WordPress | Dubai Meetup

November 2026

How to get your business recommended by AI

Seven moves you can make on your WordPress site this month

Ali Hassan · General Manager, BRAVA 360 Digital

BRAVA360

A 10-SECOND TEST

Ask AI what your customers ask

"Who's the best [your service] in Dubai?"

Here are three businesses worth contacting:

Competitor A | Competitor B | Competitor C

Is your business one of the names?

01 · THE SHIFT

AI now shapes the shortlist

~1B

people use ChatGPT every week

OpenAI, as reported in July 2026

2B+

people a month see Google's AI Overviews

Google, 2025–2026

The shortlist gets written before anyone visits your website.

Figures rounded · check the latest before quoting

01 · THE SHIFT

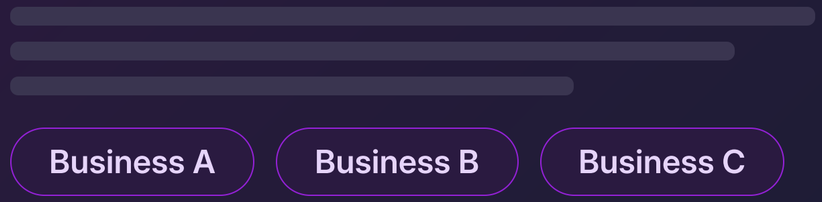
From ten links to one answer

CLASSIC SEARCH



Ten links. The customer compares, clicks and decides.

AI ANSWER



Two or three names. The AI has already narrowed it down.

If you’re not named, you’re not considered.

02 · HOW AI DECIDES

Where an AI answer comes from

What it already knows

What it read in training. Useful, but often months or years old.

What it looks up right now

For “best X in Dubai” questions, it searches and reads a few pages.

What other sources agree on

It names businesses that many independent sources describe alike.

Every recommendation passes three tests

1

Can AI find you?

Access and indexing

2

Can AI understand you?

Clarity and structure

3

Does AI trust you?

Proof and mentions

Pass all three, and you become one of the names.

TIP 1 OF 7 · CAN AI FIND YOU?

Open the door to AI crawlers

COMMON MISTAKES

- Security plugins, firewalls and CDNs can block AI crawlers by default
- One wrong robots.txt rule can hide your whole site
- Key details live inside images, not as real text

Do this in WordPress

- Settings → Reading: “Discourage search engines” is unticked
- Your security plugin and Cloudflare let AI search bots in
- Prices, areas and hours are real text on the page

TIP 2 OF 7 · CAN AI FIND YOU?

Get every key page indexed

COMMON MISTAKES

- AI assistants look things up through search engines such as Google and Bing
- A page that isn’t indexed can’t be read, quoted or recommended
- A stray “noindex” setting can quietly hide your key pages

Do this in WordPress

- Verify your site in Google Search Console and Bing Webmaster Tools
- Submit the sitemap from Yoast, Rank Math or AIOSEO
- Check service pages aren’t set to “noindex”

TIP 3 OF 7 · CAN AI UNDERSTAND YOU?

Say what you do, where, and for whom

INSTEAD OF THIS

“We deliver excellence and innovative solutions for your needs.”

WRITE THIS

“Family dental clinic in Al Barsha, Dubai. Open until 10 pm. Arabic & English.”

In WordPress: edit your homepage hero, then match the page title and meta description in your SEO plugin.

TIP 4 OF 7 · CAN AI UNDERSTAND YOU?

Answer the questions customers really ask

WHAT PEOPLE ACTUALLY ASK AI

“How much is a villa deep clean in Dubai?”

“Which clinic in JLT opens on Fridays?”

“Do I need a permit to redo my kitchen?”

Make answers easy to quote

- Use the question as a heading (H2/H3)
- Answer it in the first two sentences
- Give real numbers: prices, times, areas
- Add FAQ, comparison and “how it works” pages

TIP 5 OF 7 · CAN AI UNDERSTAND YOU?

Use the same details everywhere

Source	Business name	Phone	Area
Your website	Example Dental	04 000 1111	Al Barsha
Google Business Profile	Example Dental Clinic	04 000 2222	Al Barsha 1
Directory listing	Example Dental LLC	050 000 3333	Barsha Heights

Three names, three numbers, three areas. Pick one version and use it everywhere.

In WordPress: enter your details once in your SEO plugin. It adds schema, a machine-readable label. Then copy them exactly everywhere.

TIP 6 OF 7 · DOES AI TRUST YOU?

Get others talking about you

Your website is one vote. AI counts the others.

When several independent sources describe you the same way, AI feels safe naming you.

WordPress tip: show reviews on your site, but earn them on Google first.

- Google reviews
- Trusted directories
- News and local blogs
- “Best of” lists
- LinkedIn and YouTube
- Forums and communities

TIP 7 OF 7 · DOES AI TRUST YOU?

Show proof, people and fresh dates

COMMON MISTAKES

- Anonymous pages: no team, no author, no credentials
- Big claims, no evidence: no case studies or numbers
- Stale signals: old prices, last post in 2022, “© 2021”

Do this in WordPress

- Add author bios under Users → Profile
- Publish case studies with real results
- Show “last updated” dates on key pages
- Refresh service pages every few months

03 · SAVE YOUR MONEY

Three shortcuts to skip

MYTH 1

“Just add an llms.txt file”

Easy to add, but so far no major AI assistant has said it relies on it. Optional, not a fix.

MYTH 2

“There’s a secret AI tag”

Google says its AI features need no special markup. The same search basics apply.

MYTH 3

“Publish 100 AI-written posts”

AI already knows generic advice. It quotes what’s new: your prices, data and experience.

04 · YOUR PLAN

The WordPress quick-check

	Where in WordPress	What to check
✓	Settings → Reading	“Discourage search engines” is unticked
✓	Security plugin / Cloudflare	AI search crawlers are allowed in
✓	SEO plugin (Yoast, Rank Math, AIOSEO)	Business name, logo, address and sitemap set up
✓	Search Console + Bing Webmaster Tools	Site verified, sitemap submitted, pages indexed
✓	Users → Profile	Real names, photos and short bios
✓	WPML / Polylang	Arabic pages exist and link to English versions

Not sure about bots? Ask your host if OAI-SearchBot is being blocked.

04 · YOUR PLAN

Your 30-day AI visibility plan

1 Week 1 · Measure

- Ask AI 10 real customer questions
- Note which businesses get named
- Run the WordPress quick-check

2 Week 2 · Clarify

- Rewrite your homepage's first line
- Complete business details and schema
- Match your Google Business Profile

3 Week 3 · Answer

- Answer your top 5 customer questions
- Add prices, areas, timings, process
- Publish in English and Arabic

4 Week 4 · Earn mentions

- Ask 10 happy clients for reviews
- Join 3 trusted directories or bodies
- Pitch one partner or media mention

04 · START TONIGHT

Your monthly 10-question test

Question your customer asks	ChatGPT	Gemini	Google AI	Named instead
Best [service] in Dubai?	No	No	Yes	Competitor A, B
[Service] price in Dubai?	No	Yes	No	Competitor C
Same question, in Arabic	No	No	No	Competitor A
...7 more questions				

New chat each time

English and Arabic

Same questions, every month

THE ONE THING TO REMEMBER

AI recommends businesses it can find, understand and trust.

Thank you. Questions?

Ali Hassan · BRAVA 360 Digital · info@brava360.digital

BRAVA360

Connect with Ali Hassan on LinkedIn