

We tested 48 AI answers before writing the plan



WE ASKED AI WHAT YOUR BUYERS ASK

XYRA

XYRA

XYRA was named in 1 of 48 AI answers. Zoho Books in 41.

12 real UAE buyer questions × ChatGPT, Gemini, Perplexity and Claude — all with live web search on. Here's how often each brand was named.

Zoho Books

41

QuickBooks

31

Xero

28

Wafeq

28

Tally

23

Odoo

17

NetSuite

9

MS Dynamics

7

Sage

5

XYRA

1

ENGINE BY ENGINE · XYRA vs ZOHO BOOKS

ChatGPT

XYRA

0 / 12

ZOHO BOOKS

10 / 12

Gemini

XYRA

0 / 12

ZOHO BOOKS

11 / 12

Perplexity

XYRA

1 / 12

ZOHO BOOKS

8 / 12

Claude

XYRA

0 / 12

ZOHO BOOKS

12 / 12

The one mention: Perplexity listed XYRA as e-invoicing-ready software, citing your own site. It proves the door is open — nobody has walked through it yet.

Prepared exclusively for XYRA AI · SocialOrange.in · +91 74118 19834

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HOW THE ANSWER GETS BUILT

XYRA

XYRA

ChatGPT searched 8 times before answering. Never for XYRA.

Question: "What is the best accounting software for small businesses in the UAE?" — these are the searches ChatGPT ran behind the scenes (its own logged 'fan-out' queries) before writing a word.

ChatGPT · web search log

site:tax.gov.ae accounting software UAE VAT tax invoice record keeping corporate tax

site:zoho.com/ae/books UAE pricing VAT corporate tax small business

site:quickbooks.intuit.com ae pricing UAE VAT QuickBooks online

site:xero.com ae pricing VAT UAE accounting

site:quickbooks.intuit.com/ae/ online accounting UAE VAT pricing

site:xero.com/ae/ accounting UAE VAT pricing

site:odoo.com pricing accounting UAE localization VAT

site:wafeq.com/en-ae pricing accounting UAE VAT corporate tax

7 of 8

searches went straight to a competitor's own website. One went to the tax authority. Zero to thexyra.ai.

WHAT THIS TELLS US

AI doesn't search the market. It searches the names it already believes are the market — then reads their pricing pages. Our job is to get XYRA into that starting list.

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GOOGLE UAE · CHECKED 9 OCTOBER 2026

XYRA

XYRA

Google shows an AI answer on 10 of 10 UAE buyer searches.

Organic rank and AI Overview citations for the searches that sell accounting software in the UAE.

BUYER SEARCH (GOOGLE.AE)

XYRA RANK

AI OVERVIEW

WHO THE AI OVERVIEW CITES

best accounting software in uae

not in top 30

Shown

kretonmenon.com tax.gov.ae quickbooks.intuit.com naqood.ae mazed.com

accounting software uae

not in top 30

Shown

tax.gov.ae naqood.ae tallysolutions.com quickbooks.intuit.com mazed.com

fta approved accounting software uae

not in top 30

Shown

qasproglobal.com mazed.com escrowconsultinggroup.com naqood.ae saifeecomputers.com

vat accounting software dubai

not in top 30

Shown

tax.gov.ae naqood.ae tallysolutions.com facts.ae perfonec.com

e invoicing software uae

not in top 30

Shown

taxila.com tax.gov.ae daftra.com ticknetwork techmantrglobal.com

zoho books alternative uae

not in top 30

Shown

taxnews.ae stanstormuae.com neuraldgetco capterra.ae onedesksolution.com

ai accounting software uae

#6

Shown

pac.ai thexyra.ai kloudac.com mazed.com naqood.ae

corporate tax software uae

not in top 30

Shown

tax.gov.ae alphatax.com ctaxuae.com naqood.ae firstbit.ae

payroll software uae

not in top 30

Shown

web.hr greythr.com sage.com zoho.com bayzar.com

The one row you win is the one topic you wrote about ('AI accounting software'). That's not luck — it's proof the playbook works. We do it for the other nine.

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FIX-FIRST · OPPORTUNITY · STRENGTH

XYRA

XYRA

The honest audit — what's holding XYRA back

FIX FIRST

Your FAQ is invisible to AI

The homepage FAQ is filled in by JavaScript. The HTML that GPTBot, ClaudeBot and PerplexityBot read has an empty FAQ list.

A 3.4 MB homepage

42 images are embedded inside the HTML, as code. Mobile PageSpeed 55, LCP 35.4s — slow for people and crawlers.

Blog missing from the sitemap

None of the 6 articles (or the e-invoicing page) are in sitemap.xml.

Two different addresses

Schema says Al Karama; the footer says DIFC. Mixed signals blur XYRA as an entity.

OPPORTUNITY

No named experts

Every article is by 'XYRA Team'. Tax content needs a named, qualified reviewer to be trusted.

Biggest demand untouched

Corporate tax (4,400/mo) and e-invoicing (2,900/mo) — XYRA ranks for neither.

Missing where rivals are quoted

Absent from 9 of 10 Google AI Overviews — where smaller UAE rivals Naqood and Mazed are cited.

Ratings not working for you

4.9★ on GetApp & Capterra, but no comparison pages or review markup to cite.

