

DIGITAL PARTS CATALOGUE

SEO & ORGANIC SEARCH STRATEGY

Turning 120,000+ catalogue records into a long-term customer acquisition channel.



**INDEX QUALITY.
CAPTURE INTENT.
COMPOUND OVER TIME.**

SALMAR will not simply publish thousands of database rows and hope for rankings. We will build a controlled SEO system around high-intent part searches, crawlable catalogue structure, progressive product enrichment and measurable quote generation.

THE OPPORTUNITY

120K RECORDS CAN BECOME AN ACQUISITION ASSET

SALMAR already has the raw material for a powerful long-tail SEO programme: a large spare-parts catalogue and customers who often search with specific, purchase-oriented terms.

CURRENT TRUSTWORTHY SOURCE DATA

PART NUMBER

Highest-intent search key

DESCRIPTION

What the part is

MAKE

Vehicle make association

PRICE

Commercial context

THE FIRST SEO WIN IS NOT 'AUTO SPARE PARTS DUBAI'.

It is thousands of precise searches such as part number + make + UAE / Dubai, where buyer intent is much higher.

CORE PRINCIPLE

INDEX **QUALITY**, NOT QUANTITY

120K+

SEARCHABLE RECORDS

Every valid record can help customers inside SALMAR.

QUALITY GATE

SEO ELIGIBILITY

Only useful, factual pages are allowed into search engines.

GOOGLE

INDEXABLE PAGES

Stable product, make and curated category pages.

WHATSAPP

QUALIFIED ENQUIRY

SEO must ultimately generate commercial intent.

SEO ELIGIBILITY EXAMPLE

✓ Part number

✓ Meaningful description

✓ Make

✓ Stable page

✓ No invented fitment

Thin, duplicate or unclear records remain searchable internally but are kept out of Google's index until enriched.

PHASE 1

WIN HIGH-INTENT **PART-NUMBER** SEARCHES

Customers searching an exact part number are often much closer to purchase. SALMAR's first SEO layer is designed to make those searches easy for both customers and Google to understand.

EXAMPLE SEARCH INTENT

04465-0K290

04465-0K290 UAE

Toyota 04465-0K290

044650K290

NORMALISATION

04465-0K290, 044650K290, 04465 0K290 and 04465/0K290 all resolve to the same internal search key — without changing the customer's original part number.

TOYOTA

FRONT BRAKE PAD

Part number

04465-0K290

Displayed price

AED 185

[Check availability on WhatsApp →](#)

ARCHITECTURE

BUILD A CATALOGUE GOOGLE CAN CRAWL

Google does not type searches into a site’s internal search box. Important products must be reachable through normal links and deliberate catalogue structure.



INDEX

Quality product pages • Make hubs • Curated category pages

CONTROL /
NOINDEX

Internal search results • Arbitrary filter and sort combinations • Thin or uncertain records

TECHNICAL FOUNDATION

MAKE SCALE SAFE FOR GOOGLE

01 STABLE CANONICAL URLS

/parts/toyota/04465-0k290 stays stable as the record becomes richer.

02 CONTROLLED SITEMAPS

Only SEO-approved URLs are submitted. 120K+ records are split across sitemap files.

03 FACTUAL STRUCTURED DATA

Use Product markup only with fields SALMAR genuinely knows. No fake stock, reviews or OEM claims.

04 FACET CONTROL

Filters help customers, but arbitrary parameter combinations must not create endless crawlable URL spaces.

05 FAST MOBILE PAGES

Search-first UX, lightweight pages, compressed assets and clear internal links.

06 IMAGE ENRICHMENT LATER

Make-logo placeholders help UX today; real product images gradually replace them for stronger product pages.

ROADMAP

THE SAME URL GETS **STRONGER** OVER TIME

TODAY

- Part number
- Description
- Make
- Price

Launch searchable catalogue and high-intent product pages.

NEXT

- Category
- Product images
- Brand / manufacturer
- Better descriptions

Improve usability, internal linking and page quality.

FUTURE

- Model
- Year
- Engine
- OEM / cross-reference
- Verified fitment

Unlock richer vehicle-specific discovery and broader long-tail SEO.

COMMERCE

- RFQs
- B2B accounts
- Trade pricing
- Quotes / orders

Connect organic demand directly to measurable revenue.

Key principle: enrich verified data progressively — never invent compatibility or product facts for SEO.

MEASUREMENT

SEO BECOMES A DEMAND-INTELLIGENCE LOOP

GOOGLE SEARCH CONSOLE

What people searched on Google

- Queries
- Impressions
- Clicks
- Average position

SALMAR INTERNAL SEARCH

What visitors search after arriving

- Top part numbers
- Top descriptions
- Zero-result searches
- Search-to-product clicks

WHATSAPP / RFQ

What creates commercial intent

- Quote clicks
- Requested products
- No-result enquiries
- Enquiry conversion

SEARCH



VISIT



FIND / MISS



WHATSAPP



LEARN



ENRICH

Every search improves catalogue priorities, SEO priorities and commercial sourcing decisions.

EXPECTATION SETTING

BUILD COMPOUNDING VISIBILITY — NOT A RANKING PROMISE

0-3 MONTHS

FOUNDATION

Launch crawlable catalogue, validate indexing, fix data quality and establish a Search Console baseline.

3-6 MONTHS

LONG-TAIL TRACTION

Improve strong product pages, make hubs, categories, images and internal links based on real search demand.

6-12+ MONTHS

BROADER GROWTH

Compete for wider make, category and local terms as authority, content depth and catalogue quality grow.

SUCCESS = MORE QUALIFIED ORGANIC ENQUIRIES, NOT VANITY RANKINGS.

SEO outcomes depend on competition, site authority, data quality and ongoing optimisation. No legitimate strategy can guarantee a #1 Google position.

NEXT STEPS

WHAT WE IMPLEMENT **FIRST**

1

LAUNCH CONTROLLED INDEXING

Keep all valid records searchable internally; expose only SEO-eligible pages to Google.

2

BUILD MAKE HUBS

Create useful Toyota, Nissan, BMW, Mercedes-Benz and other make pages that link into real products.

3

CONNECT SEARCH CONSOLE

Track queries, impressions, clicks and indexing health from day one.

4

ENRICH FROM DEMAND

Prioritise images, categories and product data for pages customers actually search and enquire about.

TECHNICAL BASIS

- Google Search Central: ecommerce site structure & crawlability
- Google Search Central: canonicalisation
- Google Search Central: Product structured data
- Google Crawling Infrastructure: faceted navigation
- Google Search Central: sitemap limits and sitemap indexes
- Google Search Essentials: scaled content abuse / quality safeguards

**SEARCH. FIND.
REQUEST.**