



# DETAILERS MOVEMENT

OWNED BY YOU, DRIVEN BY US

**MOTOREFINE**

## Motorefine - Showcase Report

Website: <https://motorefine.ae/>  
February 2025



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**MOTOREFINE**

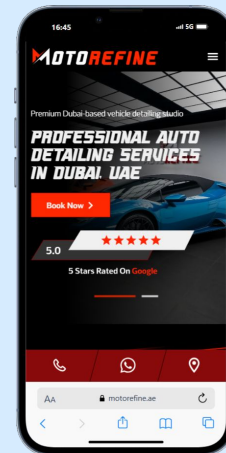
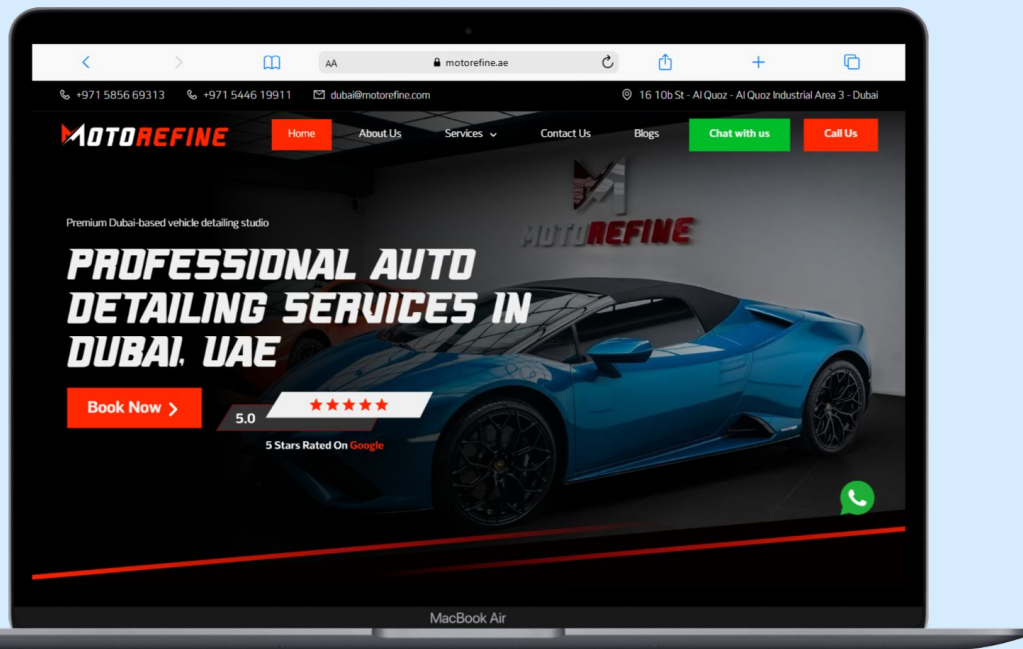
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# OVERVIEW



# OVERVIEW



This showcase report highlights the combined **SEO and Ads performance** for Motorefine in February 2025. Our comprehensive strategy focuses on improving organic search rankings, Google Business Profile (GBP) visibility, paid ad performance, and website optimization to drive conversions and increase brand authority in Dubai.





# SEO PERFORMANCE



## SEO PERFORMANCE

### Top 1 -5

	Query	Average Position ▲
2.	auto detailing shops	1
3.	ppf with ceramic coating	1
4.	non reflective tint windshield	1
5.	car detailing scratch removal	1
6.	ceramic coating and paint protection film	1
7.	glass tinting near me	1
8.	detaling	1
9.	detailing	1
10.	gtechniq interior ceramic coating	2
11.	ceramic ppf film	3
12.	ceramic tint 30 percent	3
13.	ceramic serum	3

### Top 1 -5

	Query	Average Position ▲
15.	ceramic coating crystal serum	3
16.	gloss black vinyl	3
17.	matte protection film	3
18.	ppf and ceramic	3
19.	ceramic tints	4
20.	car detailing showroom design	4
21.	car detailing blog	4
22.	paint correction	4
23.	paint protection film ceramic coating	4
24.	car color changing film	4
25.	red to black car wrap	4
26.	architectural films in dubai	4.07

This February 2025, Search Console recorded that Motorefine have over 1,000 keywords with clicks or impressions. **Among them, 274 keywords are in the top 20, and 26 keywords are currently ranking in the top 1-5 in Dubai.**



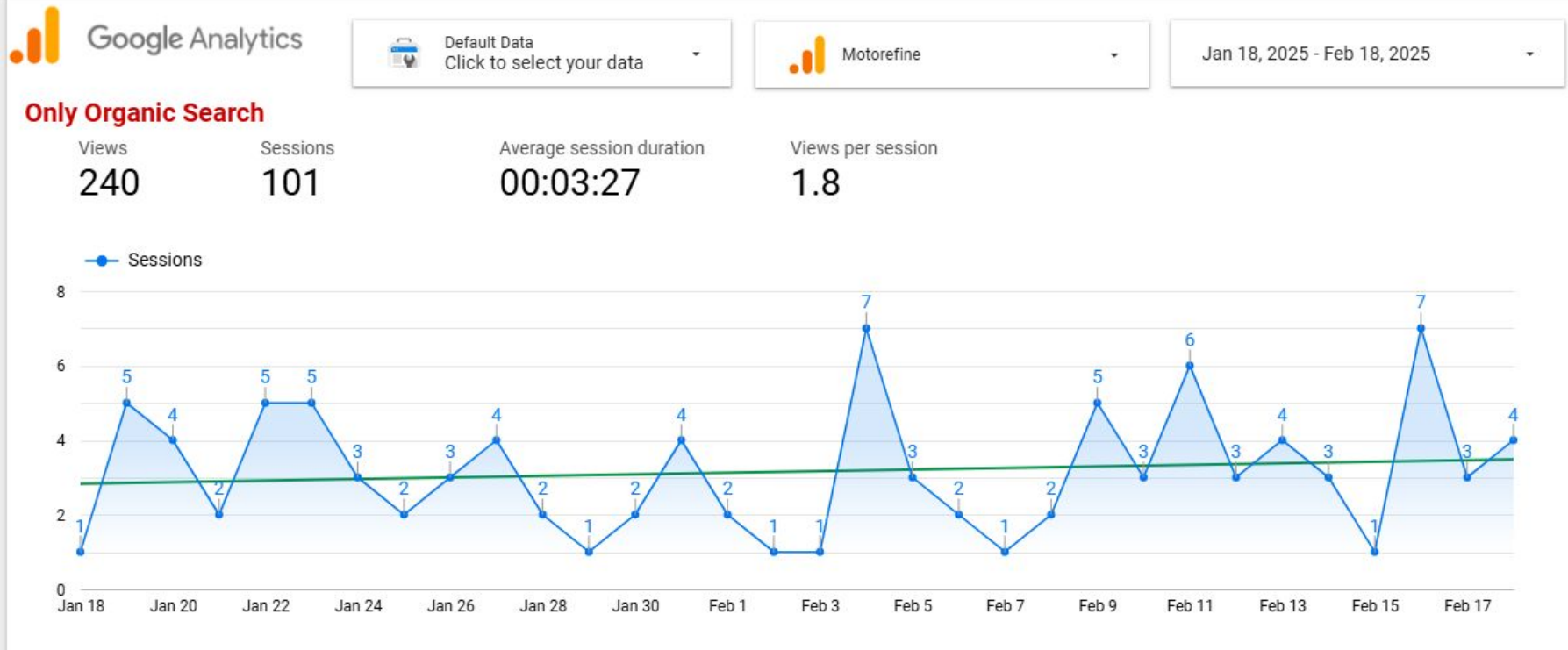
# SEO PERFORMANCE

Page title			Session...	% Δ	Query		Impressions ▾
1.	Motorefine - Professional Auto Detailing & Paint Protection in Dubai,...		108	-10.7% ↓	2.	car tinting dubai	451
2.	Dubai's Premier Paint Protection Film Services   Xpel PPF Certified I...		22	100.0% ↑	3.	paint protection film dubai	438
3.	Contact Motorefine - Dubai's Car Detailing & Paint Protection Experts		18	-18.2% ↓	4.	window tinting dubai	359
4.	About Motorefine   Premium Car Detailing & Paint Protection Expert...		16	-15.8% ↓	5.	car ppf dubai	344
5.	Car Care & Detailing Blogs - Expert Tips from Motorefine Dubai		14	-41.7% ↓	6.	ppf dubai	302
6.	Custom Window Tinting for Luxury Vehicles in Dubai, UAE   Motorefi...		13	0.0%	7.	car window tinting dubai	296
7.	Transform Your Car with Luxury Ceramic Coatings in Dubai, UAE   M...		10	0.0%	8.	car paint protection dubai	254
8.	Transform Your Car with Luxury Vinyl Wrap Color Change in Dubai, U...		9	50.0% ↑	9.	ceramic coating dubai	232
9.	Premium Auto Detailing Services in Dubai   Tailored Packages for Eli...		6	20.0% ↑	10.	ppf in dubai	212
10.	Ultimate Smart Dent Repair in Dubai   Motorefine		5	25.0% ↑	11.	best ppf in dubai	204
11.	High-End Interior Detailing Solutions in Dubai, UAE   Motorefine		4	0.0%	12.	car detailing in dubai	196
12.	Motorefine - 阿联酋迪拜专业汽车美容及油漆保护		4	-	13.	car wrap dubai	174
13.	Ultimate guide to PPF in UAE - MotoRefine		4	33.3% ↑	14.	car window tinting in dubai	156
14.	Architectural tinting: Things you need to know		3	-	15.	ppf for car	153
15.	Auto Body Painting Service in Dubai   Motorefine		3	0.0%	16.	auto detailing dubai	150
16.	PPF vs. Ceramic Coating: Which is best for your car - MotoRefine		3	-66.7% ↓	17.	ceramic car coating dubai	150
17.	Where Can I Get Architectural Window Tinting Near Me in Dubai?		3	200.0% ↑	18.	ceramic paint protection dubai	135
18.	Architectural Window Films - Building Window Solutions in Dubai, U...		2	-60.0% ↓	19.	car detailing dubai price	131
19.	High-End Exterior Detailing Solutions in Dubai, UAE   Motorefine		2	-33.3% ↓	20.	car vinyl wrap dubai	131
			1 - 30 / 30	< >	21.	paint protection dubai	131

Many **pages and high-priority service keywords** received significant visits and impressions this month.



