Blog Audit & Comparison

- Headline Effectiveness

The headlines are clear and relevant. For example, “Comprehensive Guide to Choosing the Best Restaurant Accounting Software”. The target audience is likely to search for topics related to accounting software, as the site offers bookkeeping services. However, these headlines are not SEO optimised, and they fail to grab attention because

1. They are statement-based rather than question-based. This aspect limits the AEO/featured snippet opportunities.
2. The headlines also fail to include the primary keywords and pain point combinations. For example, “VAT Registration in UAE: Requirements, Deadlines & Penalties”.

One of Finanshel.com’s competitors, Alaán, often uses SEO-optimised titles associated with regulations, driving higher intent traffic.

- Content Structure

The blogs have subheadings and basic list formatting, which improves their readability. And, there is a combination of short and long paragraphs, which makes it easy to skim and read.

But most of the blogs lack a FAQs section that is important for AEO and rich snippets. Furthermore, only a few of the blogs include checklists, diagrams, and visuals. The blogs also lack depth. For example, include UAE-specific regulations.

- Call to Action (CTA)

The blogs have CTAs. But they are sales-driven rather than value-driven. An example: “Get in touch today to unlock your exclusive partner pricing and take the next step toward smoother, smarter business growth”. They fail to capture the value the client gains from taking the next step.

- SEO Optimization

Basic keywords like “accounting software”, “UAE”, “bookkeeping”, “VAT”, and “tax” are used naturally throughout the blogs.

But the content is not fully optimised for search engines because it lacks question-intent keyword optimisation and structured data markup (FAQ, HowTo, Article schema). And, most blogs fail to link to related services or guides.

- Engagement & Value

The audience addresses the audience's need for information related to tax and bookkeeping regulations in the UAE. However, the content is not engaging as it does not include case studies, examples, UAE-specific examples (e.g., compliance mistakes common among e-commerce SMEs), and founder stories.

There is no clear value proposition as the target audience of the site is primarily in the UAE, but there are no blogs on hot topics like regulatory changes, UAE tax deadlines, or penalties. And finanshel.com's competitors dominate in these topics.

Competitor Comparison Summary

1. Content Categories & Focus

Alaan.com

Example of topics on this site: “UAE’s Corporate Tax: A primer on navigating the new regulations” and “UAE Corporate Tax 2024: A Comprehensive Guide For Businesses”. The site covers a lot of regulatory topics on corporate tax and VAT compliance updates in the UAE. As a result, this site dominates the search intent content. This is a gap that finanshels.com should be exploring.

Osome.com

This site covers more general topics related to finance, business, automation…. For example, “Do Startups Outgrow Their Bookkeeping Providers?” The content is engaging as they use storytelling, statistics, diagrams, images, and process flows— an element that is missing from the Finanshels.com content.

TaxReady.ae

The content on this site is effectively optimised for UAE accounting keywords and also includes a FAQs section for most articles— an essential element that finanshels.com should consider adopting.

Sleek.com

Gas that finanshels.com should explore more from the Sleek.com site is the use of question-based headlines and subheadings. For example, “Why understanding the IRAS tax bracket matters for Singapore tax planning”.

SEO & Engagement Tactics

Competitors like Alaan perform better in regard to keyword-rich regulatory content and timelines (e.g., “Expenditure Management Process for UAE Finance Teams”). Sleek.com performs better on question-based titles(e.g., “How Sleek helps you maximise your tax-deductible donations in Singapore”) and the use of keywords on regulatory topics. Osome performs better in regard to engagement by including visuals, storytelling, and case studies in the content. And, Taxready is better at including FAQ structures.

Strengths & Weaknesses

Finanshels.com offers clear writing for non-finance founders with practical foundational topics that are easy to read and understand. It also does a good job of incorporating basic keywords organically throughout the blogs.

But finanshels.com is outperformed by competitors on aspects like answer-engine-optimised content, content diversity(templates, videos, and case studies), SEO architecture(internal linking, schema markup, FAQ structures), and more depth on regulatory topics.

Actionable Suggestions

- Add an FAQs section after most blogs with at least 4 to 6 questions.
- Internal linking- all blogs should either link to related blogs, relevant service pages, industry pages, and glossary terms
- Use high-intent SEO-optimised headlines such as “What Are the VAT Penalties in UAE? A Founder’s Guide”.
- Include value-based CTAs such as “Get Monthly Tax Updates for UAE SMEs.”
- Use visual aids like infographics, flowcharts (e.g., “VAT Filing Process”), and images.
- Include real-life examples, founder stories, and case studies on how Finanshels has helped its users.

SEO & AEO Audit For Finanshels.com

SEO Audit

- Keyword Research

The pages target general keywords like “bookkeeping” and “VAT filing, which are aligned with what the potential target audience searches for, but these keywords are not fully aligned with the intent. Since the primary target audience is individuals in the UAE, there should be transactional keywords like “bookkeeping service UAE cost”, regulatory keywords like “UAE corporate tax 2025 updates”, and question-based keywords like “How to register for VAT UAE”. By including these keywords, finanshels.com will have more organic reach and improve its AEO ranking signals. Also, the site lacks one relevant root keyword that should be present for all ages.

- On-page SEO

The titles are present, but most of them are generic and are not optimised for targeted keywords. The primary keywords are also not present in the meta descriptions. The meta descriptions also have no geo-qualifiers like the UAE.

The URLs are written in small letters with a dash separating the words. However, some of the URLs are longer than 100 characters (e.g., https://www.finanshels.com/blog/introducing-the-upgraded-finanshels-client-portal-more-control-more-clarity-one-unified-experience), and they also lack the primary keywords.

- Internal Linking

Blog posts rarely link to related blogs, glossary pages, industry pages, or service pages. The internal linking structure is weak with minimal opportunity to link to high-priority pages.

- Content Quality

The content is informative and useful, but it is hard to skim and read through as most pages are text-heavy with no checklists, quotes, or step-by-step visuals.

AEO (Answer Engine Optimisation) Audit

Featured Snippets

Finanshels.com featured snippets are not optimised, reducing the likelihood of appearing in Google's Featured Snippets. But there are strong opportunities to optimise pages for content for question-based snippets, such as "How much does bookkeeping cost in the UAE?"

FAQs & Structured Data

There is no consistent use of FAQ sections, and the site shows minimal use of schema markup.

Suggestions for SEO & AEO Improvements:

1. Build headings using the question-based format. For example, "What is corporate tax in the UAE?"
2. Add an FAQs section to the blog and service pages with 4 to 6 questions based on People Also Ask keywords.
3. Write unique, well-optimized Meta description tags for every page on your site that is currently missing a meta description, or that has missing, duplicate, overly long, or overly short descriptions.
4. Shorten the URLs that are too long and the image names and URLs that are too long to approximately 100 words.
5. Perform SEO-centric keyword research and establish a core, site-wide keyword focus. Core keywords such as taxation, VAT, business registration, and bookkeeping should be used consistently.
6. Include geo-qualifiers like UAE, Dubai, in the meta descriptions and meta titles. Also, use the keyword once per sentence in the metadescription, as close to the start of each sentence as possible.