

SEO TRANSLATION – THE KEY TO SUCCESS

SECURE TOP POSITIONS IN SEARCH ENGINES AROUND THE WORLD

When it comes to the localisation of web content, people typically think about the mere translation of websites. And no doubt this is needed – but does the translated text also speak the language of the search engines of the target country? 24translate goes one step further to ensure your marketing success. We offer a translation service for multilingual websites that is specially designed to increase your visibility in international search engines. The methods and techniques we use have been developed in close collaboration with experienced experts in SEO (search engine optimisation) and web professionals. They are tailored with great care to give you the best possible support in the development of new markets and winning of new customers. After all, only if your products and services can be found easily online will your marketing investments pay off.

WHAT IS SEO?



Professional search engine optimisation encompasses any measures designed to make your website as **easy to find as possible** on Google and other search engines. Professionally implemented, the various subpages of your website will appear towards the top of the search engine results list for all relevant search terms – known as keywords. Ideally, they will appear right on the first page.

However, search engine optimisation is an art with its own rules. Without an SEO strategy, any efforts are likely to be ineffective. Questions to ask from the start are: Which keywords should be used for customers to find me? Who is competing with me using those keywords, and how well positioned are my competitors in terms of SEO? A detailed analysis will show the best strategy to be pursued and the amount of work required to achieve an appearance on the first page of the search results with the respective keywords.

Once the strategy and keywords have been determined, website content must be optimised according to these findings, i.e., primary keywords, secondary keywords and other terms must be included in the website texts at very particular ratios and in very particular places.

WHY THERE IS NO WAY AROUND SEO TRANSLATION

Multilingual websites are now simply indispensable for companies with international operations. But whether you look at google.ch or google.co.uk: competition is high, and you will only be found on the most prevalent search engines – Google and a couple of others – if your website texts have been search engine-optimised. Clearly, this does not only apply to your German-language pages, but also to the translation of your content for other regions.

This is why we offer an SEO translation service alongside the traditional translation of your website texts. Not only is content translated into another language in the best possible technical and stylistic way, its is also adapted to ensure that your website achieves the best possible search engine position compared to your competitors – on any market you wish to serve, be it via Google in France, Yandex in Russia or Baidu in China.

By customising your translations precisely to fit the search habits of the respective markets, we can ensure that your products and services are truly visible in the target country and your marketing investments actually pay off.



OUR SERVICES FOR YOUR SEO SUCCESS

Every SEO translation service is bespoke. In addition, our SEO products are modular, so we can include the exact services you really need. To provide a better overview and enable you to make a choice quickly and easily we have also compiled three compact service packages, based on our experience.

SEO TRANSLATION

A

Keyword research:
The keyword list is adapted to the target language (taking into account factors such as search volumes, etc.).

B

Text translation:
The defined keywords are integrated into the target page (texts, menus and SERP snippets), taking into account any formal restrictions such as length of text.

SEO TRANSLATION PLUS

A

Keyword research:
In addition to SEO translation, the package includes this add-on: we optimise your keywords according to holistic criteria. A "keyword cluster" is created for each of your web pages according to the semantic relationship of the terms to each other.

B

Text translation:
We supplement SEO translation with recommendations regarding the keyword-optimised translation of additional page information, e. g. URLs and files names, alt tags and anchors.

C

Benefit from our website analysis using the WDF*IDF method and copy editing of the translation: Which terms need to additionally appear in the text (secondary keywords) to ensure that the website shows up as high as possible in Google search results in the competition for the primary keyword?