

## Multilingual Search Engine Optimization

Today, the Internet is an ubiquitous mean of looking for information, everyday there are millions of people searching and browsing. According to Forrester Research:

- 87% of web visits come via search engines
- 9% come from banners
- 4% come directly from the browser

There are many search engines, some international and some language and/or country specific. Research shows that people will only look at the top 10 results of a search. And this applies not only in English but to any language. What is the point of spending thousands of dollars to have a website localized in another language if it might never be found because it is not optimized correctly for international or language specific search engines?

The simple translation of keywords is just not enough, the words used in a search are determined by the audience demographics, by the possibility of “slang” or imperfect words used, by their misspellings and all these factors vary from country to country and language to language. Moreover the algorithms used by search engines vary as well between languages and, for languages that do not use the Latin alphabet, there are character number restrictions that they impose as well. All these rules need to be taken into consideration when keywords are chosen and optimized. And, if your web site has already been translated, another consideration must be given to the density and the quality of the keywords already present.

Like in any Search Engine Optimization effort, there are other issues that are part of the effort needed, like URLs definition, links composition, natural links, blogs, etc.

Translations.com can be of service both in the planning and in the execution phases of your Multilingual Search Engine Optimization

effort to ensure that it will be a success and bring the results you are looking for.

Backed by our ISO 9001:2000-certified quality management system, and through our consulting and translation divisions, Translations.com can:

- create a multilingual optimization plan for each language
- identify the necessary keywords and generate the corresponding ones for each language
- suggest the correct density and character count of keywords per each language
- identify possible issues (URLs, links, etc.) that can help improve page ranking
- suggest any remedial content work to ensure that the chosen keywords are present in existing text in the correct density.

Translations.com is a world leader in website localization, software localization, GMS (Globalization Management System) software products, and enterprise-level, professional consulting and translation services. Backed by our ISO 9001:2000-certified quality management system, our consulting and translation solutions allow a diverse array of clients to deliver local language products, services, applications, training and content in a culturally appropriate manner.

Translations.com provides cultural assessments and solutions, and program management services through one of its divisions, Epic Global Solutions (EGS). EGS' team of cultural and technical consultants, globalization, internationalization, and localization experts have years of proven experience providing consulting for customers such as Iron Planet, Convatec, Health Stream, ICON Clinical, Veer, WebMD, and Phillip Morris.