STRENGTH

AI crawlers are welcome

robots.txt allows all bots — GPTBot, ClaudeBot, PerplexityBot all get a 200.

Good schema bones

Organization, BlogPosting and FAQPage markup already in place on key pages.

A real wedge

UAE-built, UAE-hosted, PINT AE ready, WPS payroll on one ledger — a story AI can repeat.

It already works once

#6 on Google and cited in the AI Overview for 'AI accounting software UAE'.

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HOW WE'LL DO IT

XYRA

XYRA

The XYRA AI Search Engine — five pillars

01

Crawable & citable

TECHNICAL + ENTITY

FAQ rendered in HTML + FAQ schema

Images out of the HTML; mobile LCP < 2.5s

Complete sitemap, links.txt, one NAP everywhere

SoftwareApplication, Product & Review schema

02

Expert answer hub

CONTENT

Corporate Tax, VAT & E-Invoicing pillar guides

Answer-first format AI can quote

Named, FTA-registered reviewers

Updated when the rules change

03

Comparisons

CONSIDERATION PAGES

XYRA vs Zoho Books / QuickBooks / Tally / Wafeq

'Best accounting software in UAE 2026'

Zoho Books alternatives

Industry fits: trading, real estate, firms

04

Get cited

OFF-SITE AUTHORITY

UAE firm listicles & guest expert pieces

Capterra / GetApp / G2 review programme

Reddit & LinkedIn answers

UAE business press & Wikidata / Crunchbase

05

Measure

AI SHARE OF VOICE

100 buyer prompts tracked monthly

ChatGPT, Gemini, Perplexity, Claude, AIO

Google UAE rankings + Search Console

One-page report, monthly call

Prepared exclusively for XYRA AI · SocialOrange.in · +91 74118 19834

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CONCEPT · XYRA KNOWLEDGE HUB ARTICLE

XYRA

XYRA

What your articles will look like — built to be quoted

thexyra.ai/knowledge-hub/uae-e-invoicing-2027

Products Features Solutions UAE E-Invoicing Markets Pricing Resources

Sign Up Start Free Trial

UAE E-Invoicing 2027: deadlines, PINT AE rules & a 30-day readiness checklist for SMEs

Readability & Invoicing starts in January 2027. Here is exactly which date applies to your business, what the PINT AE format means in practice, and the four things to do this month.

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1 Quick answer first

A 60-word summary + dates table at the top — the exact chunk AI lifts into answers.

2 Named expert reviewer

'Reviewed by an FTA-registered tax agent, The VAT Consultant' — the trust signal ChatGPT asked for.

3 Dated & sourced

'Updated 9 Oct 2026' + official sources. AI prefers fresh, verifiable facts.

4 Product, naturally

The CTA ties the answer to XYRA's PINT AE feature — answer first, sale second.

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Your buyers have stopped searching. **They're asking.**

A UAE business owner choosing accounting software no longer reads ten blue links. They ask one of these — and get one shortlist.



ChatGPT

Search answers with sources

OpenAI



Gemini

Built into Android & Workspace

Google



AI Overviews

Above every Google result

Google Search



Perplexity

Answer engine, cites everything

Perplexity



Claude

Research & comparisons

Anthropic



Copilot

Inside Windows, Edge & Office

Microsoft

10 / 10

UAE buyer searches on Google
that showed an AI Overview

48

AI answers we pulled for this
proposal

0

times ChatGPT looked at
theyyra.ai while building its
answer

XYRA was named in 1 of 48 AI answers. Zoho Books in 41.

12 real UAE buyer questions × ChatGPT, Gemini, Perplexity and Claude — all with live web search on. Here's how often each brand was named.



Answers that named the brand at least once, out of 48. Run 9 Oct 2026 via the engines' APIs with web search, UAE.

ENGINE BY ENGINE · XYRA vs ZOHO BOOKS



ChatGPT

XYRA

0 / 12

ZOHO BOOKS

10 / 12



Gemini

XYRA

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ZOHO BOOKS

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- **site:zoho.com/ae/books** UAE pricing VAT corporate tax small business
- **site:quickbooks.intuit.com** ae pricing UAE VAT QuickBooks online
- **site:xero.com** ae pricing VAT UAE accounting
- **site:quickbooks.intuit.com/ae/** online accounting UAE VAT pricing
- **site:xero.com/ae/** accounting UAE VAT pricing
- **site:odoo.com** pricing accounting UAE localization VAT
- **site:wafeq.com/en-ae** pricing accounting UAE VAT corporate tax

7 of 8

searches went straight to a competitor's own website. One went to the tax authority. Zero to thexyra.ai.

WHAT THIS TELLS US

AI doesn't search the market. It searches the names it already believes are the market — then reads their pricing pages. **Our job is to get XYRA into that starting list.**

AI already knows XYRA. It just doesn't trust you yet.

When we asked each engine about XYRA by name, all four described you accurately — products, AED pricing, VAT and corporate-tax features. So awareness isn't the problem. Proof is.



ChatGPT

"These are XYRA's product claims, not features I've independently tested."

→ Wants third-party proof, not your own pages



Claude

"...depends on how much risk you're willing to take on a very new product."

→ Reads 'founded 2024' with few outside signals as risk



Perplexity

Profiled XYRA well — but 5 of its 10 sources were your own pages.