# SEO PERFORMANCE - Google Analytics - Traffic Acquisition

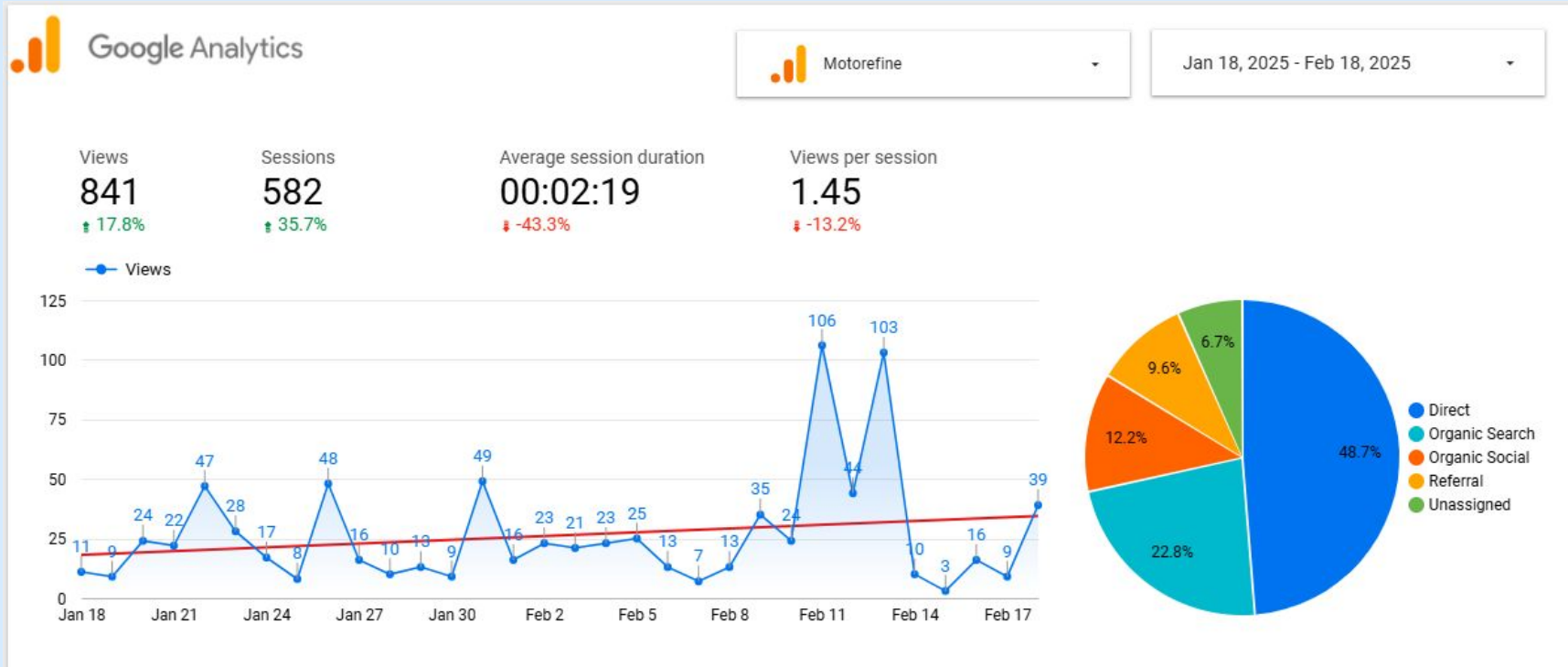


From January 18, 2025 to February 18, 2025, there have been **101 sessions** from Organic Search. The organic channel is maintaining stability and showing steady growth over time.





# SEO PERFORMANCE - Google Analytics - Traffic Acquisition



From **January 18, 2025 to February 18, 2025**, there have been **582 sessions** across all channels, with Direct accounting for the largest share (**48%**) and Organic Search making up (**23%**).



## SEO PERFORMANCE - Google Analytics - Traffic Acquisition

	Page title	Sessions ▾
1.	Motorefine - Professional Auto Detailing & Paint Protection in Dubai, UAE	431
2.	Contact Motorefine - Dubai's Car Detailing & Paint Protection Experts	36
3.	About Motorefine   Premium Car Detailing & Paint Protection Experts in Dubai	32
4.	Dubai's Premier Paint Protection Film Services   Xpel PPF Certified Installers	32
5.	Transform Your Car with Luxury Ceramic Coatings in Dubai, UAE   Motorefine	22
6.	Premium Auto Detailing Services in Dubai   Tailored Packages for Elite Cars	21
7.	High-End Exterior Detailing Solutions in Dubai, UAE   Motorefine	19
8.	Protect Your Ride with Premium Tyer and Wheels Protection in Dubai, UAE	19
9.	Custom Window Tinting for Luxury Vehicles in Dubai, UAE   Motorefine	18
10.	Transform Your Car with Luxury Vinyl Wrap Color Change in Dubai, UAE	17

These are the **10 most visited pages by users** from **Jan 18 2025 to Feb 18 2025**.



**Architectural tinting near me**

---

Keyword difficulty: **31.07%** (for google.com database) — View **full report** for this keyword

MotoRefine  
https://motorefine.ae › architectural-window-tint-films... ⋮

### 1. Building Window Solutions in Dubai, UAE

AS:	0	Visits:	0	Pages/Visit:	0	Avg. Visit:	0	Bounce rate:	0
-----	---	---------	---	--------------	---	-------------	---	--------------	---

Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L:	0	LD:	6	I:	50	whois	</>	source	Rank:	15.2M
----	---	-----	---	----	----	-------	-----	--------	-------	-------

MotoRefine offers premium architectural tinting services in Dubai, providing top-quality solutions for both residential and commercial properties.

Apex Gulf Enterprises LLC  
https://www.agefilms.com ⋮

### 2. Window Tinting in Dubai UAE | Best Window Tint Solution at ...

L:	145	LD:	536	I:	2.16K	whois	</>	source	Rank:	5.80M
----	-----	-----	-----	----	-------	-------	-----	--------	-------	-------

Apex Gulf Enterprises is a professional window tinting company that provides a comprehensive range of window tint solutions. Serving the Dubai market since 1981 ...

XPEL  
https://www.xpel.com › united-arab-emirates › all › dubai ⋮

### 3. Authorized Architectural Flat Glass Window Tint Installer

L:	0	LD:	681K	I:	2.22K	whois	</>	source	Rank:	29.0K
----	---	-----	------	----	-------	-------	-----	--------	-------	-------

Javascript is disabled on your browser. To view this site, you must enable JavaScript or upgrade to a JavaScript-capable browser.

**Sponsored**

zamadina  
https://www.zamadina.com ⋮



# KEYWORDS RANKING TRACKING

Keyword difficulty: 34.59% (for google.com database) — View full report for this keyword

All Images Videos Shopping News Maps Web More

Price list Within 8.1 km Open now Top rated

**MotoRefine offers premium architectural tinting services in Dubai,** providing top-quality solutions for both residential and commercial properties. Our tinting services are designed to meet the unique needs of Dubai's climate, helping to keep interiors cooler and more comfortable by reducing heat and glare.

MotoRefine  
https://motorefine.ae/architectural-window-tint-films-...

**1. Building Window Solutions in Dubai, UAE - MotoRefine**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 0 LD: 6 I: 50 X: whois source Rank: 15.2M

About featured snippets Feedback

Sponsored

autocare.ae  
https://www.autocare.ae

**3M Special Deals: 30% Discount | Special Packages & Promotions**

3M Window Film is the #1 Trusted Brand, Over 2 million Car Tint Installations in the UAE. The Best Price on 3M Car Tinting - Guaranteed!

Browse Brochures · View Specifications · Services · Anti-Fog Film · Car Tinting Deals

Sponsored

tint.thetintexperts.com  
https://tint.thetintexperts.com/tinting

**The Tint Experts Dubai**

The Tint Company — Window Tinting Is A Great Way To Improve Your Car's



Keyword difficulty: 43.00% (for google.com database) — View full report for this keyword

All Images Videos Maps Shopping Web News More

Near me Within 8.1 km Open now Top rated

Results for Dubai · Choose area

**MotoRefine offers premium architectural tinting services in Dubai,** providing top-quality solutions for both residential and commercial properties. Our tinting services are designed to meet the unique needs of Dubai's climate, helping to keep interiors cooler and more comfortable by reducing heat and glare.

MotoRefine  
https://motorefine.ae/architectural-window-tint-films-...

