

The 2026 UAE Website Launch Audit

10 Technical & Compliance Points Every Founder Misses. Compiled by Nikhil, CA.



SECTION A: THE SPEED AUDIT

1. Latency: Is your server response (TTFB) under 50ms for Dubai/Abu Dhabi users? (Recommended: Cloudways/Kinsta).
2. CDN Routing: Verify your CDN (Cloudflare/QUIC.cloud) has an active node in the "ME-Central-1" region.
3. Server Caching: Ensure Redis or Memcached is active to handle the UAE's high-concurrency mobile traffic.

SECTION B: THE LOCAL OPTIMIZATION AUDIT

4. Bilingual Meta: Do your pages have both English and Arabic metadata to capture 100% of local search intent?
5. Arabic Typography: Are you using a lightweight, fast-loading Arabic font (like Tajawal or Montserrat) to prevent layout shifts?
6. 403/404 Permission Check: Have you audited your .htaccess for regional IP blocks that might be accidentally "ghosting" local visitors?

SECTION C: COMPLIANCE & FINANCE (THE CA EDGE)

7. Media Council Compliance: Does your footer clearly display your Advertiser Permit # (if applicable) or a clear affiliate disclosure?
8. Payment Gateway Compatibility: Is your server configured to handle API callbacks from local gateways like Telr, Tabby, or Checkout.com?
9. Security Protocol: Is TLS 1.3 enabled? (Crucial for UAE's strict digital banking and privacy standards).
10. The ROI Audit: Is your hosting cost less than 1% of your monthly digital revenue? If not, you are overpaying for resources or under-utilizing your stack.

"Need a deeper audit? Visit TheStackVerdict.com for the full performance benchmarks of Dubai's top servers."