→ The rest: one press release, Trustpilot, LinkedIn



Gemini

Called XYRA an all-in-one UAE finance platform.

→ Knows the product — named Zoho in 11 of 12 answers, XYRA in 0

That's exactly what GEO fixes: independent sources that say what your own site says — reviews, expert articles, comparisons and UAE press.

Google shows an AI answer on 10 of 10 UAE buyer searches.

Organic rank and AI Overview citations for the searches that sell accounting software in the UAE.

BUYER SEARCH (GOOGLE.AE)	XYRA RANK	AI OVERVIEW	WHO THE AI OVERVIEW CITES
best accounting software in uae	not in top 30	Shown	krestonmenon.com · tax.gov.ae · quickbooks.intuit.com · naqood.ae · mazeded.com
accounting software uae	not in top 30	Shown	tax.gov.ae · naqood.ae · tallysolutions.com · quickbooks.intuit.com · mazeded.com
fta approved accounting software uae	not in top 30	Shown	qasproglobal.com · mazeded.com · escrowconsultinggroup.com · naqood.ae · saifeecomputers.com
vat accounting software dubai	not in top 30	Shown	tax.gov.ae · naqood.ae · tallysolutions.com · facts.ae · perfonec.com
e invoicing software uae	not in top 30	Shown	taxilla.com · tax.gov.ae · daftra.com · flick.network · techmantraglobal.com
zoho books alternative uae	not in top 30	Shown	taxnews.ae · starstormuae.com · neuralledger.co · capterra.ae · onedesksolution.com
ai accounting software uae	#6	Shown	paci.ai · thexyra.ai · kloudac.com · mazeded.com · naqood.ae
corporate tax software uae	not in top 30	Shown	tax.gov.ae · alphatax.com · ctaxuae.com · naqood.ae · firstbit.ae
payroll software uae	not in top 30	Shown	web.hr · greythr.com · sage.com · zoho.com · bayzat.com

The one row you win is the one topic you wrote about ('AI accounting software'). That's not luck — it's proof the playbook works. We do it for the other nine.

Who AI trusts instead — and every one is a door.

We logged every source the four engines and Google's AI Overviews cited across all 58 answers. They fall into four buckets.

1 Big vendors' own sites

[zoho.com](#) · [wafeq.com](#) · [quickbooks.intuit.com](#) · [tallysolutions.com](#) · [xero.com](#)

Rich pricing & feature pages that answer the question directly.

→ We build XYRA's equivalents — sharper and UAE-first.

2 Smaller UAE rivals — already cited

[naqood.ae](#) · [mazeed.com](#) · [crossval.com](#)

Newer UAE accounting apps, quoted because they publish answer-style guides.

→ Out-publish them with expert-reviewed answers.

3 UAE audit & tax firms + official

[krestonmenon.com](#) · [bcl.ae](#) · [tax.gov.ae](#) · [mof.gov.ae](#)

Cited for rules, deadlines and 'which software' advice.

→ Get XYRA reviewed by firms; mirror the official facts.

4 Reviews & communities

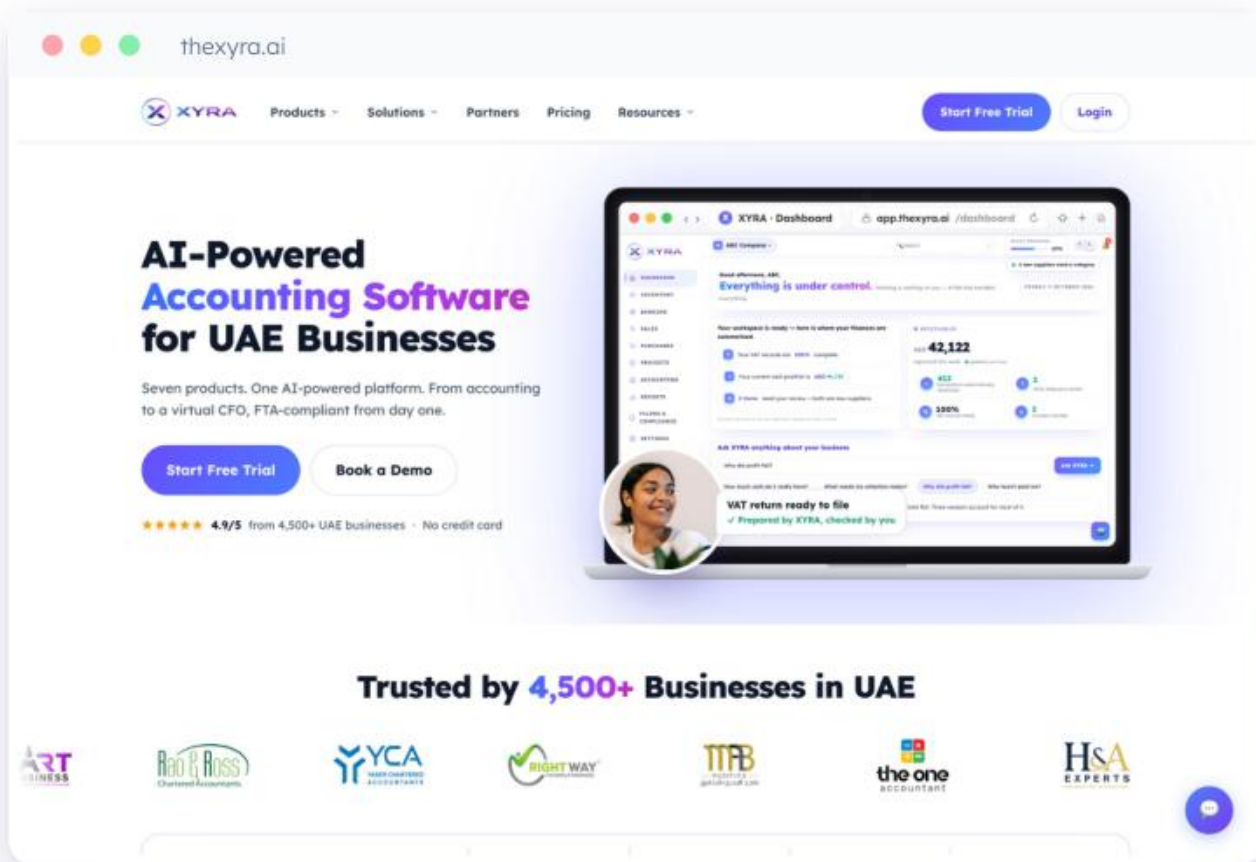
[capterra.ae](#) · [getapp.ae](#) · [reddit.com](#) · [linkedin.com](#) · [softwaresuggest.com](#)