**1. Building Window Solutions in Dubai, UAE - MotoRefine**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 0 LD: 6 I: 50 X: whois source Rank: 15.2M

About featured snippets Feedback

totalgard.ae  
https://tint.totalgard.ae/architectural-window-tinting

**2. Best Architectural Window Tinting - Totalgard Window Films**

L: 0 LD: 0 I: 17 X: whois source Rank: 15.1M

Totalgard offers a complete line-up of architectural window tinting film products to serve a wide range of consumer and commercial needs.

vkooluae.com  
https://vkooluae.com/architectural-window-film

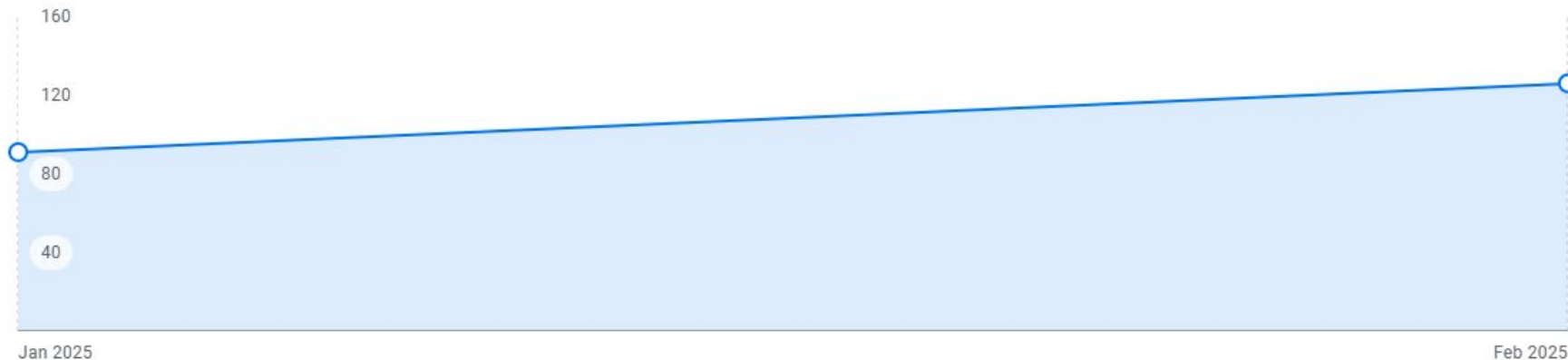


Motorefine have successfully achieved a **Featured Snippet** for the keywords "**Architectural tinting UAE**" and "**Architectural tinting service.**" This prominent position significantly increases visibility and credibility, showcasing the business as a leading authority in Architectural tinting services in Dubai.



## 217

Business Profile interactions ⓘ



Motorefine GBP had **217 interactions** from users this month.





## 27

Calls made from your Business Profile



And **27** calls made from GMB



# 159

Direction requests made from your Business Profile

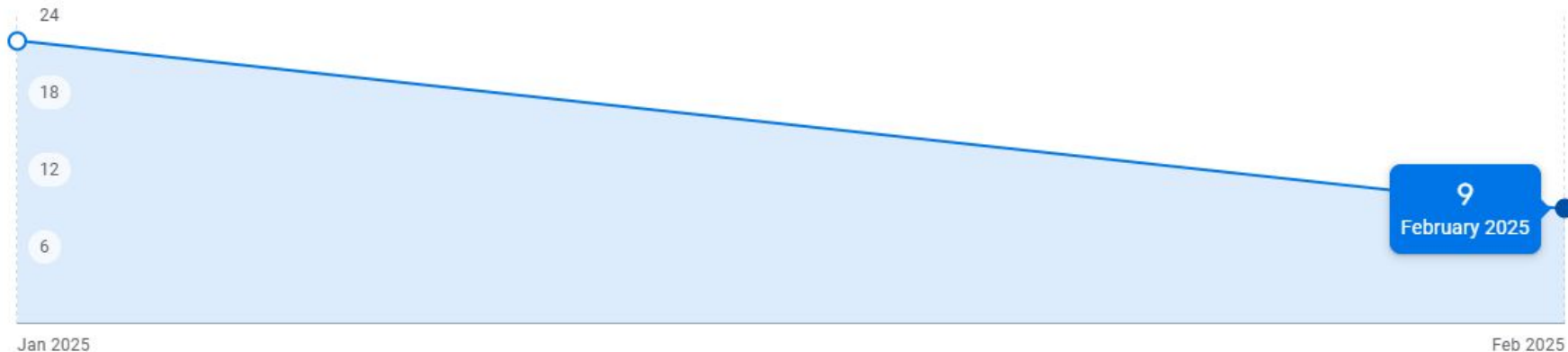


And **159** search for direction from GBP



## 31

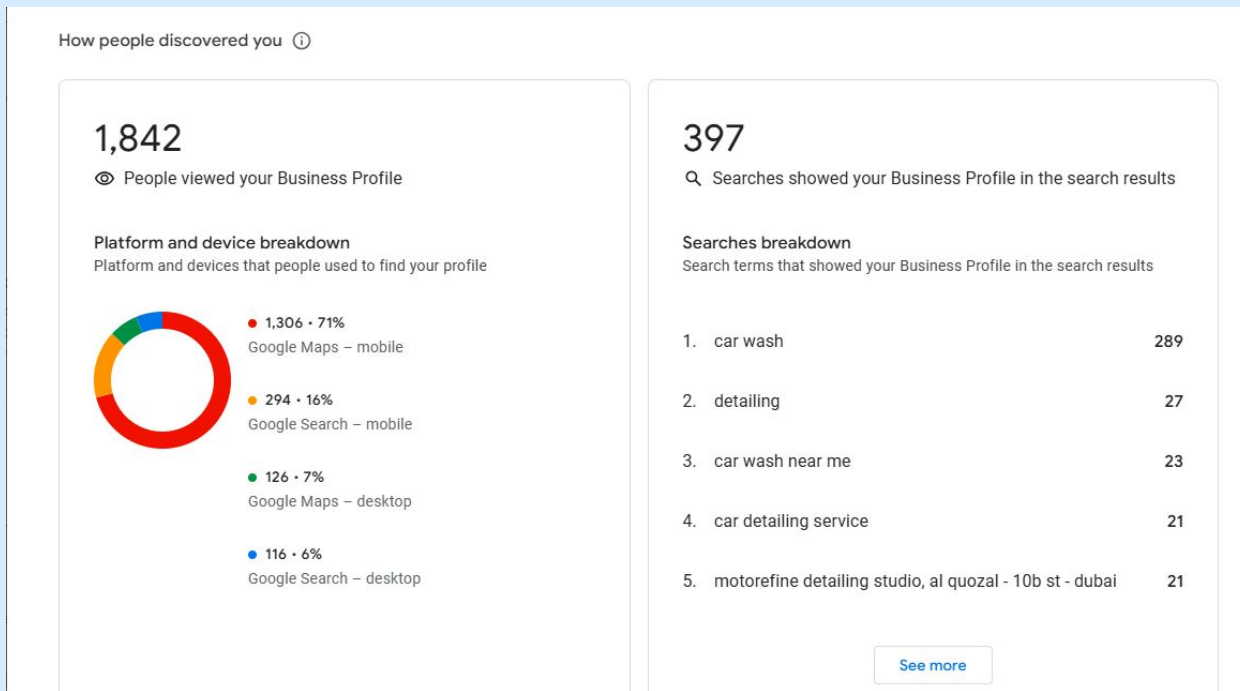
Website clicks made from your Business Profile



And **31 clicks** to the website from GMB (since February is not yet over, this number does not fully represent the month's data).



# SEO PERFORMANCE - **GBP Performance**



Motorefine GBP has a total of **1,842 views by users (an double increase compared to last month)**.  
Google has displayed **Motorefine's GBP 397 times in search results**.



# PAID ADS PERFORMANCE





# META ADS REPORT

The data is reported from **Jan 15** to **Feb 16**



# Meta Ads Performance Summary

Campaigns										Ad sets		Ads		Jan 15, 2025 – Feb 16, 2025					
+ Create Duplicate Edit A/B test More										Columns: Performance		Breakdown		Reports		Export		Charts	
	Off / On	Campaign	Delivery	Bid strategy	Budget	Att sett	Results	Reach	Impressions	Cost per result	Amount spent	Ends							
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DMI   MOTOREFINE   Click LDP   Paint Protection Film   13.2	Active 1 recommendation	Highest volume	\$5.00 Daily	7...	12 Website Contacts	8,524	9,274	\$1.93 Per Website Contact	\$23.21	Ongoing							
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DMI   MOTOREFINE   Lead   Paint Protection Film   \$800/m...	Active 1 recommendation	Using ad set bid st...	Using ad set budget	7...	3 Facebook leads	1,426	2,496	\$27.02 Per On-Facebook Leads	\$81.05	Ongoing							
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DMI   MOTOREFINE   Mess WhatsApp   Paint Protection Fil...	Active	Highest volume	\$10.00 Daily	7...	76 Messaging convers...	3,928	9,932	\$1.65 Per Messaging Con...	\$125.65	Ongoing							
<input type="checkbox"/>	<input type="checkbox"/>	DMI   MOTOREFINE   Mess   Paint Protection Film   \$800/m...	Off	Highest volume	\$4.00 Daily	7...	Messaging Conversati...	71	73	Per Messaging Conve...	\$0.44	Ongoing							
<input type="checkbox"/>	<input type="checkbox"/>	DMI   MOTOREFINE   Lead   Paint Protection Film   \$800/m...	Off	Highest volume	\$27.00 Daily	7...	Facebook leads	—	—	Per On-Facebook Leads	\$0.00	Ongoing							
<input type="checkbox"/>	<input type="checkbox"/>	DMI   MOTOREFINE   Lead   Paint Protection Film   \$800/m...	Off	Highest volume	\$10.00 Daily	7...	89 Facebook leads	33,826	73,364	\$6.41 Per On-Facebook Leads	\$570.78	Ongoing							
<input type="checkbox"/>	<input type="checkbox"/>	"Preserve your car's value and keep it looking..." المنشور	Off	Highest volume	\$5.00 Lifetime	7...	Messaging Conversati...	—	—	Per Messaging Conve...	\$0.00	Jul 29, 2024							
Results from 7 campaigns						M...	—	45,886 Accounts Center acco...	95,139 Total	—	\$801.13 Total spent								

From Jan 15 to Feb 16, Motorefine's meta ads campaign spent **\$801.13**, resulting in **95.139 impressions** and **91 leads**.

