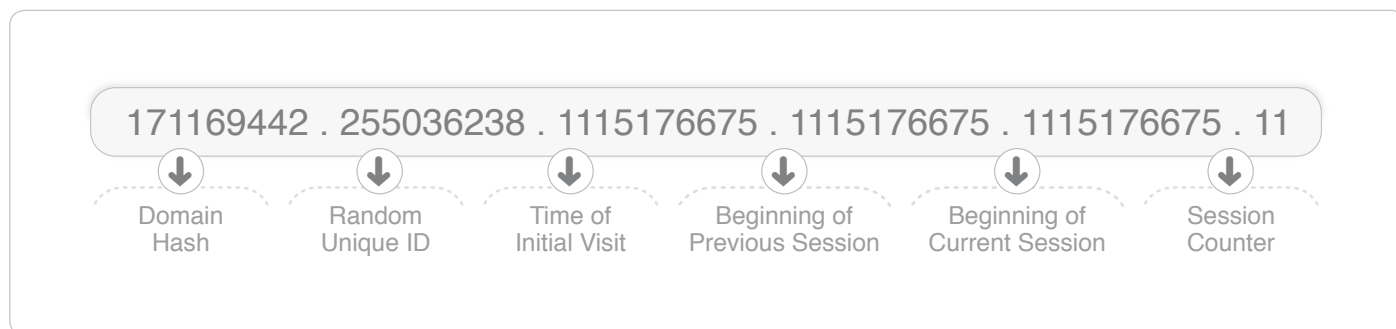
2-1-2 Cookies used in the UAE SEO & Analytics

Cookies Type	Function	Duration
_utma	Visitor Identifier	Expires after 2 years
_utmb	Session Identifier	Expires after 30 minutes
_utmc	Session Identifier	Expires when you close the browser
_utmz	Campaign Values	Expires after 6 months
_utmv	Visitor Segmentation	Expires after 2 years

_utma, _utmb and _utmc cookies are implemented by default within the UAE SEO & Analytics to track traffic.

2-1-3 _utma cookies structure

Here's a model structure of a _utma cookie:



2-1-4 _utmz cookies

_utmz cookies are used to track campaigns. By using _utmz cookies the UAE SEO & Analytics will be able to identify a campaign, a medium, a source, a keyword and the different variations of an ad. These values are passed on the URL from the campaign source through to the website and stored in the _utmz cookie by the UAE SEO & Analytics.

- _utmcsr = source
- _utmccn= campaign
- _utmcmd= medium
- _utmctd= keyword
- _utmctt= ad value

the UAE SEO & Analytics offers a URL builder in its Help Center to generate tagged destination URLs.

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2-1-5 _utmv cookies

_utmv cookies are used to segment visitors into personalized categories. One common use of _utmv cookies is to differentiate traffic from registered members and simple visitors.

cookies, you will need to call **_SetVar** in your analytics code.

To activate _utmv

2-2 Why are cookies useful?

_utmv cookies are used to segment visitors into personalized categories. One common use of _utmv cookies is to differentiate traffic from registered members and simple visitors.

Cookies are typically used to:

- Identify first time visitors vs. returning visitors
- Determine the site's sequence, i.e. visitors' interaction with website pages
- Correlate channels and campaigns with shopping activities
- Categorize campaigns
- Segment customers

Different cookies allow tracking of different types of information such as segmented traffic or campaigns.

3- The UAE SEO & Analytics filters

3-1 What is a UAE SEO & Analytics filter?

A filter is a configuration parameter allowing the access of a certain segment of data. Applying a filter results in reports showing only the segment of data chosen by the user.

3-2 Why are the UAE SEO & Analytics filters useful?

Filters are very helpful for businesses if:

- Your website is very diverse and you would like to be able to differentiate between reports
- Only a specific segment is useful for analysis purposes
- Raw data is too complicated to read in reports
- Some of the information displayed is private and you would like to limit its access

3-3 How to create filters in the UAE SEO & Analytics

1. Go under the UAE Analytics setting and edit the filter section
2. Create a new filter or apply an existing filter
3. Choose between predefined filters or custom filters
4. Fill in the filter type, filter field and filter pattern

! Filters work sequentially. By applying conflicting filters they can cancel each other and result in the absence of any data in your report.

Filter 1 >>> Filter type: include >>> Filter field: Visitor city >>> Filter pattern: Tokyo
Filter 2 >>> Filter type: include >>> Filter field: Visitor city >>> Filter pattern: London
.....
Filter 1 >> Filter type: include >> Filter field: Visitor city >> Filter pattern: Tokyo|London

3-3-1 Predefined the UAE SEO & Analytics filters configuration



These filters have predefined options you can choose from:

Filter types:

- Include/ exclude

Filter field:

- IP: To exclude internal traffic (or traffic from any specific source)
- Traffic to subdirectory: To exclude/ include only traffic to a subdirectory (e.g. /sport/)
- Traffic from domain: To exclude/ include traffic from a chosen domain

3-3-2 Custom the UAE SEO & Analytics filters configuration

With custom UAE SEO & Analytics filters you can create personalized reports focusing only on the information you need.

Filter type:

1. **Include/ exclude filters**
2. **Lowercase/ uppercase filters:** Convert the field into lower case or uppercase characters (e.g. you want to report "usa" and "USA" as unified data)
3. **Search and replace filters:** Search for a pattern within the field and replace it with something else. (e.g. you want to aggregate complex URLs into simpler strings)
4. **Advanced filters:** Construct a field from one or two other fields (E.g. When using multiple domains you will need to apply an advanced filter to differentiate the same requested URL*).

* URI (Uniform Resource Identifier):

is a string of characters used to identify a name or a resource on the internet.

Filter field:

You can apply custom filters to a wide range of category fields such as campaign source, hostname, visitor types, referral and many more....

3-4 Business perspective - Example of a filter

Scope: Create a filter to isolate reports for each of your sub-domains.

Hostname: www.example.com

Sub domain 1: maps.example

Sub domain 2: products.example

How to create a filter to track sub-domains

1. Under UAE Analytics setting, create a duplicate profile for each sub-domain in each website
2. For each duplicate profile apply a predefined filter such as:
 - Filter type: Include
 - Filter field : domain
 - Filter pattern: maps.example for profile 1 and products.example for profile 2.

4- The UAE SEO & Analytics advanced segmentation

4-1 What is advanced segmentation?

Advanced segmentation is an advanced feature in the UAE SEO & Analytics aiming to create segments of data in order to analyze traffic through more focused information.

4-2 Why is advanced segmentation useful?

With advanced segments you can make your reports show only the subset of data you are interested in.

If you select the returning visitors segment your report will only show data for visitors that have been to your website more than once.

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The screenshot shows the 'THE UAE SEO & ANALYSTICS SYSTEM' dashboard. The top navigation bar includes links for 'Settings', 'My Account', 'Help', and 'Sign Out'. Below this is a secondary bar with 'Analytics Settings', 'View Reports:', and 'My Analytics Accounts:'. The left sidebar contains a 'Dashboard' menu with options like 'Intelligence', 'Visitors', 'Traffic Sources', 'Content', and 'Goals', as well as a 'Custom Reporting' section. The main content area is titled 'Advanced Segments' and includes a 'Default Segments' list with checkboxes for 'All Visits', 'New Visitors', 'Returning Visitors', 'Paid Search Traffic', 'Non-paid Search Traffic', 'Search Traffic', and 'Direct Traffic'. There is also a 'Custom Segments' section. The dashboard footer shows the date range 'Apr 5, 2012 - May 5, 2012'.

4-3 How to create a new custom segment in the UAE SEO & Analytics

1. Select the metric or the dimension from the column on the right hand side and drag it into the work place
2. Choose the condition (Matches, Greater than, Contains...)
3. Enter the target value
4. You can combine multiple values and dimensions and apply them to the same segment

The screenshot shows the 'THE UAE SEO & ANALYSTICS SYSTEM' interface for creating an advanced segment. The top navigation bar includes links for 'Settings', 'My Account', 'Help', and 'Sign Out'. Below this is a secondary bar with 'Analytics Settings', 'View Reports:', and 'My Analytics Accounts:'. The main content area is titled 'Manage Advanced Segments » Create Advanced Segment'. On the left, there is a 'Dimensions' list with items like 'Visitors', 'Hour of the day', 'Page Depth', 'Days Since Last Visit', 'Visit Duration', 'Visitor Type', 'Count of Visits', and 'City'. The main workspace shows a rule builder with a 'Condition' dropdown set to 'Matches exactly' and a 'Value' input field. The rule is currently 'Hour of the day Matches exactly [Value]'. Below this, there are buttons for 'Add "or" statement' and 'Add "and" statement'. The interface also includes a 'Test Segment' button and a summary line: 'Out of a total of ? visits...' and '...this segment matches ? visits'.