Independent proof the engines lean on to decide trust.

→ Turn your 4.9★ ratings into citable, structured proof.

Two things jump out. Rivals smaller than XYRA are already quoted (bucket 2) — so this is winnable. And AI trusts UAE tax firms (bucket 3): your business partner, The VAT Consultant, is exactly that kind of firm.

What we found on thexyra.ai



A genuinely strong product site — clear positioning, real UAE detail, ISO certified. The gaps are in what search engines and AI can see.

BRAND SNAPSHOT

Company	Xyra AI Technologies Ltd · DIFC, Dubai · founded 2024
Product	7 apps + XYRA One — Books, Inventory, Expenses, Payroll (WPS), CFO, Legal Docs, E-Sign
Pricing	Free for 1 year · AED 49 · 99 · 199 per month
Proof on site	4,500+ UAE businesses · 4.9 GetApp & Capterra · ISO 27001 & 22301 · data hosted in UAE

SEARCH FOOTPRINT · GOOGLE UAE

8

keywords ranking in UAE

~22

est. organic visits / month

194

referring domains

6

blog posts, last on 31 Aug

The honest audit — what's holding XYRA back

● FIX FIRST

Your FAQ is invisible to AI

The homepage FAQ is filled in by JavaScript. The HTML that GPTBot, ClaudeBot and PerplexityBot read has an empty FAQ list.

A 3.4 MB homepage

42 images are embedded inside the HTML as code. Mobile PageSpeed 55, LCP 13.4s — slow for people and crawlers.

Blog missing from the sitemap

None of the 6 articles (or the e-invoicing page) are in sitemap.xml.

Two different addresses

Schema says Al Karama; the footer says DIFC. Mixed signals blur XYRA as an entity.

● OPPORTUNITY

No named experts

Every article is by 'XYRA Team'. Tax content needs a named, qualified reviewer to be trusted.

Biggest demand untouched

Corporate tax (4,400/mo) and e-invoicing (2,900/mo) — XYRA ranks for neither.

Missing where rivals are quoted

Absent from 9 of 10 Google AI Overviews — where smaller UAE rivals Naqood and Mazeed are cited.

Ratings not working for you

4.9★ on GetApp & Capterra, but no comparison pages or review markup to cite.

● STRENGTH

AI crawlers are welcome

robots.txt allows all bots — GPTBot, ClaudeBot, PerplexityBot all get a 200.

Good schema bones

Organization, BlogPosting and FAQPage markup already in place on key pages.

A real wedge

UAE-built, UAE-hosted, PINT AE ready, WPS payroll on one ledger — a story AI can repeat.

It already works once

#6 on Google and cited in the AI Overview for 'AI accounting software UAE'.

The field — and the realistic benchmark

BRAND	UAE KEYWORDS	EST. VISITS / MO	TOP-10 RANKINGS	REFERRING DOMAINS	NAMED BY AI (OF 48)
XYRA thexyra.ai	8	22	2	194	1
Wafeq wafeq.com	657	6,485	192	2,364	28
Zoho Books zoho.com	2,168*	131,234*	877	—	41
Tally tallysolutions.com	1,220*	23,660*	487	—	23
QuickBooks quickbooks.intuit.com	1,292*	20,940*	212	—	31
Xero xero.com	1,141*	17,591*	482	—	28
Odoo odoo.com	2,529*	40,482*	457	—	17
Qoyod qoyod.com	237	845	26	2,506	0

* Whole-domain figures for global vendors (all products, all pages). Source: DataForSEO Labs & Backlinks, Google UAE, 9 Oct 2026; AI mentions from our 48-answer test.

Wafeq is the benchmark: UAE-native, 7 years old, named in 28 of 48 answers. The gap is content and citations — both buildable.

