



Session: 6

Customization, Personalization, and Other Features

Objectives

SEO

- ◆ Describe SEO localization
- ◆ Describe SEO internationalization
- ◆ Describe Social Media Optimization



Introduction

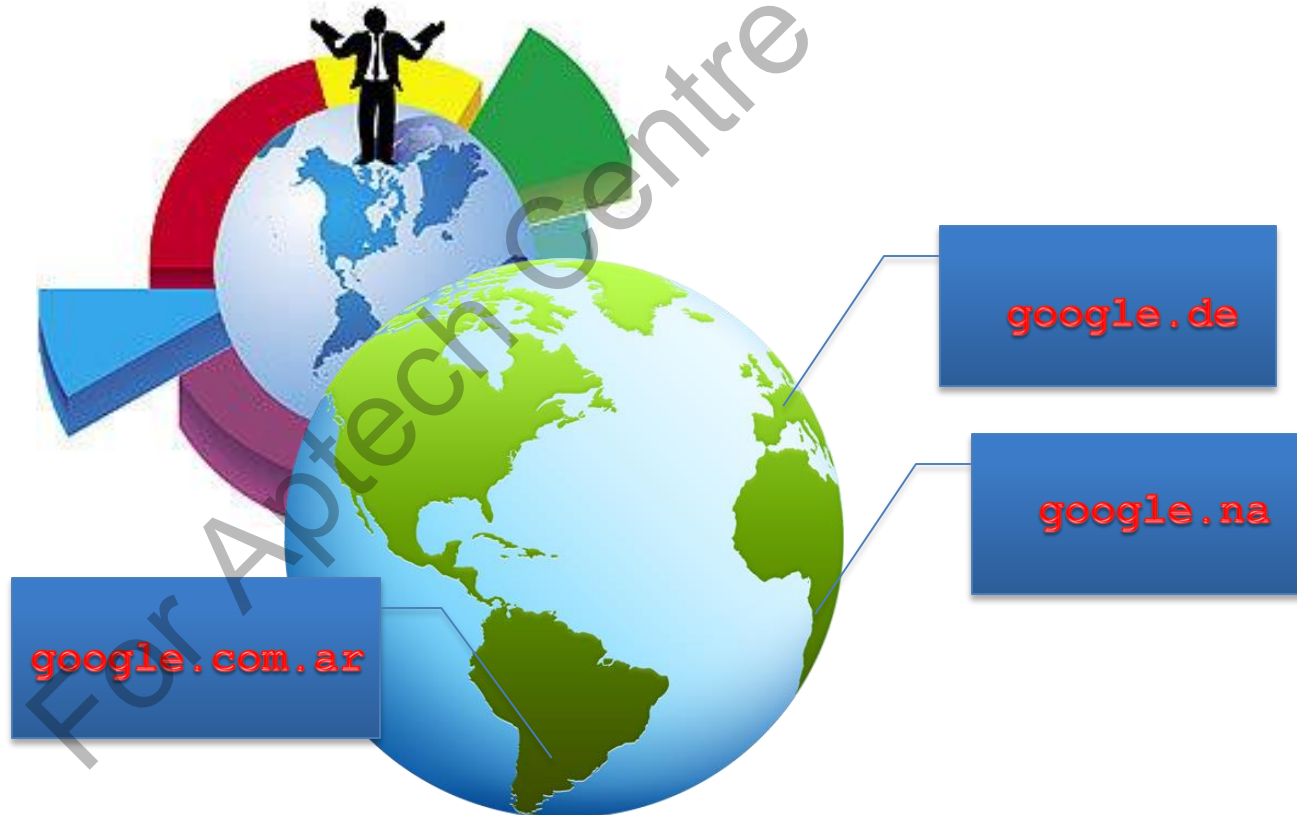
- ◆ The Web is now the first choice for most consumers when shopping for a new service or product.
- ◆ The key to enhancing the business internationally is through its Web site.
- ◆ SEO customization, localization, and internationalization are cost-effective ways of entering into new markets.



SEO Localization 1-5

SEO

- ◆ SEO localization is the process of optimizing the Web pages based on its geographical location where it is operated.