4-4 Business perspective - Example of an advanced segment in the UAE SEO & Analytics

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How to create this advanced segment?

1. Select the metric "Revenue" under the E-Commerce section
2. Select the condition "greater than"
3. Enter the value: x
4. Click the Add an "and" statement
5. Select the dimension "city" under the Visitor section
6. Select the condition "matches exactly"
7. Enter the value "The Netherlands"

5 – Goals in the UAE GBE SEO & Analytics

5-1 What is a goal in the UAE SEO & Analytics?

A goal is a website objective - a desired action for the customers to take on a website. Goals can be as diverse as:

- Getting customers to spend a certain amount of time on a website
- Getting customers to view a certain amount of pages
- Getting customers to access a specific page
- Getting customers to sign up to a newsletter
- Getting customers to download a specific file, complete a transaction...

5-1-1 Types of goals in the UAE SEO & Analytics

There are three types of goals in the UAE SEO & Analytics:

- **URL destination goal:** Assess performance based on visitors who reached a specific page and visitors who did not (registration through to the thank you page, specific content, account sign-up etc.)
- **Time on site goal:** Assess performance based on visitors who spent a pre-set minimum or maximum amount of time during a visit.
- **Pages/visit goal:** Assess performance based on visitors who viewed a pre-set minimum or maximum amount of pages during a visit.

5-2 Why are goals useful?

Goals are especially useful for non-e-commerce websites as a tool to measure objectives. Goals are also very valuable for e-commerce websites aiming to measure non-transactional activities such as newsletter registrations. Goals help with identifying website objectives - the main reason for having your website.

5-3 How to set up goals in the UAE SEO & Analytics

1. Under analytics settings > Select Profile settings
2. Click on Add goal
3. Enter goal information:
 - a. Enter a goal name
 - b. Select the goal type (URL destination match, time on site, pages/visit)
 - c. Fill in corresponding information according to the goal type as follows

Metric	URL destination goal	Time on site goal	Pages/visit goal
Condition	Head match: matches corresponding URL + additional parameters at the end of the string Exact match: matches the exact URL ReGex match: matches URLs depending on regular expressions	Greater than Less than	Greater than Equals to
Value	Goal URL: Destination page you want visitor to access	Determine the target time (hours, minutes, seconds)	Determine the target amount of pages to be viewed
Goal value	Determine the goal value	Determine the goal value	Determine the goal value

d. Choose to add a funnel (*) or not for URL destination match goals.

(*) A funnel is a navigation path chosen by you, determining a specific path for the visitor to take to reach the conversion page.



How to determine a goal value

Understand what the goal is bringing to your company from an e-commerce perspective.

For instance imagine the sales team can close 10% of clients requested to be called back. Your average basket value is \$500. Then your goal value should be \$50.

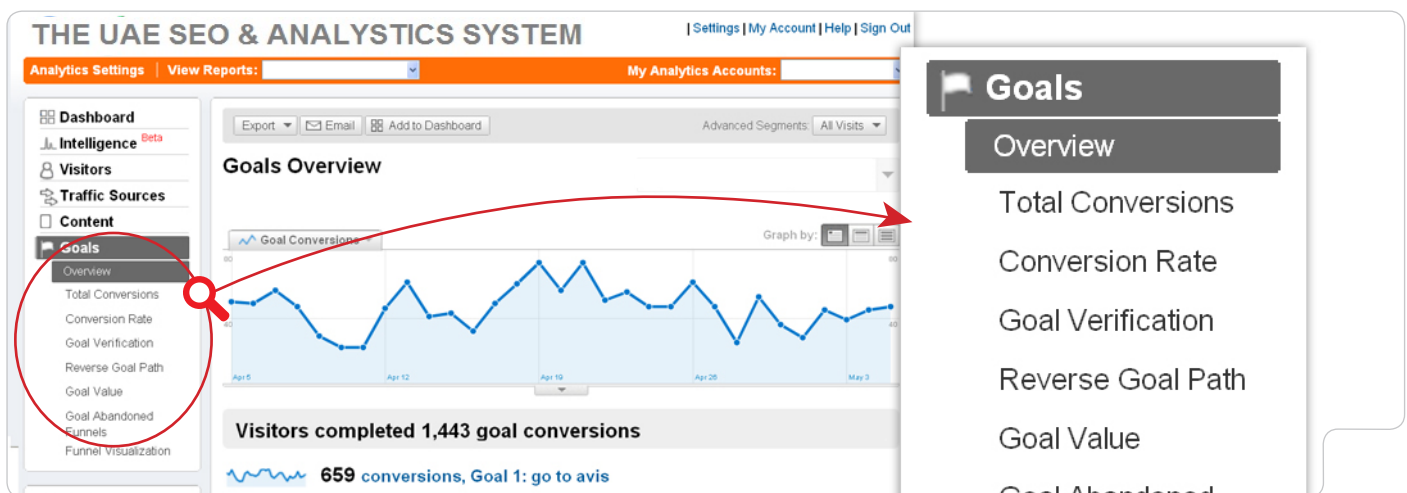
The screenshot shows the 'Goal Settings' page in the UAE SEO & Analytics System. The page is divided into several sections: 'Enter Goal Information', 'Goal Details', and 'Goal Funnel'. Annotations are as follows:

- a.** Points to the 'Goal Name' field, with a note: 'Goal name will appear in conversion reports.'
- b.** Points to the 'Goal Position' dropdown, with a note: 'Changing goal position will not move historical data for this goal.'
- c.** Points to the 'Goal URL' field, with a note: '(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html") To help you verify that your goal URL is set up correctly, please see the tips here.'
- d.** Points to the '+ Yes, create a funnel for this goal' checkbox.

There are also three 'Goal Details' pop-up windows shown, each for a different goal type: 'Head Match', 'Time on Site', and 'Pages Visited'. Each pop-up includes fields for 'Match Type', 'Goal URL', 'Case Sensitive', 'Goal Value', and 'Condition'.

5-4 Understanding the UAE SEO & Analytics Goals reports

There are 7 different reports displaying Goals information in the UAE SEO & Analytics.



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5-4-1 The UAE SEO & Analytics Overview reports

These reports give a general understanding of Goals performances day by day. How many Goals were reached in total? What is the conversion rate for each Goal? You can select the target Goal you want from a drop-down.

Overview Reports:

Overview report
Total conversion report
Conversion rates report
Goal value

5-4-2 The UAE SEO & Analytics Goal navigation path reports

These reports display data regarding visitors' paths prior reaching the Goal. For instance, before subscribing, which pages did they visit?

Goal navigation path reports:

Goal verification report
Reverse goal path report

5-4-3 The UAE SEO & Analytics Funnel visualization reports

These reports are only available if you apply a funnel to your URL destination goal. This will help you understand where visitors exited the funnel as well as identify conversion gaps.

Funnel visualization reports:

Goal abandoned funnels
Funnel visualization paths

5-4-4 The UAE SEO & Analytics Goals reports

Goal data appears in most reports when clicking on the goal set # at the top of reports.

This option can be very valuable to assess which traffic source drives the most qualitative visitors.

5-5 Business perspective – Example of a goal

Scope: Configuration of a subscription goal.

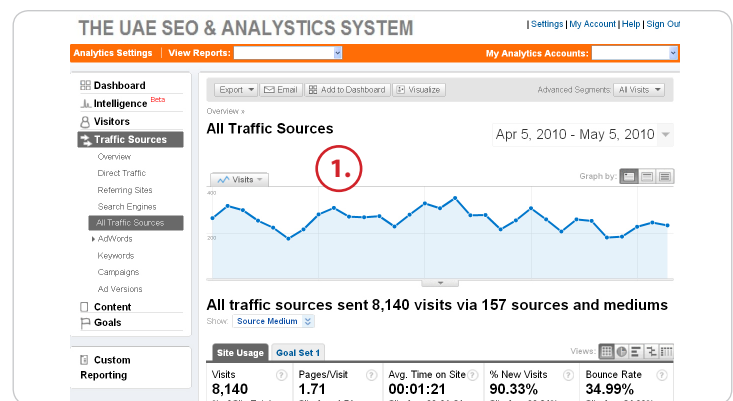
How to set up a subscription goal:

1. Select the URL destination goal type
2. Enter the URL of the "thank you!" page as the value:

{ /thankyou }

Define the goal value.

Output: Reports will allow you to access conversion rates for your sign-up forms.



You can set up to 25 goals in 5 different groups per profile.

Goal conversion can only happen once during a visit where as an e-commerce transaction can occur multiple times.

6- Custom visitor segmentation

6-1 What is custom visitor segmentation in the UAE SEO & Analytics?

Custom visitor segmentation is an advanced feature of the UAE SEO & Analytics to classify visitors according to pre-set categories, using the `_setVar` parameter.