The UAE searches **compliance**, not software

COMPLIANCE QUESTIONS

corporate tax uae 4,400



e invoicing uae 2,900



corporate tax registration uae 720



vat return filing uae 140



peppol uae 70



SOFTWARE & CATEGORY

accounting software 720



erp software uae 480



accounting software uae 320



accounting software dubai 110



payroll software uae 110



best accounting software in uae 90



fta approved accounting software 50



COMPETITOR NAMES

wafeq 880



zoho books uae 260



quickbooks uae 210



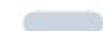
odoo uae 210



zoho books pricing uae 140



tally uae 110



The play: Software searches are small and costly (\$14–\$93 a click). Corporate-tax and e-invoicing searches are 20× bigger combined, and free to win. Own those answers, and AI learns to recommend XYRA for the software question too.

THE PLAN

Become the answer AI gives.

Five workstreams that run every month: fix what crawlers can't see, publish what AI wants to quote, and get XYRA named by the sources AI already trusts.



The XYRA AI Search Engine — five pillars

01**Crawlable & citable**

TECHNICAL + ENTITY

- FAQ rendered in HTML + FAQ schema
- Images out of the HTML; mobile LCP < 2.5s
- Complete sitemap, llms.txt, one NAP everywhere
- SoftwareApplication, Product & Review schema

02**Expert answer hub**

CONTENT

- Corporate Tax, VAT & E-Invoicing pillar guides
- Answer-first format AI can quote
- Named, FTA-registered reviewers
- Updated when the rules change

03**Comparisons**

CONSIDERATION PAGES

- XYRA vs Zoho Books / QuickBooks / Tally / Wafeq
- 'Best accounting software in UAE 2026'
- Zoho Books alternatives
- Industry fits: trading, real estate, firms

04**Get cited**

OFF-SITE AUTHORITY

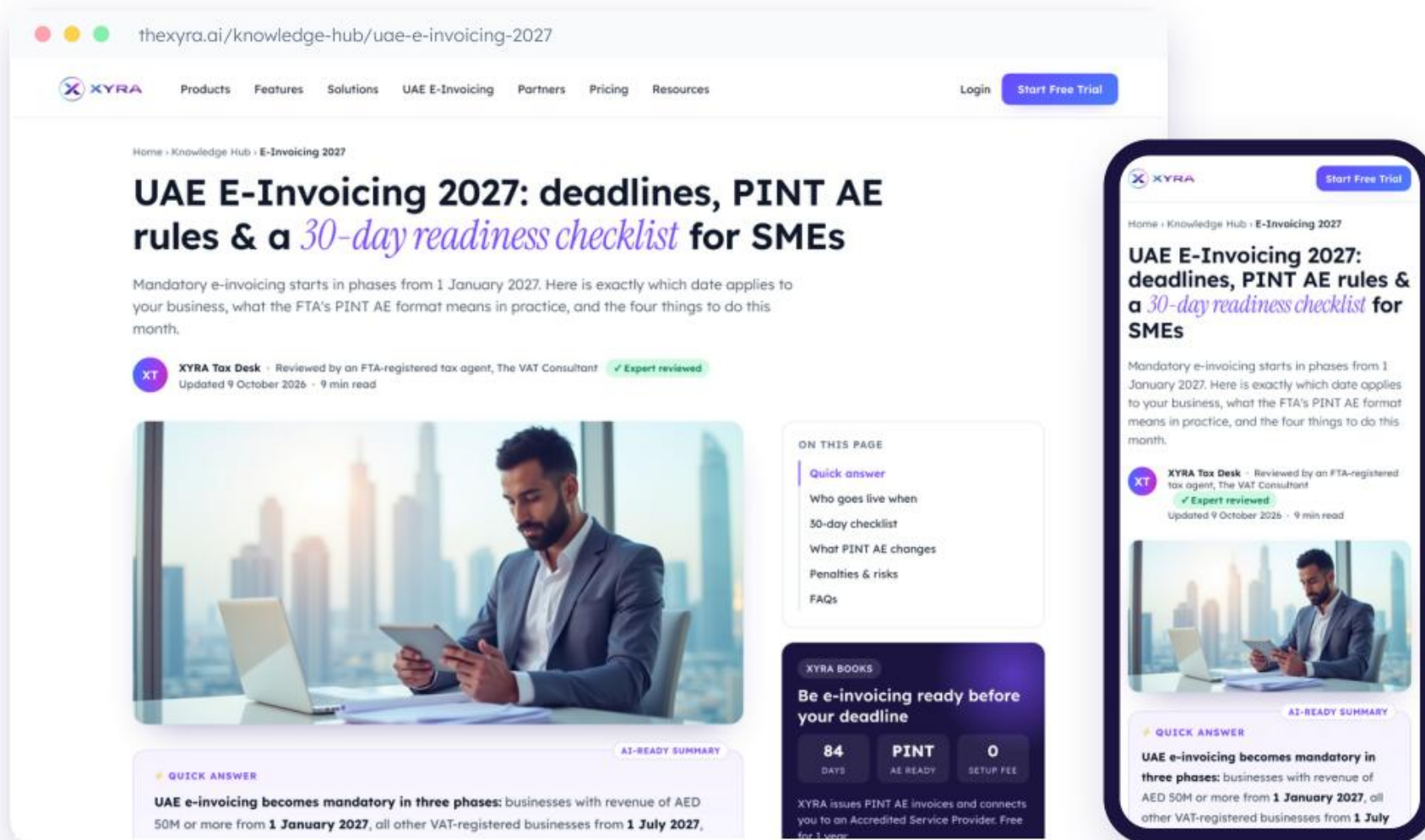
- UAE firm listicles & guest expert pieces
- Capterra / GetApp / G2 review programme
- Reddit & LinkedIn answers
- UAE business press & Wikidata / Crunchbase