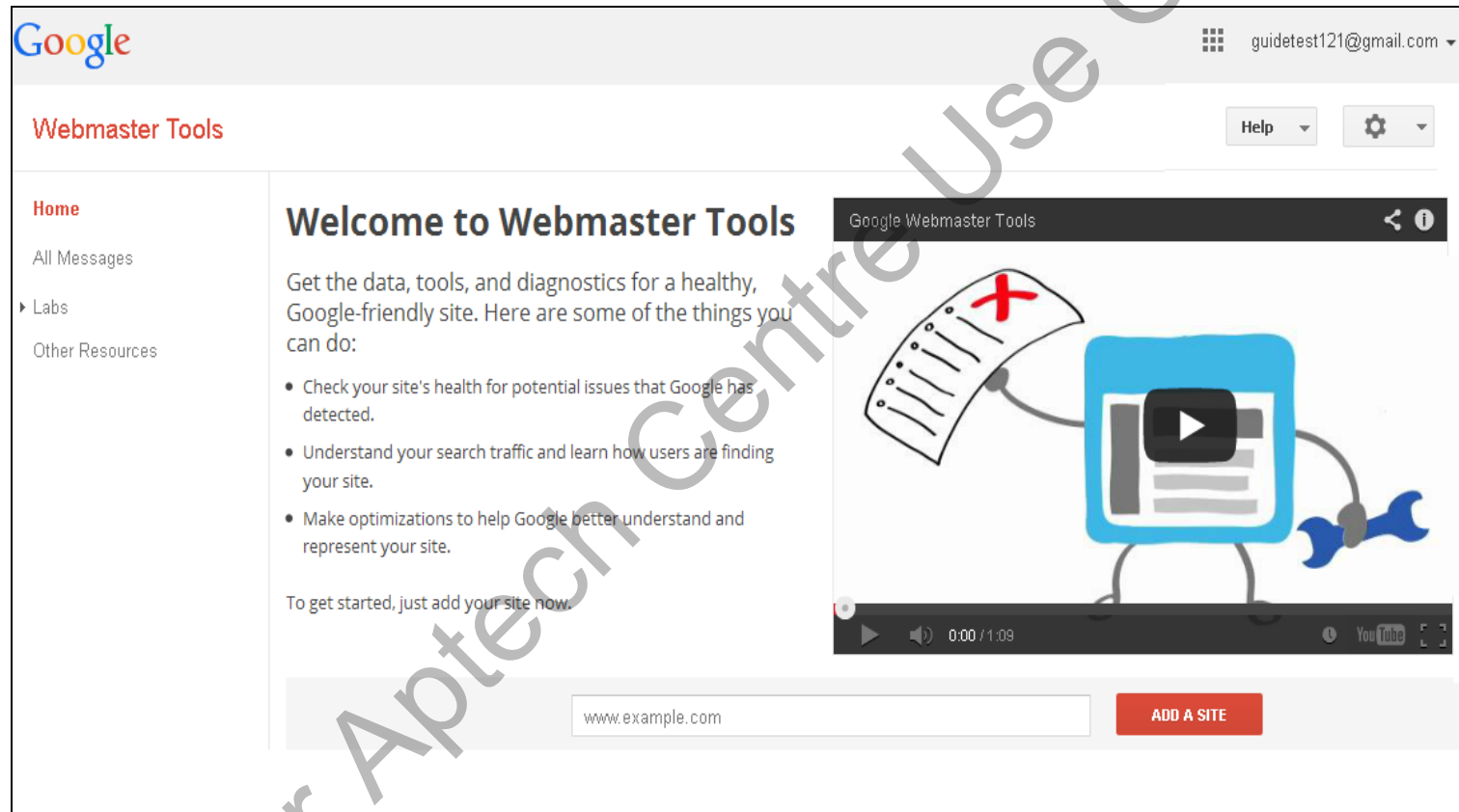
- ◆ Ways in which SEO localization can be applied to Web sites:
 - ◆ In Google Webmaster Tools, optimize the pages in specific geographical location.
 - ◆ Add country name or area name to the search keywords.
 - ◆ Register the domain name and perform local optimization.



SEO Localization 3-5

SEO

- ◆ The figure shows Google Webmaster Tools.