On average, Motorefine spend **\$8.8** per lead. This is a pretty **good price** for a high-value service like PPF.

**The team is running a PPF campaign (including 3 ad groups) with the CTA being a form submission. (For now team switch CTA to click to link (Drive traffic from meta to landing page), and increase budget of CTA Whatsapp campaign )**

**Team's evaluation:** The current campaign is performing impressively in terms of lead volume, **averaging 2-3 PPF leads per day with a low cost per lead**. However, the biggest issue is the low conversion rate of these leads, and the payment ratio for Motorefine's service packages is insufficient. The team has already taken actions and recommended some practices for to apply to improve this situation.

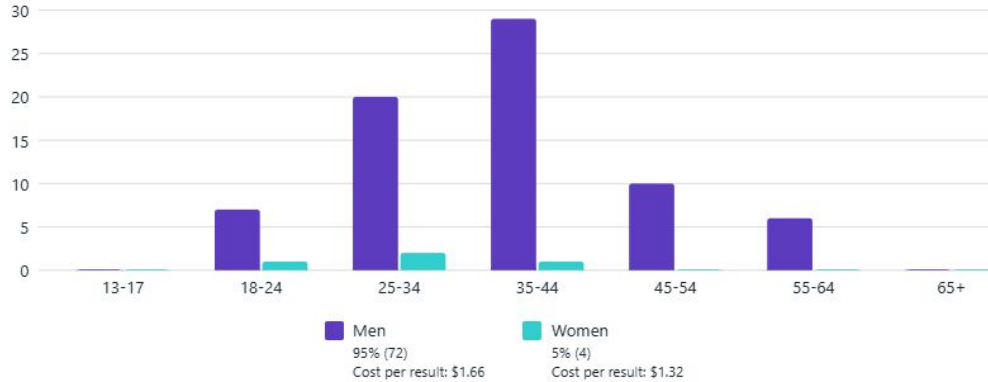


## Meta Ads Performance Summary

Age and gender distribution

All

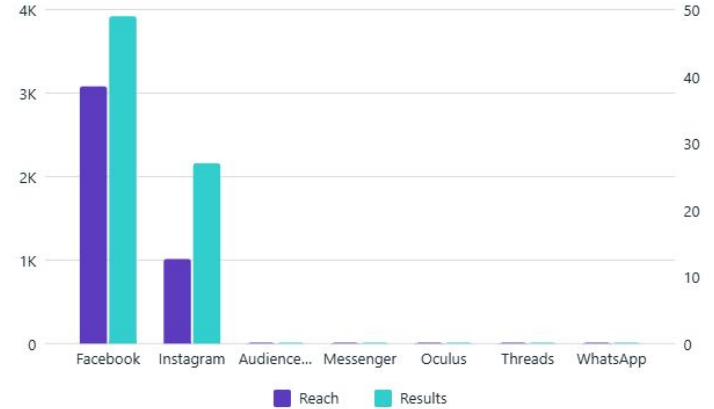
Results



Placement per platform

Reach

Results



The majority of users who interact with Motorefine's ads are between the ages of **18 to 64**, with **95%** of them being **male**.

The interaction rate on the Facebook platform is **75.28%**, and on the Instagram platform is **24.72%**.



## Meta Ads Performance Summary

<input type="checkbox"/> Submitted At	Contact	Name	Email	locationId	facebookLeadId	type
<input type="checkbox"/> Feb 13, 2025 06:32 AM		V S Starline	starlineanthony@yahoo.co.in	Fh3dG5p5Bv4IPi0h8Qc1	2117042265383416	lead
<input type="checkbox"/> Feb 12, 2025 07:21 AM		Imthiaz Ahmed	imthiaz.ahmed77@gmail.com	Fh3dG5p5Bv4IPi0h8Qc1	642834214990820	lead
<input type="checkbox"/> Feb 10, 2025 06:22 PM		Vaishnav Mohanan Mavil...	vaishnavmohanan.m@gmail.cor	Fh3dG5p5Bv4IPi0h8Qc1	1290685518872029	lead
<input type="checkbox"/> Feb 10, 2025 09:49 AM		Shokir Yusupov	shok200591@mail.ru	Fh3dG5p5Bv4IPi0h8Qc1	113192224788760	lead
<input type="checkbox"/> Feb 8, 2025 03:49 AM		Lionel Nazareth	lionel.nazareth@hotmail.com	Fh3dG5p5Bv4IPi0h8Qc1	2406408166371001	lead
<input type="checkbox"/> Feb 7, 2025 10:02 PM		Bahar	Rustamovabahar@gmail.com	Fh3dG5p5Bv4IPi0h8Qc1	955401460020387	lead
<input type="checkbox"/> Feb 6, 2025 09:31 AM		Nehal Shah	nehal.shah11889@gmail.com	Fh3dG5p5Bv4IPi0h8Qc1	914229670552748	lead
<input type="checkbox"/> Feb 5, 2025 04:38 PM		Syed Abdul Rahim	syed_94_abdul@yahoo.com	Fh3dG5p5Bv4IPi0h8Qc1	1807885893358049	lead
<input type="checkbox"/> Feb 4, 2025 07:54 PM		Mohamad Ghandour	mohamadghandour08@gmail.ci	Fh3dG5p5Bv4IPi0h8Qc1	610495808285881	lead
<input type="checkbox"/> Feb 4, 2025 07:42 PM		Cedric Ribeiro Dubai Ph...	Cedricribeiro@live.com	Fh3dG5p5Bv4IPi0h8Qc1	1770363373696414	lead
<input type="checkbox"/> Feb 4, 2025 02:01 PM		Sumesh Mohanan	sumeshcm2004@gmail.com	Fh3dG5p5Bv4IPi0h8Qc1	1125204189390243	lead

Page 1 of 5

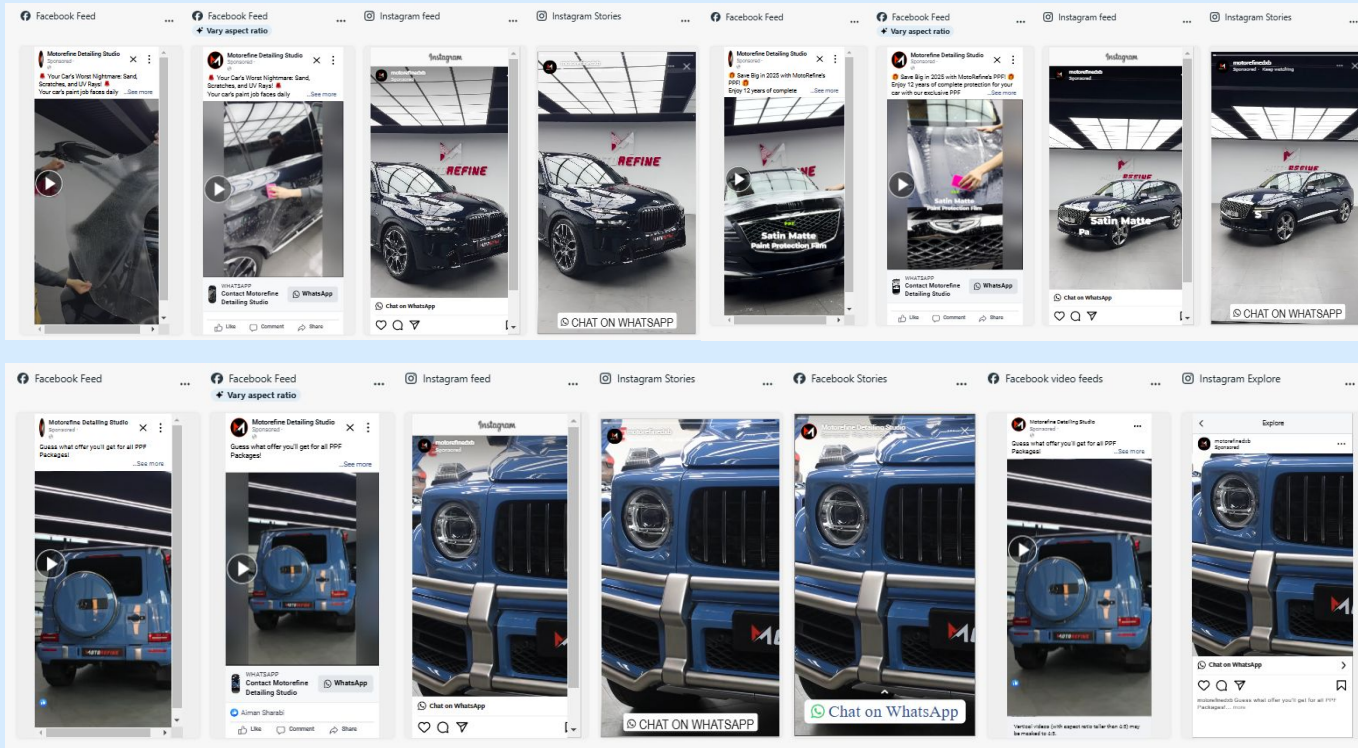
20 First Prev 1 2 3 4 5 Next Last

From Jan 15, We've connected Leads from **Facebook Ads** to Motorefine's **Go High Level account** so they can check Leads from Facebook Ads campaign from **Lead Connector or email**.