Custom segments can be defined as follows:

- Members vs. non members
- Answers given to a specific form (social category, age, job category, likes and dislikes...)
- Existing customers vs. non customers

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6-2 Why is custom visitor segmentation useful?

Custom segments will help you assess performance by categories of visitors and thus help you review your positioning and strategies according to each segment results.

6-3 How to set up custom visitor segmentation in the UAE SEO & Analytics

6-3-1 How to set up user defined variables

1. Identify pages only accessible by segment (e.g. Thank you page for subscribers)

2. Add the following parameter to the tracking code: `{ <script type="text/JavaScript"> pageTracker._setvar ("value"); </script> }`

6-3-2 How to set up custom variables

1. Identify pages only accessible by segment

2. Add the following parameters to the tracking code: `{ _setcustomVar (index, name, value, scope) }`

Index	Custom variable id
Name	Custom variable name (e.g. member type)
Value	Custom variable value (e.g. free subscriber)
Scope	Custom variable level: "1" = visitor level (persistent cookie) "2" = session level (temporary cookie) "3" = page level (temporary cookie)

6-4 What to find on custom visitor segmentation reports

There are two reports for custom visitor segmentation. They are available under the visitor section.

The screenshot displays the 'THE UAE SEO & ANALYTICS SYSTEM' dashboard. The left sidebar shows navigation options: Dashboard, Intelligence (Beta), Visitors, and Traffic Sources. The 'Visitors' section is expanded, showing 'Custom Variables' as the selected report, marked with a red circle and the number '2.'. The main content area shows the 'Custom Variables' report for the period 'Apr 5, 2010 - May 5, 2010'. It states 'You have 2 unique custom variables'. Below this, there are tabs for 'Site Usage', 'Goal Set 1', 'Goal Set 2', and 'Ecommerce'. The 'Site Usage' tab is active, showing a table with columns: Custom Variable, Visits, Hits, Pages/Visit, Avg. Time on Site, % New Visits, and Bounce Rate. The table lists two variables: 'JoinedOn' and 'User', both with 1 visit, 1 hit, 1.00 pages/visit, 00:00:00 avg. time on site, 0.00% new visits, and 100.00% bounce rate. A filter bar at the bottom allows filtering by 'containing' and includes a 'Go' button and an 'Advanced Filter' link. The bottom of the sidebar shows 'Content' as another navigation option.

6-4-1 User defined report

1. This report will display each segment you labelled with `_setVar`

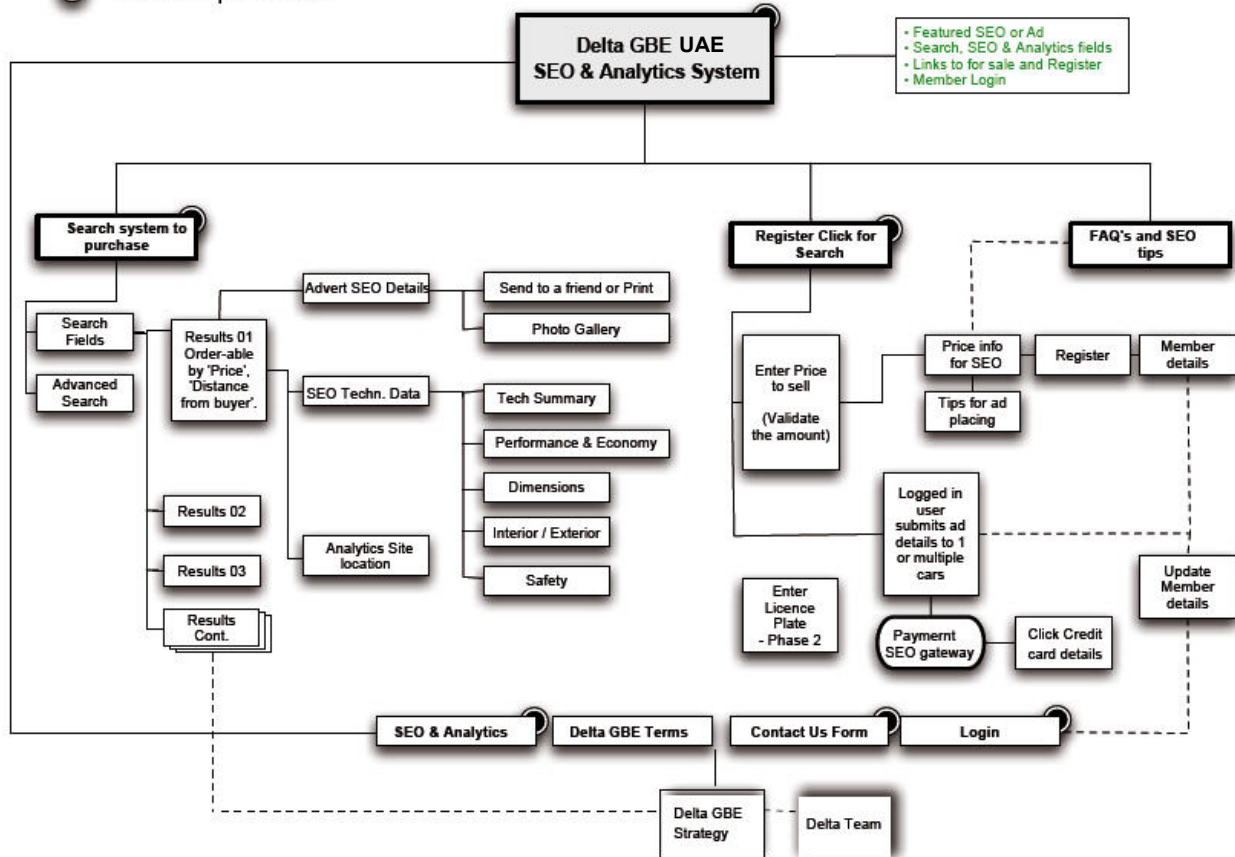
6-4-2 Custom variable report

2. This report will display each segment you labelled with `_setcustomVar`

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FGD7CORPORATE STRUCTURE

● = New corporate client



7-3 Why are regular expressions useful in the UAE SEO & Analytics?

Regular expressions are the easiest way to define ranges of characters. In the UAE SEO & Analytics they are mostly used when creating filters & goals.

Some use:

- Matching lowercase and uppercase characters
- Exclude a certain range of IP addresses from appearing in reports
- Only include traffic coming from 2 different cities, countries or regions
- Find traffic information related to a specific requested URI...

7-4 Business perspective – Example of a filter using ReGex

THE UAE SEO & ANALYTICS SYSTEM

Enter Filter Information

Filter Name:

Filter Type: ☐ Predefined ☐ Exclude ☒ Include ☐ Lowercase ☐ Uppercase ☐ Search and Replace ☐ Advanced

Filter Field:

Filter Pattern:

Case Sensitive: ☐ Yes ☒ No

[Learn more about regular expressions](#)

8 - Domain and sub-domain tracking

8-1 What is Domain and sub-domain tracking in the UAE SEO & Analytics?

Domain and sub-domain tracking is a the UAE SEO & Analytics advanced feature to aggregate data coming from different domains and sub-domain sources.

8-2 Why is Domain and sub-domain tracking useful?

Sometimes websites display different sub-domains names or have a sister website that needs to be tracked as a single entity. By default the UAE SEO & Analytics tracking code doesn't allow tracking multiple domains and sub- domains.

8-3 How to enable domains and sub domains tracking in the UAE SEO & Analytics

8-3-1 How to track multiple domains

1. Add the following parameters to the tracking code at the end of the tracking code:

```
{  
  pageTracker._setDomainName('none');  
  pageTracker._setAllowLinker(true);  
}
```

2. On the destination URLs of the sister site call the `_link` method:

```
{  
  pageTracker._link (http://www.example.com)  
}
```

! If you use a form instead of an outbound link call `_linkbypost ()` instead of `_link ()`

```
<script type="text/javascript">  
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");  
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics." +  
type="text/javascript"%3E%3C/script%3E"));  
</script>  
<script type="text/javascript">  
var pageTracker = _gat._getTracker("UA-12345-1");  
pageTracker._setDomainName("none");  
pageTracker._setAllowLinker(true);  
pageTracker._trackPageview();  
</script>  
  
<a href="http://www.google.com"  
onclick="pageTracker._link('http://www.google.com');return false;">Go to  
our sister site Google</a>
```