05**Measure**

AI SHARE OF VOICE

- 100 buyer prompts tracked monthly
- ChatGPT, Gemini, Perplexity, Claude, AIO
- Google UAE rankings + Search Console
- One-page report, monthly call

What your articles will look like — built to be quoted



1 Quick answer first

A 60-word summary + dates table at the top — the exact chunk AI lifts into answers.

2 Named expert reviewer

'Reviewed by an FTA-registered tax agent, The VAT Consultant' — the trust signal ChatGPT asked for.

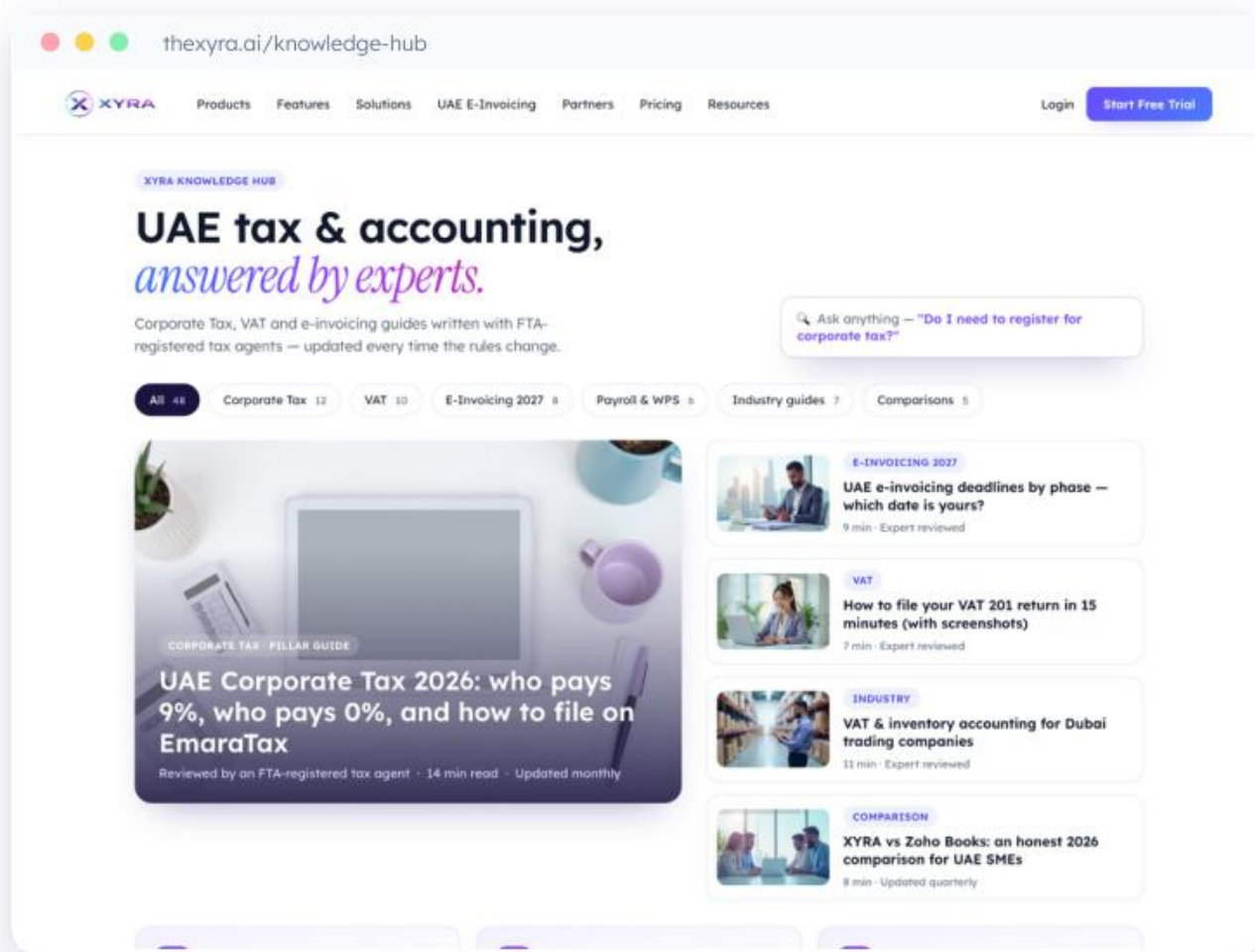
3 Dated & sourced

'Updated 9 Oct 2026' + official sources. AI prefers fresh, verifiable facts.

4 Product, naturally

The CTA ties the answer to XYRA's PINT AE feature — answer first, sale second.