Motorefine also can go to their GHL account to check leads' detailed info:  
Go to <https://app.gohighlevel.com/> and login by Motorefine's Google Account **dubai@motorefine.com**



# Meta Ads Performance Summary



This is the content and video we are running ads for Motorefine on Facebook (***we are using three new videos they provided***)





# Meta Ads Performance Summary

## Video performance

See how audiences are engaging with your video creative.

1 of 1 Ads

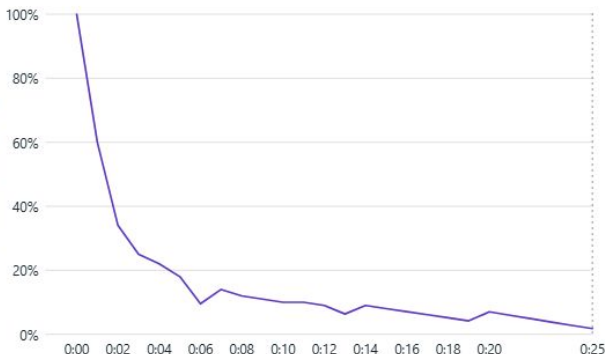
Video plays 6,219 Video average play time 00:04 Hook rate 25% Hold rate 7.14%

### Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

#### Video 2

Video length: 00:25



## Video performance

See how audiences are engaging with your video creative.

1 of 1 Ads

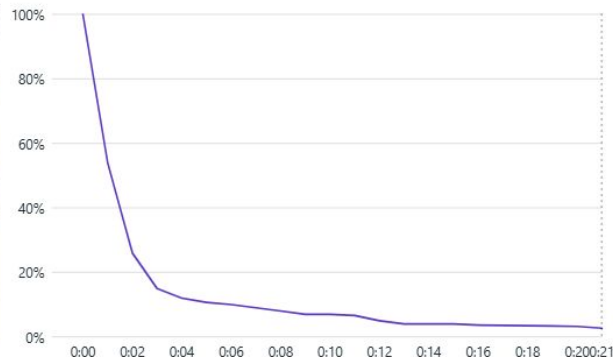
Video plays 711 Video average play time 00:02 Hook rate 15% Hold rate 17.76%

### Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

#### Video 3

Video length: 00:21



Most users engage the most in the first **10 seconds** of a video. All the most important things about Motorefine's service should be contained in the first 10 seconds.

The presence of detailed service introduction videos **positively influences** the results of advertising campaigns.



## Meta Ads Performance Summary

NO	Criteria	Data
1	Period	Jan 15 - Feb 16
2	Cost	\$801.13
3	Impression	95.139
4	Lead	91
5	Cost Per Lead	\$8.8

**Current status:** Campaign is running  
**Current spending**

- **Daily Budget:** \$25
- **Monthly Budget:** \$750
- **Daily Leads:** 2-3
- **CTA types:** Chat Whatsapp / Click to landing page / submit form

Motorefine's campaigns are currently **performing well** and generating leads. We will continue to monitor and optimize daily to maintain the current performance.

**We'll continue to optimize and update to Motorefine on their campaign's status weekly.**



# GOOGLE ADS REPORT

The data is reported from **Jan 14** to **Feb 12**



## 1. Ads Performance | Summary

NO	Criteria	Data
1	Period	Jan 14 - Feb 12
2	Cost	dh3,150
3	Impression	19.939
4	Click	1.170
5	Cost Per Click	dh2.71
6	Lead	65
7	Cost Per Lead	dh48.48

### Current Spend:

- dh105/day (dh2,938/month)
- 40 clicks/day
- 16 Lead/week

### Recommendation:

With **the existing budget**, the campaign has **consistently generated leads** and is expected to sustain this performance in the near future.



## 1. Ads Performance - Traffic (1/5)



The **Ads** are maintaining stability with **1.170** clicks and **19.939** impressions. Motorefine's average bid is **dh2.71** per click, which is reasonable compared to the industry average.

Out of the **19.939** times their ads appeared on a search engine, **58.59%** of them were in the top positions. These indicators show that Motorefine's ads are highly appreciated by Google and attractive to users.



## 1. Ads Performance - Search Intent (2/5)

	Search term	Clicks ▾	Impressions	CTR	Avg. CPC (converted)
1.	حماية ppf	192	1,162	16.52%	\$0.33
2.	ppf protection film	32	274	11.68%	\$0.42
3.	ppf	12	373	3.22%	\$0.87
4.	what is ppf for cars	9	61	14.75%	\$1.04
5.	ppf dubai	6	63	9.52%	\$0.87
6.	ppf car protection	5	195	2.56%	\$0.71
7.	ppf in dubai	5	25	20%	\$1.01
8.	car film	4	65	6.15%	\$0.3
9.	ppf جلاد حماية	4	21	19.05%	\$1.07
10.	biaya ppf mobil	4	47	8.51%	\$0.39
11.	ppf car	4	70	5.71%	\$0.94
12.	ppf for car	3	14	21.43%	\$0.91
13.	ppf رول	3	81	3.7%	\$0.22
14.	ppf price dubai	3	15	20%	\$0.81
15.	best ppf brands	3	24	12.5%	\$1.01

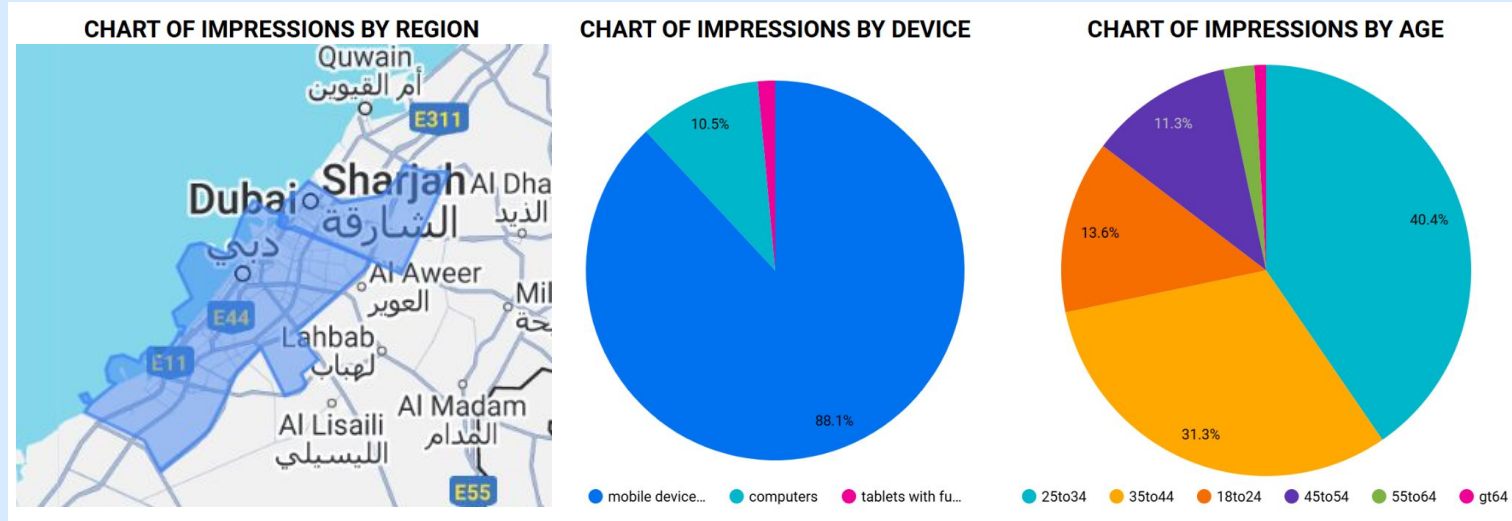
1 - 100 / 1270 < >

The top keywords bringing Motorefine the most clicks are related to **PPF** services. This shows that they are reaching the **right potential customers** with a reasonable budget.





## 1. Ads Performance - Demographic (3/5)




- Motorefine's ads appear mostly in these areas: **Dubai, Sharjah, United Arab Emirates.**
- **88.1%** of your ad impressions appear on mobile devices and are **evenly distributed among ages 25 to 44.**
- This data proves that Motorefine's ads are well-managed and correctly targeted to the geographical areas and customers they aim to reach.



# 1. Ads Performance - Display (4/5)

**Sponsored**


 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**Costs for PPF Car - Scratch-Resistant Auto PPF - Prices on car PPF services**

Protect your car's paint in Dubai with Motorefine's durable clear film PPF. Motorefine PPF includes free tint, leather protection & wheels ceramic coating in Dubai. Amenities: Self-Healing Properties, Water Repellent Film, Durable & Long-Lasting. Service...

[Our Customer Reviews](#) [Our Packages](#)

**Sponsored**


 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**Paint Protection Film Near Me - Expert PPF for Vehicles**

Motorefine offers your PPF service with free tint, leather & wheels coating in Dubai. Protect your car with PPF + Free Tint, Interior & Rims Coating. Limited time offer. Service catalog: Machine Polish Correction, Paint Protection Film, Ceramic Coating, Window Tinting,...