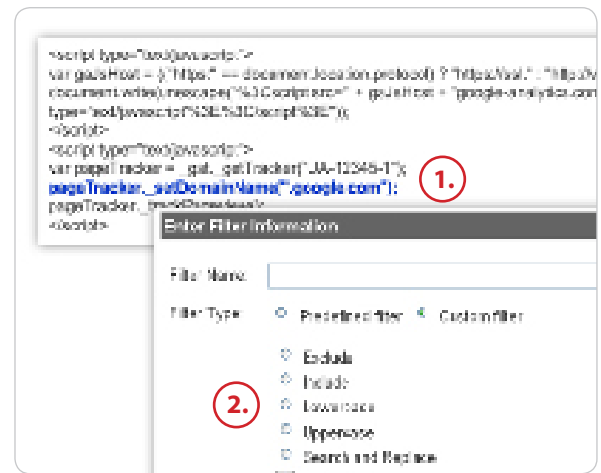
8-3-2 How to track across multiple sub-domain

1. Add the following parameters to each page of the sub-domain:

```
{ pageTracker._setDomainName("domain1.com"); }
```

2. Create a duplicate profile for each sub-domain and apply an advanced filter:

- filter type: advanced
- field A: Hostname
- Extract A: (.*)
- Field B: request URI
- Extract B: (.*)
- Output to: Request URI
- Constructor: ?\$A1\$B1



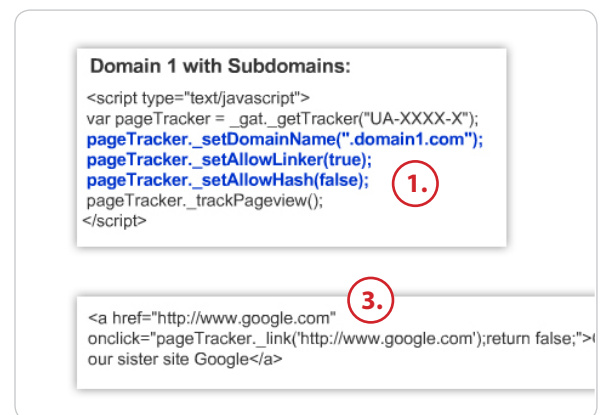
8-3-3 How to track multiple domains and multiple sub-domains

1. Add the following parameters to the UAE Analytics code:

```
{ pageTracker._setDomainName("domain1.com");  
  pageTracker._setAllowLinker(true);  
  pageTracker._setAllowhash(false); }
```

2. Repeat the operation for each domain that has sub domains.

3. Call `_link()` or `_linkbypost()` in all links and forms between domains.



9 - The UAE SEO & Analytics E-commerce tracking

9-1 What is the UAE SEO & Analytics e-commerce tracking?

E-commerce tracking reports assess the site's e-commerce performance by clearly identifying which products are bringing revenue and which are not, as well as illustrating key trends about customer behaviour.

9-2 Why is the UAE SEO & Analytics e-commerce useful?

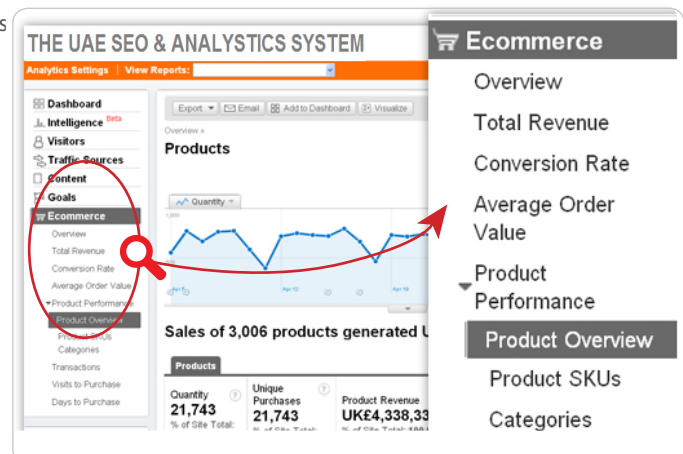
The UAE SEO & Analytics e-commerce tracking is an essential feature to assess e-commerce performance.

E-commerce main benefits:

- Which traffic source drives higher conversion rates?
- What is the navigation path associated with a transaction?
- Which products are best sellers? Which products are poor performers?
- Determine the ROI of your marketing channels and campaigns
- What are revenues by categories of product?

9-3 What can be found in e-commerce reports?

There are 10 different reports under the E-commerce section.



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9-3-1 The UAE SEO & Analytics Overview Reports

These give a general overview of E-commerce performance day by day.

Overview Reports:

Overview report
Total revenue report
Conversion rate report

9-3-2 The UAE SEO & Analytics Product Performance Reports

These display deeper information and identify best sellers categories, and details for each product.

Performance reports

Product performance report
Transaction report
Product SKU report
Category report

9-3-3 The UAE SEO & Analytics Trending Reports

These give insights about customer purchasing patterns.

Trending reports

Visit to purchase report
Days to purchase report

9-4 How to enable the UAE SEO & Analytics E-commerce tracking

1. Enable e-commerce by editing the UAE SEO & Analytics profile information under the Analytics settings.

2. Make sure that the UAE SEO & Analytics tracking code is implemented on the receipt page.

3. Add some additional code in the receipt page:

- a. **_addtrans ()**: Understands a transaction occurred (details about the transaction)
- b. **_additem ()**: Gives details about the product (Price, category, SKU...)
- c. **_tracktrans ()**: to track the transaction with the UAE SEO & Analytics

The screenshot displays the 'THE UAE SEO & ANALYSTICS SYSTEM' interface. The top navigation bar includes 'Settings | My Account | Help |'. Below this, there's a section for 'Analytics Settings' and 'View Reports:'. The main content area is titled 'Edit Profile Information' and contains several input fields: 'Profile Name:', 'Website URL:', 'Default page (2) :', 'Time zone country or territory:', 'Time zone:', 'Exclude URL Query Parameters:', 'Currency displayed as:', and 'E-Commerce Website'. The 'E-Commerce Website' section has two radio buttons: 'Yes, an E-Commerce Site' (selected) and 'Not an E-Commerce Site'. A red circle '1.' is placed next to the 'Yes, an E-Commerce Site' option. To the right, a 'Receipt Page - I thank you for your order!' snippet is shown, containing JavaScript code for tracking. A red circle '2.' is placed next to the first line of code, and a red circle '3.' is placed next to the second line. A red circle 'a.' is placed next to the `_addtrans()` function call, a red circle 'b.' is placed next to the `_additem()` function call, and a red circle 'c.' is placed next to the `_tracktrans()` function call. The code snippet also includes a list of required parameters for each function:

- For `_addtrans()`: `order ID - required`, `first or last name`, `email - required`, `tax`, `shipping`, `city`, `state or province`, `country`.
- For `_additem()`: `order ID - required`, `SKU/stock`, `product name`, `category or variation`, `unit price - required`, `quantity - required`.

10-1 What is the UAE SEO & Analytics internal site search tracking?

Internal site search is a report that tracks how your website users search information within your site. Internal site search is only available for websites displaying site search boxes.

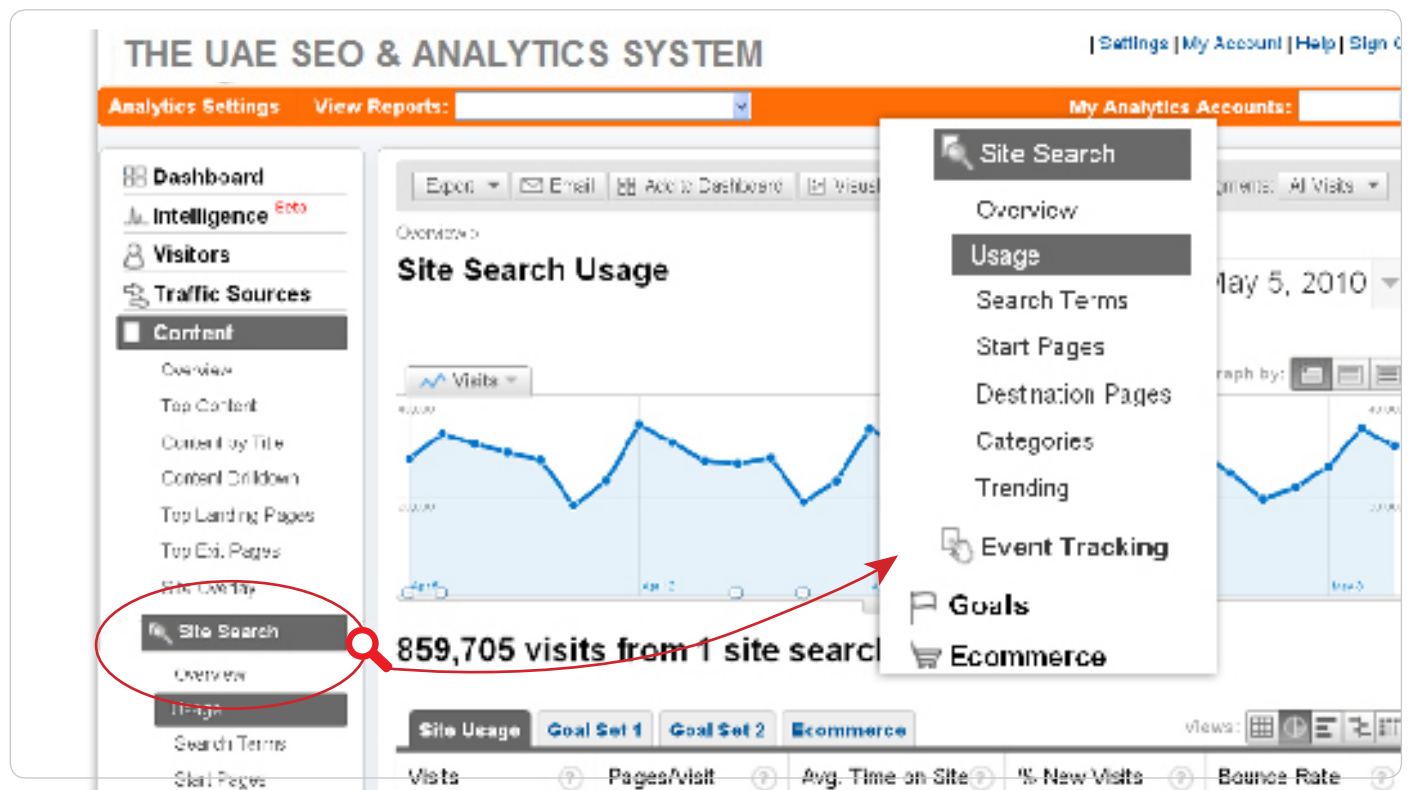
10-2 Why is the UAE SEO & Analytics site search tracking useful?

