BACKLINK GAP ANALYSIS · DUBAI REAL ESTATE · SAMPLE DELIVERABLE

5,585 gap domains.
535 worth an email.

A live link intersect across three of Dubai's largest brokerages, measured against a smaller one. Real data, firms unnamed.

MARKET	SUBJECT	COMPETITORS	SOURCE
Dubai residential brokerage	Masked	3, masked	Ahrefs link intersect

GAP DOMAINS
5,585

What the export gives you, and what survives

An intersect returns every domain linking to your competitors and not to you. Here that was 5,585 rows. This is what happened once each row met a rule instead of a count.

5,585	1,485	535
RAW EXPORT	REAL SITES	TIER ONE

Tier one means DR 20 or above with at least 500 monthly organic visits, after the global platforms are set aside.

Removed, and the rule that removed it

GROUP	DOMAINS	SHARE	RULE APPLIED
Link networks	760	13.6%	Name describes link selling, or a bulk-bought TLD with no traffic behind it. Your competitor paid for this, so it is a budget question.
Dead domains	3,207	57.4%	Zero organic traffic. Expired sites and parked shells. The contact form goes nowhere.
Global platforms	67	1.2%	DR above 80 and reachable through PR rather than link outreach. Wire services, wikis, world press. Real links, wrong campaign.
Free hosting and UGC	35	0.6%	Subdomains, podcast hosts, job boards, review platforms. Anyone can create these.
Search and scrapers	31	0.6%	Search engines, URL shorteners and auto-generated company profiles. In every export, useful in none.
Genuine prospects	1,485	26.6%	Real sites with real readers and an editor you can reach.

Seventy-three per cent was never reachable. Knowing that on day one changes the whole campaign.

The trap in every gap export

The obvious move is to start with the domains linking to all three competitors. A site that already links to three of your rivals should be the easiest win. In this market that instinct is wrong.

DOMAINS LINKING TO ALL THREE	COUNT
Total	152
With zero organic traffic	134
Named after link selling	69
Real, reachable prospects	**17**

A hundred and fifty-two rows that look like the best opportunities in the file. Fourteen of them are.

WHAT THE OTHER 138 LOOK LIKE

`link-building-contextual-link-and-anchor-text-network.store`
`premium-contextual-link-and-guest-posting-marketplace.store`
`domain-rating-authority-link-and-serp-boost-services.store`
`ranking-signal-and-link-velocity-trusted-central.store`
`outrank-hq-master-anchor-text.store`

What this says about the competitors. Three of the biggest brokerages in Dubai share a link source, and that source is a network selling on cheap domains with no readers. Their profiles are less defensible than the raw referring-domain counts suggest.

The same network, on the other side of the world

I ran the identical analysis on a security installation market in Toronto. Different continent, different industry, no plausible connection.

186

domains appear in both markets. 123 of them are link networks.

Sixty per cent of the overlap sits on the same six cheap TLDs, with the same naming grammar in both files. One operator is selling the same inventory into Dubai property and Canadian security, and both sets of competitors bought it.

This is why a filtered list matters more than a long one. If you had chased the shared domains in either market you would have spent the budget inside one network, and every link you bought would have sat beside your competitors' links on the same worthless pages.

Tier one, as delivered

Sorted by domain rating. Your copy carries the real domain, a public contact route where one exists, and which competitors link to it. Names are removed here because this is a sample.

DOMAIN	DR	MONTHLY ORGANIC	COMPETITORS LINKING
prospect-01	80	2,240,146	1
prospect-02	80	8,051	1
prospect-03	80	1,688	1
prospect-04	80	2,816,984	1
prospect-05	80	242,753	1
prospect-06	80	3,574	1

First 6 of 535 tier-one rows.

How to work the list

ORDER	GROUP	WHY IT SITS HERE
1	Regional press and property media	Publishes in your market already and answers to an editor you can reach.
2	DR 40 and above, real traffic	Worth the time a tailored pitch costs.
3	DR 20 to 40 with real traffic	Volume tier. Templated outreach works here.
4	Multiple competitors linking	Only after the checks above. In this market that group was mostly network inventory.

One pass this list has not had. Tier one is filtered for reachability, not topic. An architecture title and a food magazine can both sit at DR 79. Sorting by relevance is the next pass, and on the middle and top tiers I do it by hand before you see the file.

What this will not tell you

It will not tell you whether a site accepts contributed articles, what it charges, or whether anyone replies. Outreach finds that out. What it does is stop you spending those hours on 4,100 domains that could never have said yes.

On the filtering, and on the comparison set. Every rule above is stated so you can disagree with it and get the list re-cut. One caveat: one of the three competitors runs partly as a listings portal rather than a pure brokerage, so some of its links come from aggregation rather than earned coverage. That widens the gap slightly in its favour.

What I need to run this for you

Your domain, and three to five competitors. If you already hold links from certain domains or have pitched them, send that list and those rows come out before you see the file.