The Knowledge Hub — and the first 90 days of answers

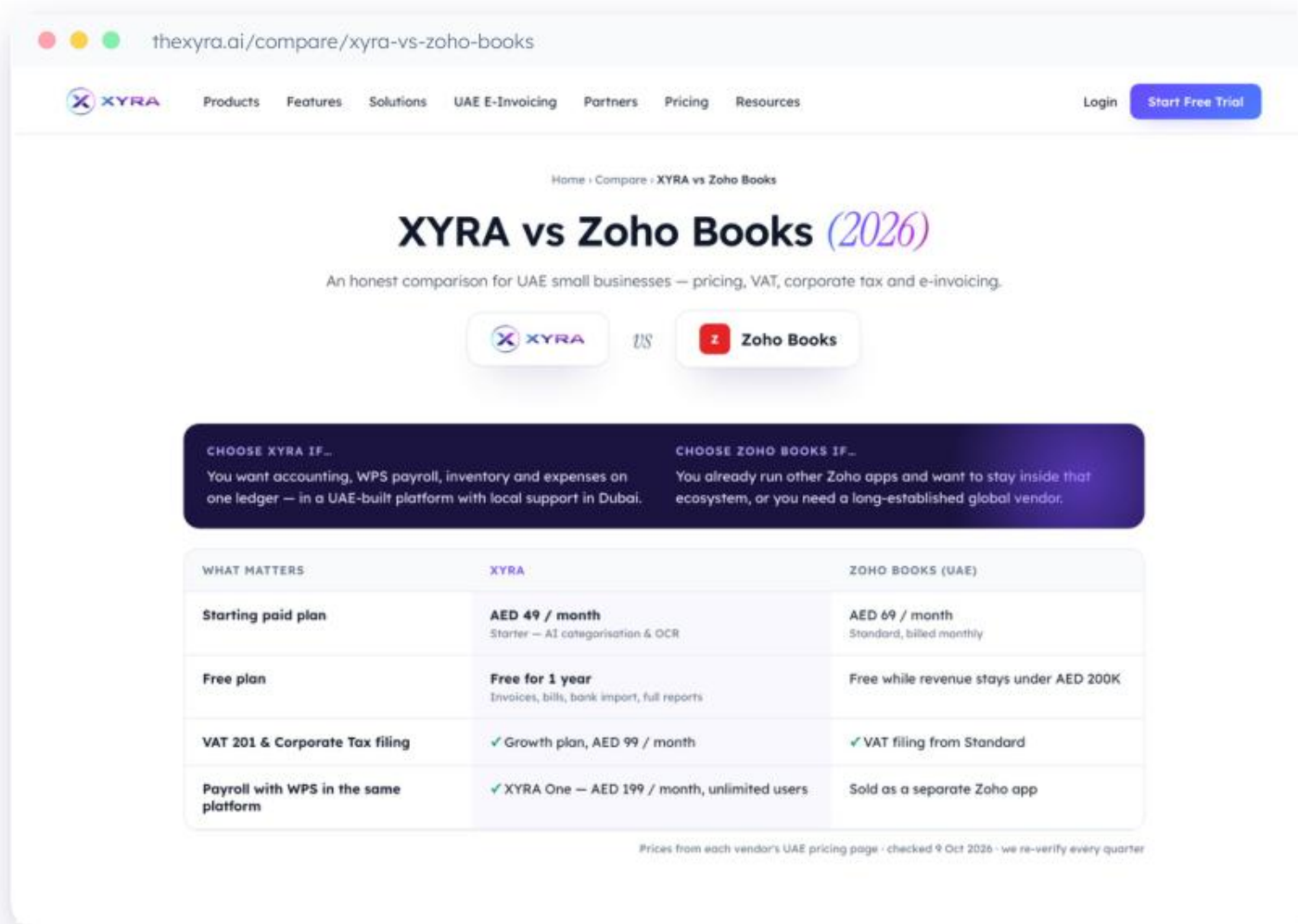


Hub design follows your live site — same fonts, colours and components.

FIRST 12 ARTICLES · MAPPED TO REAL PROMPTS

M1	UAE e-invoicing 2027: deadlines, PINT AE & readiness checklist	2,900 / mo
M1	UAE Corporate Tax: who pays 9%, who pays 0%	4,400 / mo
M1	XYRA vs Zoho Books (2026): honest comparison	260 / mo
M1	Best accounting software in the UAE (2026)	\$26 / click
M2	Corporate tax registration on EmaraTax, step by step	720 / mo
M2	VAT 201 return: file in 15 minutes	140 / mo
M2	FTA-approved accounting software: what it really means	\$29 / click
M2	Zoho Books alternatives for UAE SMEs	AI prompt
M3	WPS payroll software: a UAE buyer's guide	\$93 / click
M3	Accounting for Dubai trading companies	AI prompt
M3	XYRA vs QuickBooks & Tally for UAE	320 / mo
M3	Accounting software for UAE audit & tax firms	AI prompt

Comparison pages — where AI finds its shortlist



thexyra.ai/compare/xyra-vs-zoho-books

XYRA vs Zoho Books (2026)

An honest comparison for UAE small businesses — pricing, VAT, corporate tax and e-invoicing.

CHOOSE XYRA IF...
You want accounting, WPS payroll, inventory and expenses on one ledger — in a UAE-built platform with local support in Dubai.

CHOOSE ZOHO BOOKS IF...
You already run other Zoho apps and want to stay inside that ecosystem, or you need a long-established global vendor.