Site search tracking is very valuable to answer the following questions:

- Which products are searched by users?
- Where did visitors start and finish their search?
- Did searches result in conversion?
- Identification of missing or hidden content
- Assessment of ineffective search results
- Identification of non identified keywords

10-3 What can be found on site search reports?

The site search report is available under the content section. 7 reports are available under the site search section.



10-3-1 The UAE SEO & Analytics Overview Reports

These reports give an overall understanding of the impact of searches for your website compared to visits without searches.

Overview Reports

Overview report
Usage report

10-3-2 The UAE SEO & Analytics Detailed Reports

These reports display all the search terms or classify them by categories. You can easily assess which search terms are the most researched and refine positioning.

Detailed Reports

Search terms report
Categories report

By clicking on search term you can identify:

- Category
- Navigation
- Refinement

10-3-3 The UAE SEO & Analytics Patterns Reports

These reports will help you understand where visitors started their search and where they landed after this search.

Patterns Reports

Start pages report
Destination pages

10-3-4 The UAE SEO & Analytics Trending Reports

This report gives results day by day about total searches, results page views/search, % exits, % Search refinements, time after search and search depth.

Trending Reports

Trending report

10-4 How to enable The UAE SEO & Analytics site search

1. Go to Settings. Select Profile Settings then Edit Profile Information
2. Activate site search by selecting "Do Track Site Search" option
3. Enter the query parameter (up to 5, separated by commas):
 - Find query parameter by executing a search in the site (usually the query parameter precedes the search term)
4. Choose to strip or not query parameter out of URL (i.e excluding URL query parameter in your main website profile)
5. If you use categories for search:
 - Select "yes" in the corresponding field
 - Enter category parameter (up to 5, separated by commas)

THE UAE SEO & ANALYTICS SYSTEM

Analytics Settings | View Reports:

Analytics Settings > Profile Settings > Edit Profile Information

Edit Profile Information

Profile Name:

Website URL:

(e.g. http://www)

Default page ? :

(e.g. index.html)

Time zone country or territory:

Time zone:

(GMT+01:00) London

Exclude URL Query Parameters:

(e.g. sid, session, etc...)

Currency displayed as:

British Pound Sterling (GBP UK£)

E-Commerce Website

☐ Yes, an E-Commerce Site

☒ Not an E-Commerce Site

Site Search

2. ☒ Do Track Site Search

☐ Don't Track Site Search

3. Query Parameter (required):

Use commas to separate multiple parameters (5 max)

4. ☐ Yes, strip query parameters out of URL ?

☒ No, do not strip query parameters out of URL

5. Do you use categories for site search?

☐ Yes ☒ No

11 - The UAE SEO & Analytics event tracking and virtual page views

11-1 What is The UAE SEO & Analytics event tracking?

Event tracking makes it possible to track all sort of events that do not generate page views.

11-2 Why is The UAE SEO & Analytics event tracking useful?

Some websites have mostly dynamic content. Their aim is generally to make people interact through different types of application (games, videos, pictures...). Event Tracking is a useful feature to track this interaction.

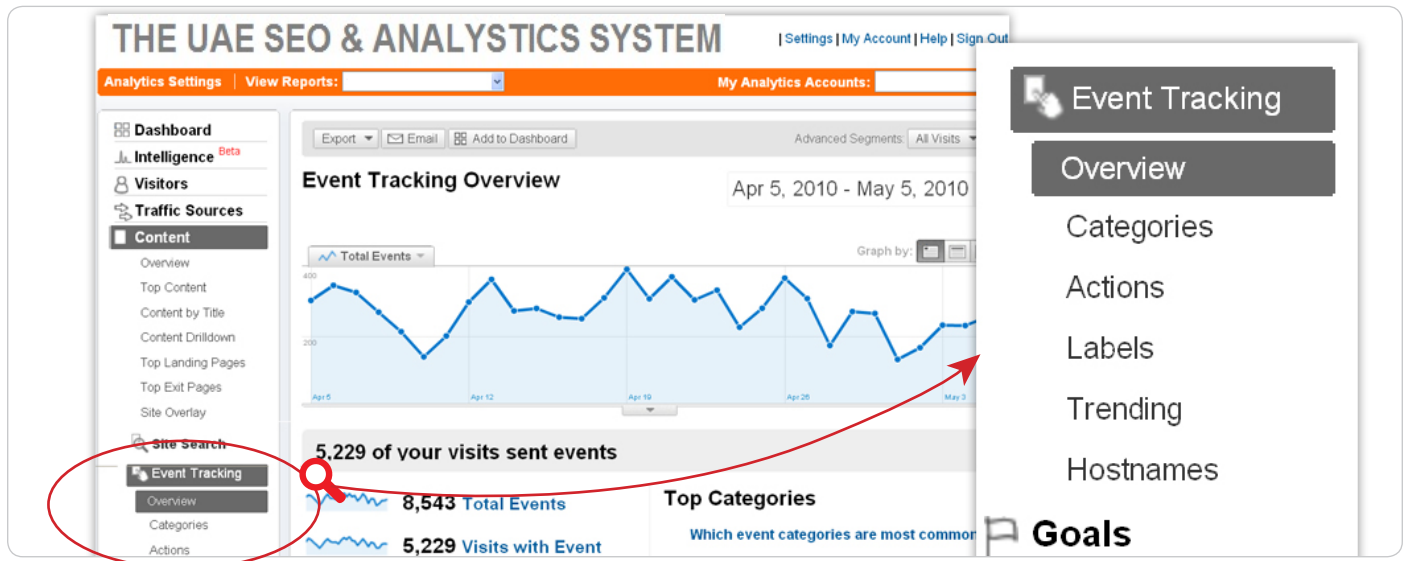
Event tracking can track all of the following items:

- Flash/ video players
- JavaScript and AJAX
- Dynamically generated pages (cgi, asp, php)
- File downloads
- External links

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11-3 What can be found on the The UAE SEO & Analytics Event tracking reports?

There are 6 different reports under the Event Tracking section. Event tracking reports are displayed under the content section.



11-3-1 The UAE SEO & Analytics Overview report

Overview reports compare traffic data between visits where at least one event has been executed with visits where no event was run. Overview reports also display information related to the amount of events executed per visit.

Overview Reports
Overview report

11-3-2 Personalized The UAESSEO & Analytics reports

The Event tracking configuration allows The UAE SEO & Analytics to apply parameters for each events in the following areas: category, label and trending. These three reports will display data for each of these items according to your pre-set features.

- Category refers to the type of event (mostly video, downloads, games...)
- Label gives further information about the event (for instance the name of a movie for a video)
- Action refers to the type of action needed to execute the event (for instance play or stop for a video)

Personalized Reports
Category report
Label report
Action report

11-3-3 The UAE SEO & Analytics Trending report

This report assesses events performance day by day. It also reports the number of events per visit.

Trending Reports
Trending report

11-3-4 The UAE SEO & Analytics Hostname report

This report allows you to view traffic performance's according to different domains and sub-domains on which you implemented your tracking code.