[Our Packages](#) [Free Tint & Leather](#)

**Sponsored**


 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**PPF Near Me - Protection Film for Your Car**

Motorefine PPF includes free tint, leather protection & wheels ceramic coating in Dubai. Motorefine offers your PPF service with free tint, leather & wheels coating in Dubai. Amenities: Self-Healing Properties, Water Repellent Film, Durable & Long-Lasting. Insurance...

[The Key Benefits](#) [Our Customer Reviews](#)

**Sponsored**


 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**Prices on car PPF services - Scratch-Resistant Auto PPF**

Motorefine PPF includes free tint, leather protection & wheels ceramic coating in Dubai. Protect your car's paint in Dubai with Motorefine's durable clear film PPF. Service catalog: Machine Polish Correction, Paint Protection Film, Ceramic Coating, Window Tinting,...

[The Key Benefits](#) [Free Tint & Leather](#) [Our F](#)

**Sponsored**


 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**Expert PPF for Vehicles - Premium PPF with Free Benefits**

Motorefine PPF includes free tint, leather protection & wheels ceramic coating in Dubai. Motorefine offers your PPF service with free tint, leather & wheels coating in Dubai. Insurance coverage: Scratch & Chip Protection, Durable & Long-Lasting, Eliminate Fine Scratches,...


[The Key Benefits](#) [Our Packages](#) [Free Tint &](#)

**Sponsored**

 Motorefine  
ppf.motorefine.ae/ppf\_for\_vehicle

**Paint Protection Film Near Me - PPF Near Me**

Motorefine offers your PPF service with free tint, leather & wheels coating in Dubai. Motorefine PPF includes free tint, leather protection & wheels ceramic coating in Dubai. Trusted b...



[Our Customer Reviews](#) [Free Tint & Leather](#)

Motorefine's ads are displayed with a variety of content and formats, suitable for many different user needs.



## 1. Ads Performance - Lead (5/5)

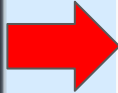
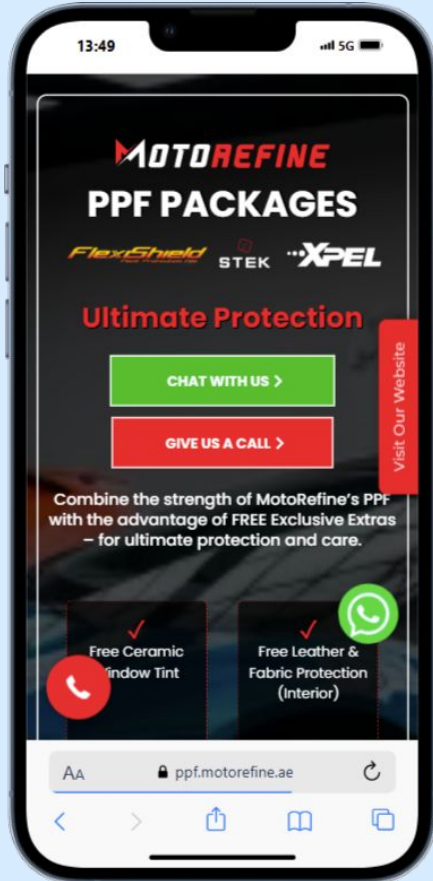
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/>	DMI 2024 - PPF - Form	Primary	Website	3.00
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.
<input type="checkbox"/>	DMI 2024 - PPF - Whatsapp	Primary	Website	59.00
<input type="checkbox"/>	DMI 2024 - PPF - Call	Primary	Website	3.00

- Over the past 29 days, with a spending of **dh3.15K**, Motorefine's campaign generated a total of **65 leads (3 form + 3 call + 59 Whatsapp)**.
- On average, they only have to pay **dh48.48** for 1 lead brought in. This is a **good price** for the services and competition their advertising is targeting.

Motorefine also can go to your GHl account to check leads' detailed info:  
Go to <https://app.gohighlevel.com/> and login by their Google Account **dubai@motorefine.com**



## 1. Ads Performance - Lead (5/5)



<input type="checkbox"/>	Event name	+	↓ Event count	Total users	Event count per active user	Total revenue
<input type="checkbox"/>	Total		913 100% of total	119 100% of total	7.94 Avg 0%	\$0.00
<input checked="" type="checkbox"/>	1	<a href="#">page_view</a>	303	119	2.66	\$0.00
<input type="checkbox"/>	2	<a href="#">user_engagement</a>	190	52	3.65	\$0.00
<input type="checkbox"/>	3	<a href="#">session_start</a>	175	119	1.54	\$0.00
<input type="checkbox"/>	4	<a href="#">first_visit</a>	102	102	1.01	\$0.00
<input type="checkbox"/>	5	<a href="#">scroll</a>	62	26	2.38	\$0.00
<input type="checkbox"/>	6	<a href="#">click</a>	42	29	1.45	\$0.00
<input type="checkbox"/>	7	<a href="#">chat_with_us</a>	13	12	1.08	\$0.00
<input type="checkbox"/>	8	<a href="#">call_us</a>	8	8	1.00	\$0.00
<input type="checkbox"/>	9	<a href="#">map_click</a>	6	6	1.00	\$0.00
<input type="checkbox"/>	10	<a href="#">Instagram_Click</a>	4	4	1.00	\$0.00
<input type="checkbox"/>	11	<a href="#">facebook_click</a>	4	4	1.00	\$0.00
<input type="checkbox"/>	12	<a href="#">contact_form</a>	2	2	1.00	\$0.00
<input type="checkbox"/>	13	<a href="#">form_start</a>	2	2	1.00	\$0.00

The team added a **"Visit Our Website"** button to provide users with a reference to the main website. Additionally, the conversion rate from the website has seen impressive growth when combined with the new advertising strategy.

**Chat Whatsapp: 13 | Call: 8 | Form Submitted: 2 | Get Direction on GMB: 6**



## 2. Optimize Advertising Points

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100%



Your optimization score [?](#)

[?](#) 1 campaign focus is unconfirmed

- We have taken measures to optimize advertising scores based on Google's daily suggestions
- Motorefine's advertising score is **100%** optimal



### 3. Optimize Advertising Keywords

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Ad group
Total: Keywords in your curr... <sup>?</sup>				
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"car protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	paint protection film nearby	Broad match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf car"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	tesla model y ppf	Broad match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf cost"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf coating"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf near me"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"car paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"auto paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"clear protective film"	Phrase match	<a href="#">PPF</a>

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Ad group
Total: Keywords in your curr... <sup>?</sup>				
<input type="checkbox"/>	<input checked="" type="radio"/>	protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"auto paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"clear protective film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"best paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"paint protection film cost"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"clear bra for car"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"automotive paint protection film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"car paint protection film cost"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf installation"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"car paint film"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"paint film protection for cars"	Phrase match	<a href="#">PPF</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	"ppf car protection"	Phrase match	<a href="#">PPF</a>

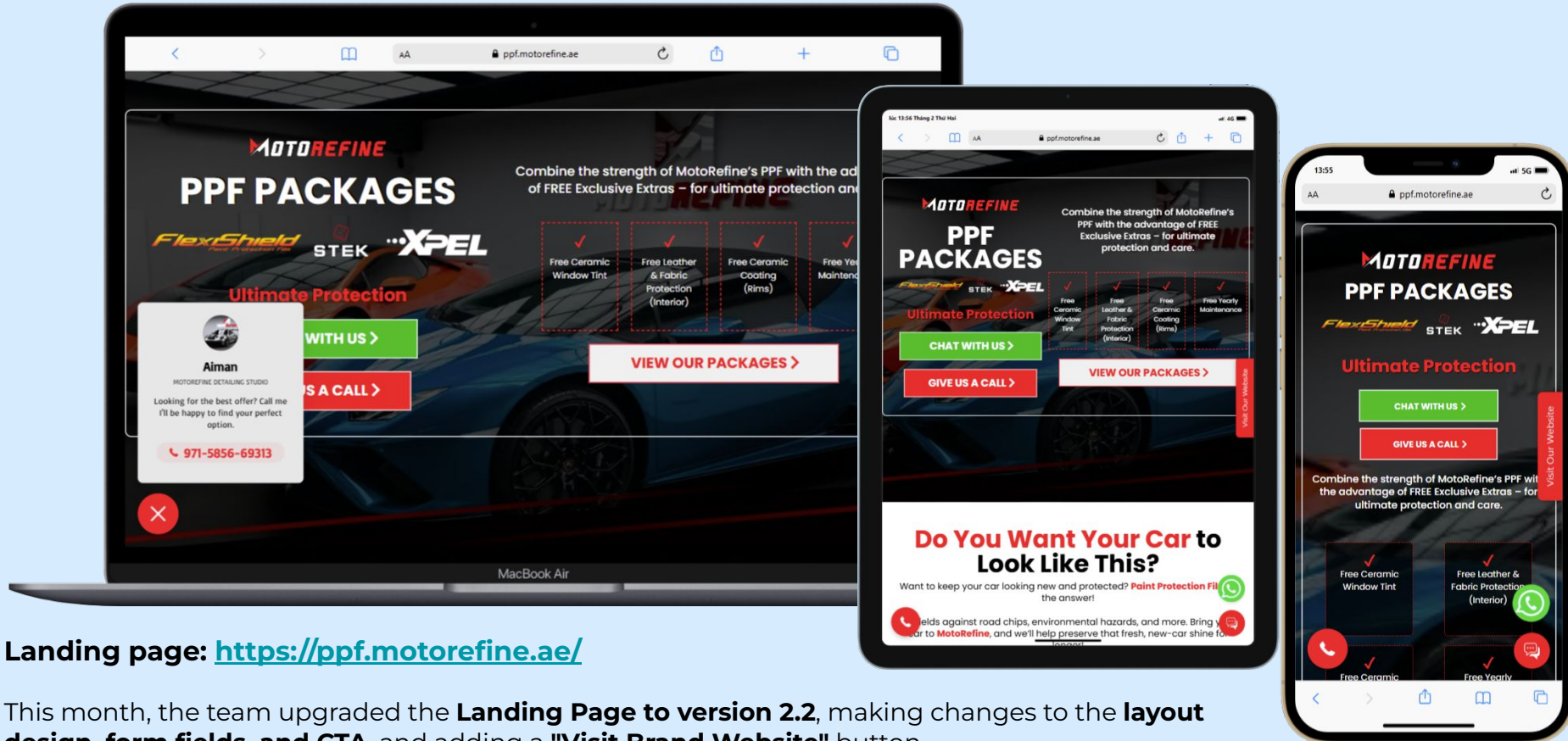
<input type="checkbox"/>	Negative keyword <sup>↑</sup>	Added to
<input type="checkbox"/>	[4runner wrap]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[5d carbon fiber wrap]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[alto wrapping cost]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[autoflex paint]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	"avery vinyl wrap"	DMI 2024 - PPF - Motorefine
<input type="checkbox"/>	"best auto painters near me"	DMI 2024 - PPF - Motorefine
<input type="checkbox"/>	[best car polish near me]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[biowapon defense mode tesla model y]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[blue film for car windows price]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	"body shop and paint near me"	DMI 2024 - PPF - Motorefine
<input type="checkbox"/>	"camaro wraps"	DMI 2024 - PPF - Motorefine
<input type="checkbox"/>	"car coating"	DMI 2024 - PPF - Motorefine
<input type="checkbox"/>	[car detailing dubai]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[car detailing near me]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[car dip dubai]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	"car foil"	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>
<input type="checkbox"/>	[car foil uae]	DMI 2024 - PPF - Motorefine > <a href="#">PPF</a>