- ◆ This option is present in **Webmaster Tools - Site Configuration - Settings.**

- ◆ Generally, in Google search, users use those keywords that are specifically for the services offered in their location.
- ◆ So including the city and country names helps in generating more search results.
- ◆ Before using these types of keywords, search once with the **Google AdWords Keyword Planner** tool.

- ◆ The **Google AdWords Keyword Planner** tool is used to identify whether a keyword has a good search volume. If the keywords have good search volumes, optimize it with the Web page.



Research and Analysis for SEO Localization 1-3



SEO

- ◆ For better reach into the market, products and services are customized to the local preferences and cultures.
- ◆ Web site content too needs to be modified to ensure that it caters to the preferences of the target audience.
- ◆ SEO localization involves adapting the content to suit the language, culture, and geography of the audience in the target market.

Research and Analysis for SEO Localization 2-3

SEO

- ◆ Research and analysis that Webmasters need to perform for SEO localization of the Web site are:
 - ◆ **Keyword Research**
 - ◆ Identify the keyword phrasings that users of the target region might use to find the content.
 - ◆ Identify relevant keywords that can generate maximum search demand in the target region.
 - ◆ **Competitive Analysis**
 - ◆ It is essential to analyze the competitors in the market.
 - ◆ Collect information and identify the languages they use, the search engines they use, and so on.



Research and Analysis for SEO Localization 3-3

SEO

◆ Culturally-sound Adaptation

- ◆ Ensure that the marketing strategies used are culturally sensitive.
- ◆ The tone and language used should be acceptable to the audience of the region.

◆ Content Plan

- ◆ Determine the keywords that need to be added.
- ◆ Modify the content to map the preferred format if required.



◆ Using Google Keyword Planner is a fourfold process

- ◆ Search for new keyword and ad group ideas.
- ◆ Get search volume for a list of keywords or group them into ad groups.
- ◆ Get traffic estimates for a list of keywords.
- ◆ Multiply keyword lists to get new keyword ideas.

Keyword Planner Tool for Keyword Research 2-7

SEO

- ◆ **Search for New Keyword and Ad Group Ideas**
 - ◆ User needs to enter relevant information in one or more of the text boxes that lie under the **Enter one or more of the following** option:
 - ◆ Your product or service
 - ◆ Your landing page
 - ◆ Your product category

Google AdWords Home Campaigns Opportunities Tools

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

Your landing page

Your product category

- ◆ **Get search volume for a list of keywords or group them into ad groups**
 - ◆ Useful for Webmasters to get historical statistics such as search volume of the keywords.
 - ◆ Requires them to enter the list of keywords manually or as a Comma Separated Values (CSV) file.

Keyword Planner Tool for Keyword Research 4-7



SEO

- ◆ Perform the following steps to use the option:
 1. Click the **Get search volume for a list of keywords or group them into ad groups** link.
 2. In the **Option 1: Enter keywords** pane, enter a list of keywords, one per line or separated by commas. Otherwise, click **Browse** under **Option 2: Upload file** and upload a CSV file containing the list of keywords.
 3. Under **Targeting**, there are three options for filtering the search volume results:
 - a) If the Web site is targeting a specific geographic location to market their products or services, click **All locations** and enter in the text box, the target country, city, or region.
 - b) Click **Google** and specify whether search volume results should show only for Google search engine or for Google as well as its partner search engines.
 - c) Under **Data range**, select the period for which the search volume results need to be displayed. To view how search volume results for the selected period compare to a previous period, change the **Compare** slider to **ON** and select **Previous period**, **Same period last year**, and **Custom**.
 4. Click **Get search volume**.

Keyword Planner Tool for Keyword Research 5-7

SEO

◆ Get traffic estimates for a list of keywords

- ◆ Enables to retrieve estimate of number of clicks and cost estimates for a list of keywords (which may be manually entered or uploaded as a CSV file).