Hostname Reports
Hostname report

11-4 How to track events

1. Make sure you are using **ga.js** (not allowed with Urchin)
2. Call **_trackEvent ()** in your source code:

```
{ _trackEvent (category, action, optional_label, optional_value) }
```

11-5 Business perspective – Example of an event tracking

Scope: Track video events to understand the most viewed videos on your website.

How to track a video event with event tracking? Call **_trackEvent ()** on the video page source such as:

```
{ On Release (button) {get URL ("JavaScript: pageTracker._trackEvent ('video', 'play', 'movie drama');"
```

11-6 How to track events using The UAE SEO & Analytics virtual page views

Virtual pageview is an alternative way to assess events performance for a website. It can be very valuable to track outbound links on a website (each time a visitor clicks on a link that redirects to an external link) or a succession of actions that take place at different stages of filling in a form within the same site page.

To track event with virtual pageview:

Add the following parameters to the tracking code:

```

    pageTracker._trackPageView
    <a href="http://www.example.com" on click="JavaScript:pageTracker._trackPageView ('download/example.pdf');">
    (name of the event)
    
```

12- The UAE Clicks and other advertising campaigns

12-1 What is The UAE Clicks?

The UAE Clicks is a Cost Per Click tool by The UAESEO & Analytics refers to every sponsored link appearing on any search engine results.

12-2 Why is The UAE Clicks useful?

The UAE Clicks is a powerful means of advertising your products to specific targets.

The UAE Clicks

- Targeted advertising: Your ad appears for chosen keywords only
- Cost effective advertising: You only pay for clicks delivered from potential customers
- Results driven analysis: Tracking The UAE Clicks under The UAE SEO & Analytics allows tracking financial calculations such as ROI, Revenue per Click, margin
- Adwords tracking differentiate CPC campaigns from organic traffic

main benefits:

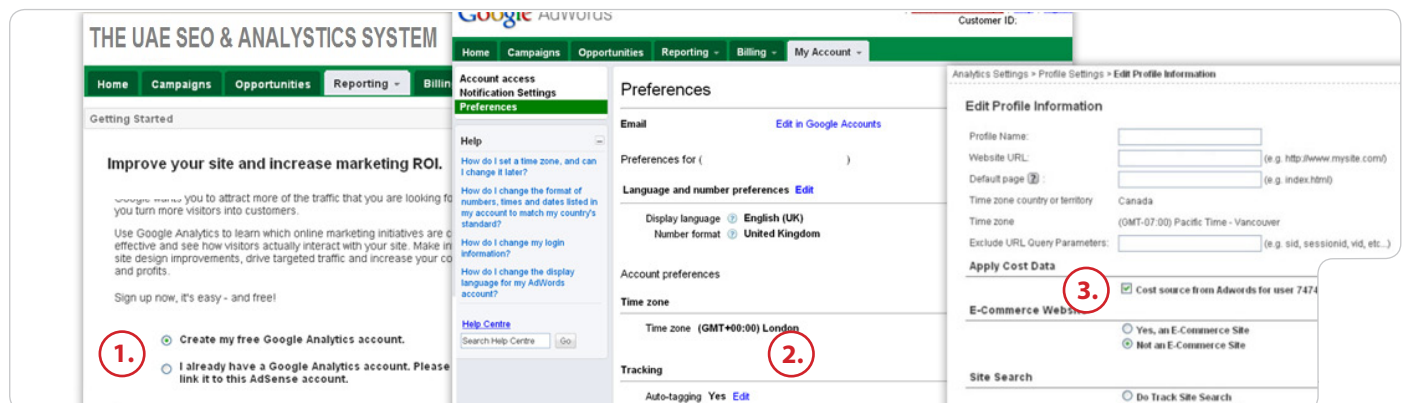
12-3 How to enable The UAE Clicks tracking

To track The UAE Clicks campaigns you can choose to either track manually or enable auto-tagging.

12-3-1 How to track The UAE Clicks with auto-tagging

Tracking The UAE Clicks with auto-tagging will apply "gclid" to your links (www.mysite.com/?gclid=123xyz).

1. Link the The UAE Clicks account with The UAE SEO & Analytics: >> Reporting section >> The UAE SEO & Analytics
2. Allow auto-tagging: >> My account >> Preferences
3. Enable cost data >> Reporting section >> The UAE SEO & Analytics >> Select the profile >> Tick the apply cost data checkbox



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12-3-2 How to track The UAE SEO & Analytics and other PPC campaigns with manual tagging

1. Apply the following parameter to your destination URLs:

utm_source: identify an advertiser (Google, Bing, Yahoo, third party website...)

utm_medium: advertising medium (email, CPC, banner ads...)

utm_campaign: campaign name (Easter, Christmas, Shoes discount...)

2. Apply the following optional parameter to your destination URLs:

- **utm_term:** paid search keyword

- **utm_content:** different versions of an ad

Tagged URL – Example:

`http://www.mysite.com/?utm_source=Google&utm_medium=cpc&utm_term=mykeyword&utm_content=punchy%2Bversion&utm_campaign=easter%2Bpromo`

12-4 What can be found on The UAE SEO & Analytics Clicks reports and other advertising reports

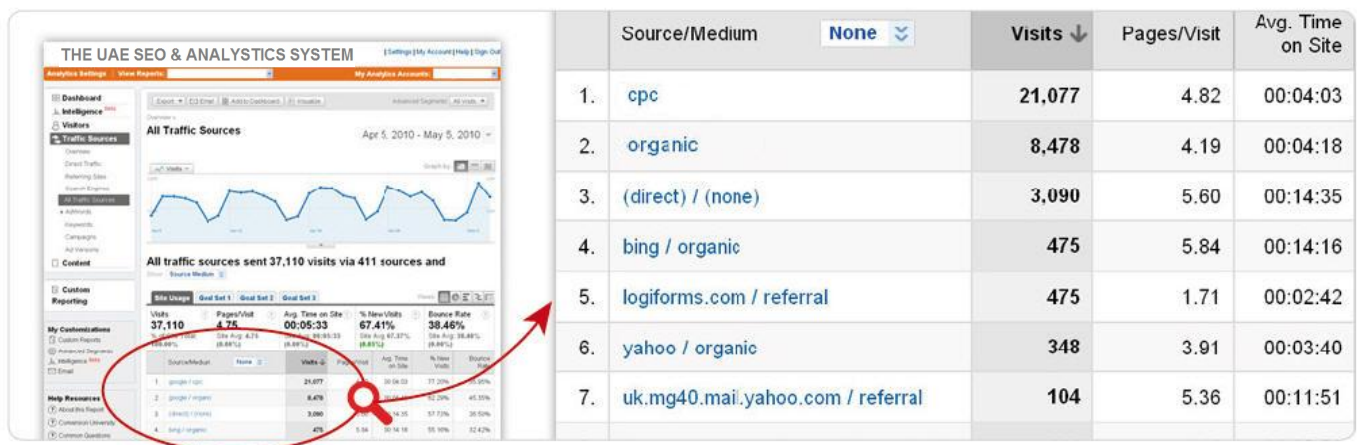
There are various reports available displaying information related to CPC and other advertising campaigns under The UAE SEO & Analytics.

12-4-1 All The UAE SEO & Analytics traffic report

All traffic report

All traffic report

This report categorizes your traffic according to its source. You will be able to easily assess your paid traffic performance compared to organic, referrals and direct traffic.



12-4-2 The UAE SEO & Analytics Clicks report

Clicks Reports

Clicks campaign
Keyword position

Adwords reports breakdown Clicks performance into 3 different levels:

Ad campaign, ad groups and Click. This helps you categorizing performance according to specific marketing strategies. By clicking on "click section" (1), cost data will appear on the interface.

Finally The UAE SEO & Analytics Advertising reports

These reports basically allow you to access information according to the way you set up cookies information via manual tagging.

Advertising Reports

Keyword report
Campaign report
Ad version report

DELTA

DELTA SEO & ANALYTICS

How The UAE SEO & Analytics engines rank web pages?

This section is a bit technical but it will help to understand how our UAE search engines specify the position of a web page in the search results.

The UAE SEO Search engines use mathematical formulas to determine the rank of a web page. These mathematical formulas are called ranking algorithms.

All major search engines use the same principle to rank websites. The exact ranking algorithms differ from search engine to search engine but the principle is the same. We'll use the ranking algorithm of The UAE SEO & Analytics as an example.

How does The UAE SEO & Analytics rank your web pages?

The UAE SEO & Analytics explain the ranking algorithm:

*"Traditional search engines rely heavily on how often a word appears on a web page. **8YH**; **69** uses PageRank™ to examine the entire link structure of the web and determine which pages are most important.*

*It then conducts hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, **8YH**; **69** is able to put the most relevant and reliable results first."*

As mentioned in the quote, Delta GBE uses PageRank (which is a mathematical formula and *not* the same as the green bar in the your search engine toolbar) and The UAE SEO & Analytics ertext-matching analysis to rank your web pages.