We have been adding relevant advertising keywords and removing irrelevant ones daily. This helps ensure Motorefine's ads are displayed to the right target customers.





## 4. Optimize Landing Page Advertising



Landing page: <https://ppf.motorefine.ae/>

This month, the team upgraded the **Landing Page to version 2.2**, making changes to the **layout design, form fields, and CTA**, and adding a **"Visit Brand Website"** button.



## 5. Advertising Optimization Activities We Have Performed

NO.	Action	DESC.	FREQUENCY
1	<b>Optimize advertising templates</b>	Edit and add new keywords to the ad template. Added additional options suggested by Google.	Daily
2	<b>Optimize Landing Page</b>	Optimize and add features such as pop-ups, service images, and conversion measurement codes.	Weekly
3	<b>Optimize advertising keywords</b>	Add new keywords and continuously negate inappropriate ones.	Daily
4	<b>Optimize ad scores</b>	Optimize your ad's score according to Google's suggestions	Weekly



# **Content & Social Media Strategy**



## Content Creation - Website Blog Post

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### How to wash a car with paint protection film?

Investing in paint protection film (PPF) is one of the best ways to keep your car's paint looking flawless while shielding it from road debris,



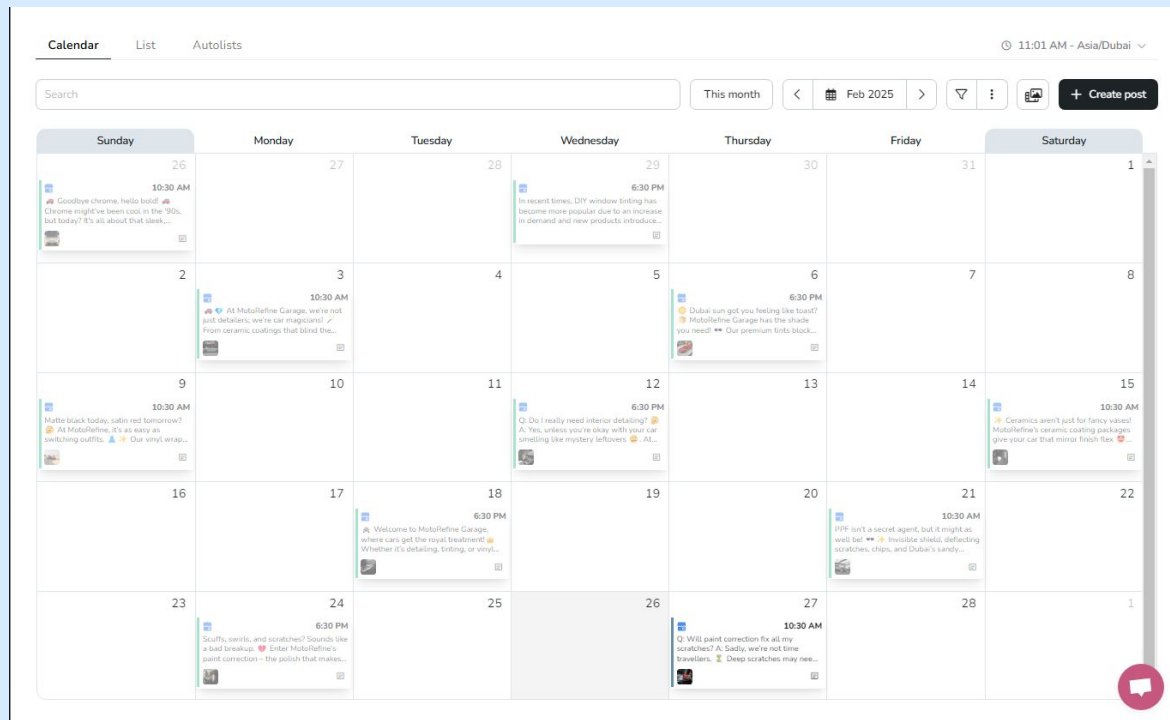
### How to Choose Between Traditional Wax and Ceramic Coatings for Your Car in the...

When it comes to protecting your car in the UAE, you need a solution that can withstand the region's intense heat, harsh sunlight, and dusty

- We published 2 blog posts this month. You can check [HERE](#).
- When many blog posts link to the service page, these articles help it be more useful. It will definitely make the topics on your website more relevant.
- Blogs will be published frequently to get more traffic.



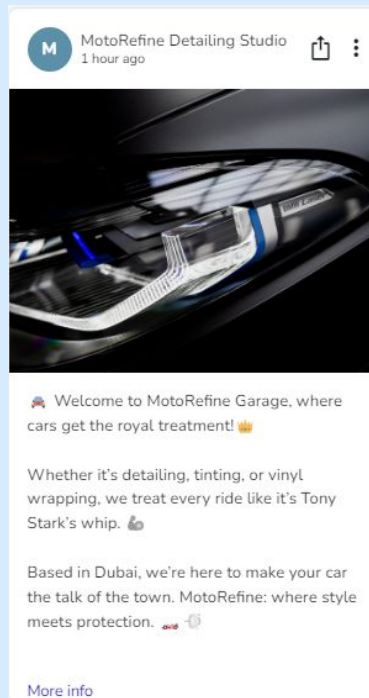
# Content Creation - Social media posts schedule



All of the Social media posts have been scheduled and published - your GBP strategy is based off deeper niche research, posts and blogs are all to ensure a proper SEO plan around your main core services.



## Content Creation - Social posts schedule



### GBP posts

The Social Team has planned and posted content for Google Business Profile in Dubai. This is one of the most important factors that will improve your ranking on Google's search engine results pages (SERPs).