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The 'Tools' tab is selected. Below the navigation bar, there's a section titled 'Get traffic estimates for a list of keywords'. Under this section, there are two options: 'Option 1: Enter keywords' and 'Option 2: Upload file'. Under 'Option 1', there's a text input field containing the keywords 'computer education', '"computer education"', and '[computer education]'. Under 'Option 2', there's a 'Browse...' button and the text 'No file selected.' Below this, there's a link 'Supported files and formats'. Further down, there's a 'Targeting' section with four dropdown menus: 'India', 'All languages', 'Google', and 'Negative keywords'. To the right of the targeting section, there's a 'Date range' section with a dropdown menu showing 'Next 7 days' and 'Showing daily estimates'. At the bottom, there's a blue button labeled 'Get estimates'.

Keyword Planner Tool for Keyword Research 6-7



SEO

- ◆ Perform the following steps to use the option:
 1. Click **Get traffic estimates for a list of keywords**.
 2. Under **Option 1: Enter keywords** pane, enter a list of keywords, one per line or separated by commas. Otherwise, click **Browse** and upload a CSV file containing the keywords.
 3. Filter the results by target location, preferred language, target search engine, and the keywords to be eliminated.
 4. Finally, specify the period for which the traffic estimates need to be displayed and click **Get estimates**.

◆ Multiply keyword lists

- ◆ Enables users to combine multiple lists of keywords into a single list and get search volume results or traffic estimates for them.
 1. Click **Multiply keyword lists to get new keyword ideas**.
 2. In the **List 1** pane, enter a list of keywords, one per line or separated by commas.
 3. Similarly, in **List 2** pane, enter a different list of keywords to be combined with the keywords in List.
 4. To include a third keyword list to merge, click the faded X next to the **List 2** text areas. This will display a new pane, **List 3**.
 5. Filter the search volume and traffic results by target location, search engine, and keywords that need to be eliminated.
 6. Click **Get estimates** to retrieve traffic estimates.
 7. Click **Get search volume** to display search volume results.

Optimizing Multilingual Search 1-2



SEO

- ◆ SEO optimization with multilingual option can make the organization's Web site at the top of the search results.
- ◆ Using the right keyword for each language is necessary and will have a huge impact on the natural ranking and Pay Per Click Advertising (PPC) results.

Optimizing Multilingual Search 2-2

SEO



Windscreen or Windshield

For example, in the UK English version of a Web site, the keyword is 'Windscreen Repair' instead of 'Windshield Repair', as the terms for car parts have different English names in UK and US.

Localization and SEO Translation - Differences

SEO

- ◆ **Localization** - Translates the Web pages for a different culture or human beings who reside in a different society.
- ◆ **SEO Translation** - Every single attribute on a Web page is translated to the target language for understanding the page.



- ◆ Requirements for translating into specific languages:

One
Country
Code Top
Level
Domain
(ccTLD)
for every
language

Language
header

Links from
same
language
sites

Local IP
address

No auto
translation

Challenges and Tips

SEO

- ◆ Suggestions to overcome challenges and create a good Web presence:

Domain

- Select a Top Level Domain (TLD) for each targeted country
- Acquire physical presence of the organization before obtaining a TLD

Hosting

- Host the Web sites in one facility, across the globe
- Host the unique TLDs in the country