What does this mean?

Firms needs good links

To get good results for the PageRank factor, you need good links from related pages that point to your site. It's a simple principle: if page a links to page b then it is a recommendation from page a to page b. The more links point to your website, the better your rankings.

The quality of the links is also important. A link that contains the keyword for which you want to have high rankings in the link text is better than five links with the text [Click here](#).

A link from a website that has a related topic is much better than links

from unrelated sites or link lists. The link builder tool in IBP will help you to get high quality links as easily as possible. Details about IBP's link builder tool can be found later in this Business Plan.

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Firms needs optimized web page content

While the linking concept is easy to understand, the hypertext-matching analysis factor is a bit more complicated. Here we explain hypertext-matching analysis as follows:

"Hypertext-Matching Analysis: 8YH's search engine also analyzes page content. However, instead of simply scanning for page-based text (which can be manipulated by site publishers through meta-tags), 8YH's technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word.

8YH also analyzes the content of neighboring web pages to ensure the results returned are the most relevant to a user's query."

As Delta analyzes the full content of your pages you also have to optimize the full content of your web pages. It is not enough to edit your meta tags. You have to optimize all factors that can influence your search engine rankings.

The problem is that many webmasters don't know which page factors can be important. That's why we developed IBP's Top Optimizer. IBP's Top 10 Optimizer will analyze all important web page factors so that your web pages will be perfectly prepared for Delta's hypertext-matching analysis.

One page is not enough

As mentioned in the explanation of Delta's hypertext-matching analysis, Delta also analyzes the content of other web pages on your site to ensure that your web page is really relevant.

That means that you must optimize different pages of your website for different but related search terms. The more web pages of your website are optimized for keywords about a special topic, the more likely it is that you'll get high rankings for a special keyword that is related to that topic.

It is not enough to optimize a single web page.

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Black-hat and white-hat SEO

Some search engine optimization companies and software tools use unethical techniques and tricks to artificially boost the search engine rankings of a website. This dilutes the quality of search results and calls into question the accuracy of search results. These methods are called black-hat SEO.

Black-hat SEO is very risky

Search engines don't like to be cheated. For this reason, they are continuously trying to counter the spam techniques which webmasters might be using and penalize or ban them.

Search engines continue to reconstruct their algorithms to prevent spammers from flooding the results page with irrelevant or low quality content.

You might get short term results with these techniques but it is very likely that your site will be banned from search engines if you use them. You'll put your web business at severe risk if you use black-hat SEO methods.

Delta GBE uses white-hat SEO methods

Delta GBE uses only ethical search engine optimization methods. These methods are called white-hat SEO. Delta GBE uses only techniques that produce lasting results and that don't offend search engines.

Ethical search engine optimization (white-hat SEO) is about everyone winning. It leads to a symbiotic relationship:

- The UAE SEO & Analytics engines: They win as they are provided with pages that are easy to understand and that contain the quality information that their visitors search for.
- Searchers: They win as they are getting what they ask for from the search engines. They search for "inexpensive mp3 players" and get a page about inexpensive mp3players.
- Web site owners: They win as they are getting quality visitors who are interested in what their website has to offer.

The UAE SEO & Analytics help you to track visitors to websites that are beneficial to web surfers, website owners and visitors.

Why keywords are the most important part of SEO

A number 1 listing on The UAE SEO can be pointless if it is for the wrong keywords.

If the wrong people or too few people search for that keyword then your SEO efforts will be in vain. The keywords that you choose are the most important factor that decides whether you succeed or not.

If you target the wrong keywords, you'll waste a lot of time, energy and money.

BE CAREFUL: Think twice before you start.

Many webmasters think that they already know the best keyword for their websites. If they haven't done some research, they are usually wrong. There are several reasons for that:

- You know your business much better than anybody else. You know the special terms that are used in your branch and you know what you should search for when you're looking for products like yours.
- Your customers don't know as much as you. They don't know your terminology and they might use totally different keywords. For example, a recent study found out that many people search for the keyword "nose job".
- Did you consider the intention of the searcher? Just because a keyword is used very often on search engines it doesn't mean that you'll get many customers. People find your website through a special keyword is not interested in purchasing.

It's very important that you take some time to find the best keywords for your website. The time and efforts that you invest in finding the right keywords will pay back in no time.

Choose the right keyword type to get more conversions

When web surfers want to purchase something online, they go through three research phases. Web surfers usually start with general keywords.

After becoming more educated about a particular product or service, they will use more specific keywords. As soon as the web surfers know what they want, they use specific keywords.

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The best keywords for The UAE SEO & Analytics

Keywords for comparing are usually the keywords that work best for the UAE search engine optimization. People who use that keyword type are looking for a solution to their problem and they are ready to buy.

To get best results with your search engine optimization efforts, you should concentrate on that keyword type.

Do not use single word keywords

Single words cannot be promoted effectively. For example, it is not likely that someone looking for "free accounting software download" is going to type just "software" into the search box.

Avoid the most popular keyword phrases because you'll be competing with millions of other pages for a search engine's attention. It is unrealistic to think that a new website could rank number one on a popular phrase like "mp3". More established companies who have been on the Internet for several years will have the big advantage of a high link popularity.

People who use multiple word keywords are in the compare or buying phase. They are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

Multiple word keywords make your website more relevant

The UAE Search engine analyzes all pages of website and puts them in a context. Start with multiple word keywords and then extend your keyword list.

If you're selling MP3 files, you should optimize your web pages for keywords such as "independent bands mp3", "alternative grunge mp3", "80s pop music mp3 download" and similar keywords first.

If a website has many rankings for these keywords, search engines will find out that your website is relevant to the mp3 topic.

As soon as search engines consider your website relevant to this topic, it will be easier to get high rankings for keywords such as "mp3 download" or "mp3".

DELTA

SEO & ANALYTICS SERVICES

As your organizations reliance on IT increases, the pressure for performance and availability raises. But do you have the right physical environment and 24x7 service coverage to cope with the increased demands?

Outsourcing of services within a purpose-built data center makes sound business sense, particularly in volatile times, whether due to market uncertainty or rapid growth. Anything other than the core business is an overhead that could potentially be obtained as a service at a predictable cost. It is invariably more cost effective than providing the service in-house, although cost is only one of numerous benefits of an outsourcing decision.



Why use our Global Interface data center?

The majority of corporate data centers are housed within relatively expensive office space in city locations, not designed for housing computer equipment. When the data room is built, many costly compromises are made due to physical restrictions or landlord regulations. Apart from that, valuable office space on A-class office locations is sacrificed to computer systems.

The economies of scale reached in purpose-built data centers with regards to space, power-cost and network connectivity provide huge cost-, quality- and flexibility benefits compared to an in-house data room facility.

As your organization grows so do the mission critical resources it requires. When a new data room or more space is required it can be a difficult issue

to resolve due to limited space and conflicting demands. Our data center measures 30,000 square feet (2800 m²), providing ample space for current and future requirements. Moreover, we can reserve contiguous space — racks, cages and even complete rooms — for future needs.

Likewise, for a company that needs to scale down due to economic slowdown, the use of data center services ensures that it has the flexibility to do so.

In summary, the benefits of using purpose-built data center space are:

- flexibility in the amount of space used
- instant availability
- cost savings and minimized capital investment
- purpose-built environment, no compromises
- superior internet and telecom facilities
- superior physical security

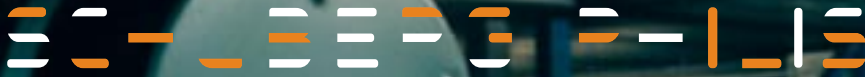
THE UAE SEO & ANALYTICS CONCEPT

THE UAE SEO & ANALYTICS SERVICES

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DELTA

SC - BE - F - IL - IS
MISSION CRITICAL OUTSOURCING



MISSION CRITICAL OUTSOURCING

THE UAE SEO & ANALYTICS SERVICES "Partner" Data Center

Partner Schuberg Philis' data center in Schiphol-Rijk (Amsterdam) is among the best data centers in Europe. The whole building was specifically designed to create an optimal environment to house computer equipment. The facility is specified to the highest standards and based on many years of data center experience. All components are selected for their best-of-breed industry quality.

The center is monitored and controlled by the BMS (Building Management System), which manages the data center's power, humidity, temperature and fire suppression system. Schuberg Philis' technicians are alerted to any potential problems or actual changes in the environment.

Physical security is addressed as well. We offer the most comprehensive procedures and systems available, including extensive CCTV and 7x24 on-site security guards.

