5 tools your business needs for seo translation

**Google**

Google offers the essential tools to get you started on the research about your that audience in the terms of keywords and translation. The best part about it – they are completely free.

These tools incule Google Trends and Google Adwords planner.

Google trends will make you discover the most popular search terms. It shows related terms and popularity of keywords. Using Google trends will be helpful for understanding your targeted audience and their interests.

Google Adwords plenner allows a more in-depth analysis of keywords. It shows traffic estimation, statistics and related keyords.

**Translation Management System**

A Translation Management System (TMS) is a tool that will help you properly manage your translation projects. With a TMS you will get features that will make the process more time and cost efficient, to name a few:

* Translation memory (Reduces cost over time)
* Project Management tools (Organize the translation within your own company)
* Team Management (Invite your co-workers)
* Terminology tools (Consistent translation across all of your projects)
* Integrations with other systems (BitBucket, Outlook, Github, Sharepoint etc.)
* Website translation

**Website translation tool**

Text United provides all of the necessary tools for a smooth and cost efficient translation project.

The website translation tool is designed for smooth and intuitive translation of websites. The best part of this – content is translated in-context on top of your website instead of in a traditional CAT Tool.

With the Website translation tool that is developed specially for translating websites, keywords are extracted automatically from your website. The website translation tool additionally provides SEO settings for the localized version of your website correctly.

**CMS – Content management system.**

There are many CMS providers out there, both premium and open-source. Each one is unique and offers a different set of features. It’s up to you to determine and decide what your website will need. Are you building a presentation-like website for your company or an Onine Store. They will require different solutions. Keep in mind that your CMS should be able to support multiple languages and complete Unicode encoding for best localization results.

Plugins

Popular content management systems like Wordpress boast a large amount of additional plugins. Some of them are also tools that will make SEO and translation easier.

Plugins like Yoast SEO will help optimization of keywords, content insight and many other tools that will come in handy for your research. Try looking up for the right SEO tools in your CMS extension store.