Content

- Localize the content within each country

Social Media Optimization 1-6

SEO

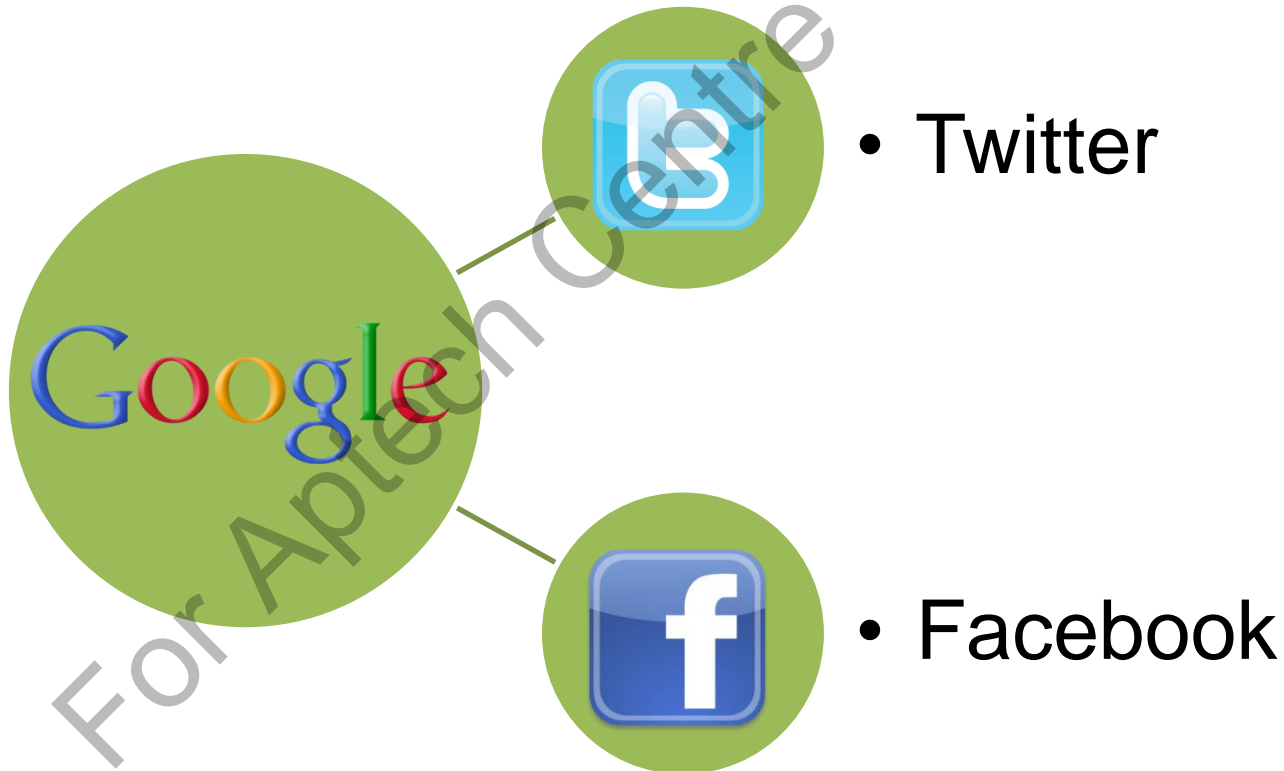
- ◆ SEO and social media functions work better when integrated.
- ◆ Social Media Optimization (SMO) uses viral publicity through multiple social media outlets.
- ◆ Two areas to focus for the future of search and social media market:
 - ◆ The technology that powers the search and social media experience for Web users.
 - ◆ The logistics of implementing integrated search and social media campaigns within a company.



Social Media Optimization 2-6

SEO

- ◆ Technologically, search has become increasingly influenced by social media.
 - ◆ Google gets feed data from Twitter and Facebook



◆ Two types of SMO methods:

Social media features are added to the content, such as:

- RSS feeds
- Social news and bookmarking sites
- User rating and polling tools
- Videos

Social media has promotional activities, such as:

- Blogging
- Commenting on other blogs
- Discussion group participation
- Posting status updates

Social Media Optimization 4-6

SEO

Rohit Bhargava designed five rules for conducting social media optimization:

1. Increase your linkability

2. Make tagging and bookmarking easy

3. Reward inbound links

4. Help your content travel

5. Encourage the mashup

Social Media Optimization 5-6

SEO

Bhargava then updated the rules as follows:

1. Create shareable content

2. Make sharing easy

3. Reward engagement

4. Proactively share content

5. Encourage the mashup

Social Media Optimization 6-6



SEO

- ◆ During the evolution of search and social media, many other authors updated these basic rules.
- ◆ Now, there are 17 rules that are translated into French, Dutch, Italian, Spanish, German, Japanese, Greek, Portuguese, Russian, Hebrew, and Thai.

- ◆ There are different ways in which SEO localization can be applied to Web sites.
- ◆ SEO localization users can optimize the multilingual side of search.
- ◆ SEO optimization with multilingual option can make the organization's Web site at the top of the search results.
- ◆ Web users prefer local and regional language-based Web sites as compared to global Web sites.
- ◆ SEO and social media functions are not effective unless they are integrated.
- ◆ Bhargava's five rules are used for conducting social media optimization.