Our data center services include:

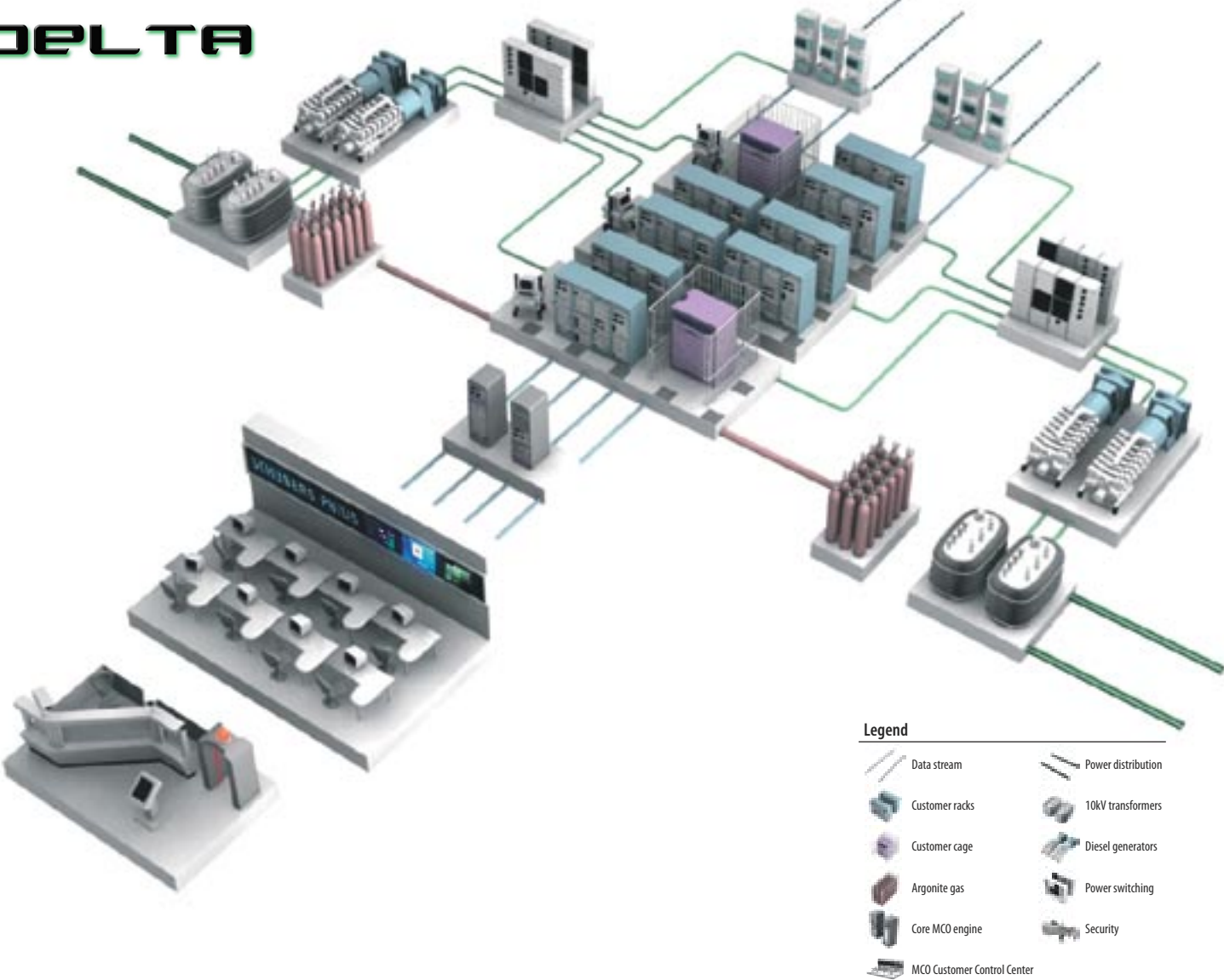
- Provisioning of secured, carrier-grade and scalable space for equipment, 2800 m2 in total
- Provisioning of scalable and reliable access to the telecommunications and internet infrastructure
- Provisioning of physical and network security
- Professional monitoring and alerting for all critical systems

In addition, in line with Schuberg Philis' core focus, as our customer you can take one step further and fully rely on us to manage your mission critical application infrastructure, including network, security, servers, storage, operating systems, databases and middleware applications. The Mission Critical Outsourcing Platform (MCO-Platform™) relieves our customers from the need to be involved in infrastructure-and technical application management, so that they can fully focus on the functional part of their IT environment.

About our Partner Schuberg Philis

Schuberg Philis is a privately owned highly flexible IT company, with dedicated customer teams that design and watch over infrastructures tailored to meet companies' unique needs.

Schuberg Philis manages many companies' mission critical application infrastructures, guaranteeing 100% uptime through a unique way of working.



THE UAE SEO & ANALYTICS SERVICES Data Center Specifications

Area	The usable area of the data center measures 2800m ² (30,000 square feet).
Physical Security	The AboveNet data center is guarded 24 x 7 by security guards patrolling the building, monitoring the CCTV and other security related systems. The CCTV system records all movements in the data center using more than 140 motion activated camera units. The entrance to the center is guarded by a security guard, day and night, working from a bullet-proof loge. Customers are on an access list and picture identification is required to be granted access to the building. Access to rooms within the data center is monitored and controlled by a badge reading system.
Power Facilities	<p>The data center has redundant private high voltage connections to the nearest power distribution station with a total maximum capacity of six MegaWatt. To provide continuous and clean power to the systems running in the data center, four Hitec® Continues Power Systems (CPS) are installed, one of which is dedicated as a reserve backup to support any of the other three CPS units. A CPS unit consists of an electric motor, electric generator and a 16-cylinder Mitsubishi diesel engine with an inductive flywheel. This flywheel is continuously spinning to 'clean' the power from spikes and dips and to ensure that no phase or amplitude discontinuities occur if the power provided by the electricity company fails.</p> <p>A 30.000 liter underground diesel storage tank guarantees that if the electricity company's service fails we can run undisturbed for over 3 days. The power for all computer rooms is provided by a Busbar® system.</p> <p>AboveNet guarantees 2300 watts per rack through dedicated 10 Amp circuits utilize wiring with independent neutral feeds and dual fed Critical Load Distribution boards. This is more than sufficient for normal server and network equipment. Of course, additional power can be allocated if required.</p>
Fire Protection	<p>In the data rooms a VESDA (Very Early Smoke Detection Alarm) system detects all airborne particles passing through the laser chamber and samples air every 5 seconds providing early alerting of fire threat.</p> <p>Fire suppression in all data rooms is provided by an Argonite® fire suppression system. Argonite extinguishes fire by physically removing oxygen from the atmosphere to a level where in a closed space almost all fires are extinguished in 30 to 45 seconds. The main advantage of Argonite extinguishing is that it is not harmful to computer equipment as it is clean, odorless, non-toxic, non-corrosive and electricity non-conductive.</p>
Ventilation and Airconditioning	Cooling is provided by six roof-mounted Liebert-Hiross Super Chillers which provide chilled water to the ACU's (air conditioning units) in all equipment rooms. Each room has it's ACU's divided into 2 groups, each group is fed by a different Super Chiller and separate power supply. The amount of ACU's in each room is almost triple the amount needed to cool the environment. Temperatures are maintained constant in every equipment room at 20°Celsius and humidity is kept at 50%.



DELTA

Telecom and Internet
Connectivity

AboveNet

The Data Center itself hosts the Dutch central node of the AboveNet Tier-1 global IP network, providing high-quality IP connectivity. The AboveNet network provides unsurpassed Internet performance (measured by bandwidth, latency and packet-loss), due to the fact that it is based solely on fiber links with high-end backbone routers. No Tier-1 network provider has better real-life performance which is caused by the unique amount of peering connections that AboveNet has installed, resulting in very efficient routing. All Internet connections are based on 100 Mbps Fast Ethernet or Gigabit Ethernet and can use the full bandwidth; no limiting traffic shaping is in place.

AMSIX

As for AMSIX connectivity, the center has readily commercially available redundant private fiber connections to AMS-IX (Amsterdam Internet Exchange, where all relevant Internet network providers are connected). Multiple providers offer connectivity to the AMSIX sites (SARA, NIKHEF, TeleCity and Global Switch) ranging from 10 Mbps till 10 Gbps or dark fiber.

NL-IX

The AboveNet datacenter hosts the NL-IX network node (Dutch National Internet Exchange, where local ISP's and content parties can interconnect). AboveNet datacenter customers can easily connect to the NL-IX and peer with lots of Dutch ISP's and content players.

Carriers present

Apart from the AboveNet network the following commercial network providers have presence in the AboveNet datacenter:

- KPN
- Versatel
- Colt
- @home
- Priority Telecom
- Global Voice Networks
- Interoute

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