WHAT MATTERS	XYRA	ZOHO BOOKS (UAE)
Starting paid plan	AED 49 / month Starter — AI categorisation & OCR	AED 69 / month Standard, billed monthly
Free plan	Free for 1 year Invoices, bills, bank import, full reports	Free while revenue stays under AED 200K
VAT 201 & Corporate Tax filing	✓ Growth plan, AED 99 / month	✓ VAT filing from Standard
Payroll with WPS in the same platform	✓ XYRA One — AED 199 / month, unlimited users	Sold as a separate Zoho app

Prices from each vendor's UAE pricing page · checked 9 Oct 2026 · we re-verify every quarter

Remember the 8 hidden searches? 7 were competitors' pricing pages. Comparison pages put XYRA's facts next to theirs — in the format AI reads.

THE COMPARISON SET

- XYRA vs Zoho Books
- XYRA vs QuickBooks
- XYRA vs Tally
- XYRA vs Wafeq
- Zoho Books alternatives (UAE)
- Best accounting software in the UAE (2026)

Honest by design: every claim checked against both vendors' UAE pricing pages and re-verified quarterly. AI rewards fair comparisons.

Get named where AI looks — the citation programme

Your own site gets XYRA understood. Other people's sites get XYRA recommended. Every month we work four channels:

UAE expert & listicle placements

6-8 / month

- Outreach to UAE accounting, audit & tax-firm blogs
- Expert guest pieces by The VAT Consultant's tax agents
- Get XYRA into 'best software' round-ups AI already cites

Review platforms

Always on

- Capterra.ae, GetApp.ae, G2, Software Advice, Trustpilot
- Post-onboarding review requests from happy customers
- Profiles completed with UAE features & pricing

Communities

Weekly

- Helpful answers on Reddit (r/dubai, r/UAE) & Quora
- LinkedIn posts from the founders and tax experts
- Never spam — genuine answers that mention XYRA when it fits

Entity & press

Quarterly

- Wikidata, Crunchbase, LinkedIn & directory alignment
- UAE business press pitches: e-invoicing & corporate-tax angles
- Data stories from XYRA's own anonymised trends

Your unfair advantage: a tax firm in your corner. Expert bylines from real FTA-registered agents are the hardest signal for competitors to copy.

The goal: this answer, six months from now

 ChatGPT

Search

What's the best accounting software for a small business in the UAE?

For most UAE small businesses the shortlist comes down to three: **Zoho Books**, **XYRA** and **Wafeq**.

- **XYRA** — built in Dubai for UAE compliance: accounting, VAT 201 & corporate-tax filing, WPS payroll and inventory on one ledger, with PINT AE e-invoicing ready for 2027. Free for one year; paid plans from AED 49/month. [thexyra.ai](#) +2
- **Zoho Books** — a mature global option with a UAE edition and VAT filing; best if you already use other Zoho apps. [zoho.com](#)
- **Wafeq** — UAE/KSA-focused with Arabic-first workflows. [wafeq.com](#)

My pick: if you want payroll and tax in the same system and expect to be in e-invoicing phase 2 (July 2027), start with **XYRA**'s free plan. [XYRA Knowledge Hub](#)

Ask anything

 Perplexity

Pro Search

SOURCES

[thexyra.ai](#)
 UAE E-Invoicing 2027: deadlines & PINT AE checklist

[tax.gov.ae](#)
 E-invoicing implementation phases

[thexyra.ai](#)
 XYRA vs Zoho Books (2026)

[capterra.ae](#)
 Accounting software reviews — UAE

ANSWER

Mandatory e-invoicing in the UAE starts on **1 January 2027** for businesses with revenue of AED 50M+, and on **1 July 2027** for all other businesses [1](#) [2](#) .

Software that already supports the FTA's **PINT AE** format includes:

- **XYRA** — issues PINT AE invoices and connects to an Accredited Service Provider for Peppol exchange; includes a free e-invoicing readiness check [1](#) [3](#)
- Several global platforms are still rolling out UAE modules — confirm the ASP connection before you buy [2](#)

Ask a follow-up

Concept, not a live result. It shows what we're building: XYRA on the shortlist, with your Knowledge Hub and comparison pages as the cited sources.

How we'll measure it — and an honest six months

MONTHS 1-2

Foundation

- Technical & entity fixes live
- Knowledge Hub + first 8 articles
- Comparison pages 1-2
- Review programme starts

MONTHS 3-4

Visibility

- First AI Overview citations on e-invoicing & tax long-tail
- First third-party placements
- UAE ranking keywords climbing

MONTHS 5-6

Momentum

- Named in ChatGPT / Perplexity for niche prompts
- Comparison pages cited
- Demo & trial sign-ups from organic

TARGETS BY MONTH 6

1 → 8-12

of 48 AI answers name XYRA

8 → 150+

UAE ranking keywords

~22 → 800+

organic visits / month

WHAT YOU GET EVERY MONTH

AI share-of-voice tracker

The same 48 → 100 prompts across 5 engines. Who's named, who's cited, what moved.

Search Console + rankings

Clicks, impressions and UAE positions for every target page.

Citations log

Every placement, review and mention we earned — with links.

30-minute call

What worked, what didn't, next month's plan. No 40-page PDFs.