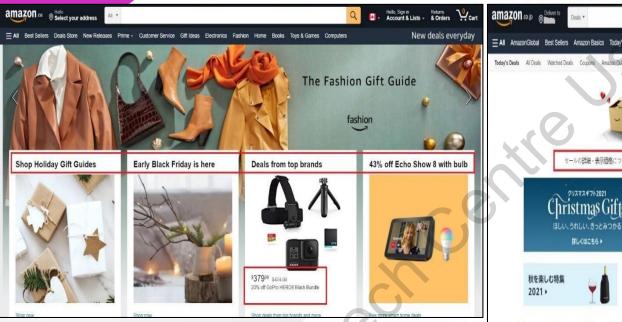
Session 7: SEO Internationalization and Localization

Objectives

- Explain SEO localization
- Elaborate on SEO internationalization
- Identify components of SEO internationalization
- Outline best practices for SEO internationalization
- Elaborate on social media optimization
- Outline steps to perform social media optimization

SEO Localization 1-2





Amazon Website for Canada

Amazon Website for Japan

SEO Localization 2-2





Amazon Website for Canada

Amazon Website for Japan

Develop source text for SEO localization

Extract key terms from the source

Add suggested topics in the target language to the keyword list

Find a match between the source terms and target terms

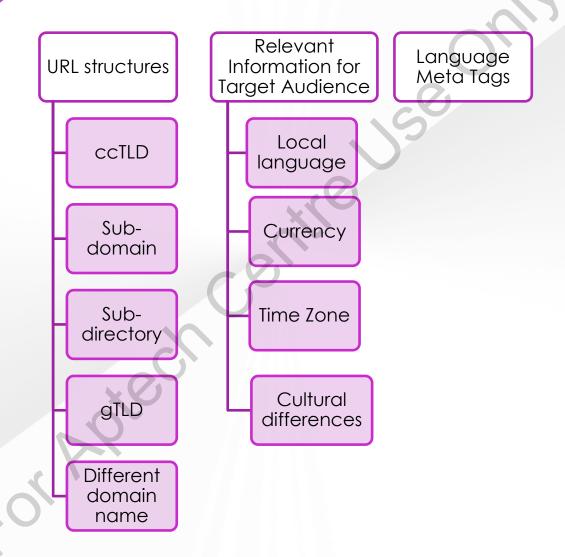
Use Computer Assisted Translation (CAT) Tools

Proofread the translation

Localize remaining elements

Steps to achieve SEO localization

SEO Internationalization



Social Media Optimization and its Role in SEO

Select the right social media platform

Incorporate visual content

Participate in Forums

Use hashtags

Encourage employees to share



Implement competitive analysis

Define strategy Execute strategy



Analyze results

Summary

- SEO localization ensures that the cultural references and social attitudes of the new location are taken care of and more customers are able to reach the product or service.
- SEO internationalization is the process of making a Website multilingual and includes international-friendly URL Structure, language tags, and content.
- URL structures for international Websites can include Country Code Toplevel Domain (ccTLD), subdomain, subdirectory, General Top-level Domain (gTLD) with language parameters, and different domain name.
- Language meta tags help search engines show result to users searching in that language.
- Local language, currency, time zone, and cultural differences should be considered when providing information for target audience.
- Social Media Optimization (SMO) is the process of identifying content that performs well on social platforms.
- Five key steps to SMO include analyzing audience, implementing competitive analysis, defining strategy, executing strategy, and analyzing results.