# Website Optimization & Technical SEO



**Call Button Check**



**Link Check**



**Style Check**



**CTA Button Check**



**Content Check**



**Video Check**



**Image Check**



**Header Check**



**Form & Simulator Check**



**Footer Check**





# SEO Technical - Onsite (Title, Meta Description)

	URL	Type	Title (Edited)	Description (Edited)
1	<a href="https://motorefine.ae/">https://motorefine.ae/</a>	Home page	Motorefine - Professional Auto Detailing & Paint Protection in Dubai, UAE	Looking for the Expert Auto Detailing & Paint Protection Service in Dubai, UAE? Motorefine is here for you! Come to us for the best service. Get a free quote!
2	<a href="https://motorefine.ae/about-us/">https://motorefine.ae/about-us/</a>	About us	About Motorefine   Premium Car Detailing & Paint Protection Experts in Dubai	Learn about Motorefine's services in Dubai. Our expert team provides high quality solutions for paint protection, ceramic coating, and more.
3	<a href="https://motorefine.ae/ppf/">https://motorefine.ae/ppf/</a>	Service	Dubai's Premier Paint Protection Film Services   Protect Your Luxury Ride	Protect your vehicle's paint with Motorefine's high-quality paint protection film (PPF) in Dubai from scratches, chips, and wear with expert installation.
4	<a href="https://motorefine.ae/ceramic-coating/">https://motorefine.ae/ceramic-coating/</a>	Service	Transform Your Car with Luxury Ceramic Coatings in Dubai, UAE   Motorefine	Our car ceramic coating solutions in Dubai offer lasting shine and protection for your car's exterior, enhancing durability and appearance.
5	<a href="https://motorefine.ae/window-tint/">https://motorefine.ae/window-tint/</a>	Service	Custom Window Tinting for Luxury Vehicles in Dubai, UAE   Motorefine	Motorefine offers high-quality car window tinting services in Dubai. Improve your vehicle's privacy, reduce heat, and block harmful UV rays.
6	<a href="https://motorefine.ae/vinyl-wrap/">https://motorefine.ae/vinyl-wrap/</a>	Service	Transform Your Car with Luxury Vinyl Wrap Color Change in Dubai, UAE	Motorefine provides professional vinyl wrap services in Dubai, allowing you to customize your vehicle's look, achieve unique design with Motorefine.
7	<a href="https://motorefine.ae/detailing-packages/">https://motorefine.ae/detailing-packages/</a>	Service	Premium Auto Detailing Services in Dubai   Tailored Packages for Elite Cars	Explore Motorefine's range of car detailing packages in Dubai Exterior washes to full interior deep cleaning. Make your car as it's best.
8	<a href="https://motorefine.ae/interior-detail/">https://motorefine.ae/interior-detail/</a>	Service	High-End Interior Detailing Solutions in Dubai, UAE   Motorefine	Revitalize your vehicle's interior with Motorefine's expert Interior detailing services in Dubai. Make your car's interior feel new again.
9	<a href="https://motorefine.ae/exterior-detail/">https://motorefine.ae/exterior-detail/</a>	Service	High-End Exterior Detailing Solutions in Dubai, UAE   Motorefine	Keep your vehicle looking its best with Motorefine's exterior car detailing services in Dubai. We clean, polish, and protect your car's exterior.
10	<a href="https://motorefine.ae/architectural/">https://motorefine.ae/architectural/</a>	Service	Architectural Window Films - Building Window Solutions in Dubai, UAE	Motorefine offers architectural window film solutions for homes and offices in Dubai. Improve privacy, reduce energy costs, and enhance aesthetics.
11	<a href="https://motorefine.ae/smart-dent-repair/">https://motorefine.ae/smart-dent-repair/</a>	Service	Ultimate Smart Dent Repair in Dubai   Motorefine	Motorefine specializes in smart dent repair services in Dubai, offering quick, cost-effective solutions to fix minor dents and dings without repainting.
12	<a href="https://motorefine.ae/custom-body-kits/">https://motorefine.ae/custom-body-kits/</a>	Service	Personalize Custom Car Body Kits Dubai   Motorefine	Motorefine offers bespoke custom body kits in Dubai, allowing you to enhance your car's performance and appearance.
13	<a href="https://motorefine.ae/auto-body-paint/">https://motorefine.ae/auto-body-paint/</a>	Service	Auto Body Painting Service in Dubai   Motorefine	Refresh your car's look with Motorefine's expert auto body painting services in Dubai. Our skilled technicians deliver flawless, long-lasting paint finishes.
14	<a href="https://motorefine.ae/contact-us/">https://motorefine.ae/contact-us/</a>	Contact	Contact Motorefine - Dubai's Car Detailing & Paint Protection Experts	Get in touch with Motorefine in Dubai for premium car detailing, paint protection, ceramic coating, and more. Schedule an appointment or request information now.
15	<a href="https://motorefine.ae/blogs/">https://motorefine.ae/blogs/</a>	Blog	Car Care & Detailing Blogs - Expert Tips from Motorefine Dubai	Stay informed with Motorefine's expert car care blogs. Discover tips, trends, and updates on detailing, ceramic coating, paint protection, and more in Dubai.
16	<a href="https://motorefine.ae/al-wasl-dubai/">https://motorefine.ae/al-wasl-dubai/</a>	Service Areas	Premium Car Detailing & Auto Paint Protection Services in Al Wasl Dubai	Motorefine provides top-tier car detailing services in Al Wasl, Dubai. From ceramic coating to paint protection, ... Your vehicle receives the best care possible.



We frequently check and optimize Motorefine's website, which is crucial for ensuring search engines index their website easily when we perform well.



# SEO Technical - Onsite (Technical)

No.	Category	Items	Description	Tool	Status
3	Contact Form	Check form submissions	- To check form submissions monthly	Manual	Good
4	Robots.txt	User-agent: * Allow: / Allow: /css\$ Allow: /wp-admin/admin-ajax.php Disallow: /wp-admin/ Disallow: "url/folder..." Sitemap: "url_sitemap" Disallow: /collection/vendors?	- Required robots.txt file - Allow bots to crawl data, block only pages you don't want to track - There is a link to the sitemap	SEOquake	Good
5	Sitemaps	Sitemap bot: sitemap.xml	Check the sitemap status, is there enough information such as post, page...	SEOquake	Good
6	Page Speed	Page Speed Insights	- Standard: • Mobile > 80 & PC > 80	<a href="https://pagespeed.web.dev/">https://pagespeed.web.dev/</a>	Good
7	Mobile Friendly URL (All page in website: index, page, post, category, products)	Website News & Business	- Mobile Friendly: Home/Front Page	<a href="https://search.google.com/test/mobile-friendly">https://search.google.com/test/mobile-friendly</a>	Good
			- Mobile Friendly: Post		Good
			- Mobile Friendly: Page		Good
8	Schema	Website News & Business	Local Business / Organization	<a href="https://validator.schema.org/">https://validator.schema.org/</a>	Good
			SiteNavigationElement		Good
			Review		Good
			Article		Good
					Good
9	Google Search Console	Issues checking	Check all GSC issues		Good
10	Favicon	Favicon	<link rel="icon" type="image/x-icon" href="https://domain.com/favicon.ico" />	SEOquake	Good
11	Meta Content Language	Meta Content Language	<html lang="en">	SEOquake	Good
12	Google Tag Manager	Setup Tag: Google Analytics		Manual	Good
		Setup Tag: Google Search Console			Good
		Hotjar			Good
		Advanced web ranking			Good
13	Outlink	External Link	Check external link on this website and suggest solution	Screaming Frog	Good



Here are all the Technical SEO standards that can help make Motorefine's website more accessible to Google. Overall, their website is in good shape.



## SEO Technical - GSC CHECKING

Reason	Source ?	Validation ↓	Trend	Pages
Page with redirect	Website	! Not Started		33
Excluded by 'noindex' tag	Website	! Not Started		1
Blocked due to unauthorized request (401)	Website	! Not Started		1
Crawled - currently not indexed	Google systems	! Not Started		4
Discovered - currently not indexed	Google systems	! Not Started		2
Not found (404)	Website	N/A		0

Rows per page: 10 ▾ 1-6 of 6 < >



This month, we have checked and resolved **all the errors from GSC reports**.

The report still indicates a few minor errors. However, we have **consistently reviewed and addressed these errors** to guarantee they do not impact SEO performance.



# SEO Maintenance - Backlink Monitor

## Disavow links to your site

If you have a manual action against your site for unnatural links, or if you think that you're about to get one because of paid links or link schemes that violate our quality guidelines, ask the other site to remove those links. If you can't get these links removed, then disavow those sites using this tool. [More information](#)



This is an advanced feature and should only be used with caution



Select a property to view its status or to upload a new list of disavowed links



<https://motorefine.ae/>



4 domains and 0 URLs are disavowed

Uploaded motorefine-ae\_20250226T133844Z\_DisavowLinks.txt on February 26, 2025 at 1:31:25 PM UTC+7

[Cancel disavowals](#)

[Download list](#)

[Replace](#)



Our SEO team has carefully analyzed and selected good backlinks to retain, bad backlinks have been sent to **Google Disavow** to avoid bad SEO results.





# Next Steps (March 2025 Plan)



## NEXT STEP - SEO

NO.	PLAN	DESC.
1	<b>Content Creation</b>	<ul style="list-style-type: none"><li>- Post two new blog posts in March 2025</li><li>- Posting on GBP</li></ul>
2	<b>SEO</b>	<ul style="list-style-type: none"><li>- Do monthly maintenance (Onsite, Offpage, Technical, Performance...) for the website.</li><li>- SEO Technical Maintenance</li></ul>
3	<b>Data Analyst</b>	<ul style="list-style-type: none"><li>- Monitor and report on keyword ranking.</li></ul>
4	<b>Addition</b>	<ul style="list-style-type: none"><li>- Complete additional tasks as requested via email.</li></ul>
5	<b>Update Images</b>	<ul style="list-style-type: none"><li>- Please update your new photos and videos in <a href="#">this folder</a></li></ul>
6	<b>Video Monthly</b>	<ul style="list-style-type: none"><li>- Which service would you like the video topic to focus on? Please provide us with image resources to ensure the most accurate execution.</li></ul>



## NEXT STEP - Google & Meta Ads

NO.	PLAN	DESC.
1	<b>Improve Landing Page</b>	Add more images & features to the Landing Page to increase customer trust.
2	<b>Optimize advertising elements</b>	Add advertising keywords, optimize keywords into Landing Page and daily ad templates
3	<b>Meta</b>	<ul style="list-style-type: none"><li>• Implemented a new ad format: <b>Carousel</b>. (Ramadan Event)</li><li>• Updated the running video once we received the new video from you.</li><li>• Evaluating the campaign performance after a series of strategic changes.</li></ul>
4	<b>Data Analyst</b>	Monitor and adjust to ensure ads display to the correct target audience
5	<b>Addition</b>	Complete additional tasks as requested via email.
6	<b>Improve Landing Page</b>	Add more images & features to the Landing Page to increase customer trust.



## NEXT STEP

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*To help our team serve you better, please provide accurate information*

**Do you have any updates regarding services/packages and locations for us?**

**Your Responses:**

—

[Terms & Conditions of Service](#)



# DETAILERS MOVEMENT

OWNED BY YOU, DRIVEN BY US

**MOTOREFINE**

Thank you