

Session 7: SEO

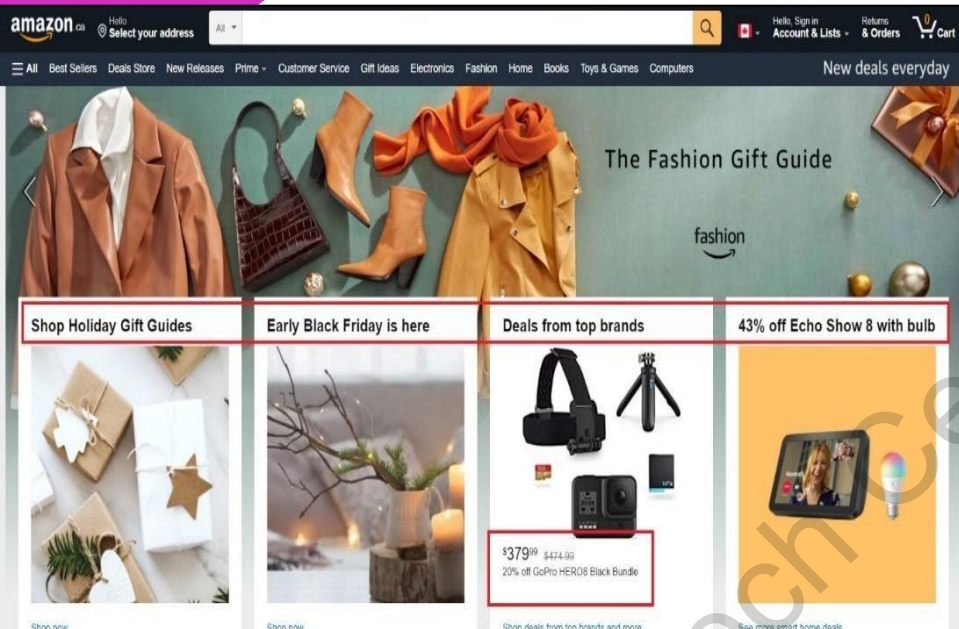
Internationalization and Localization

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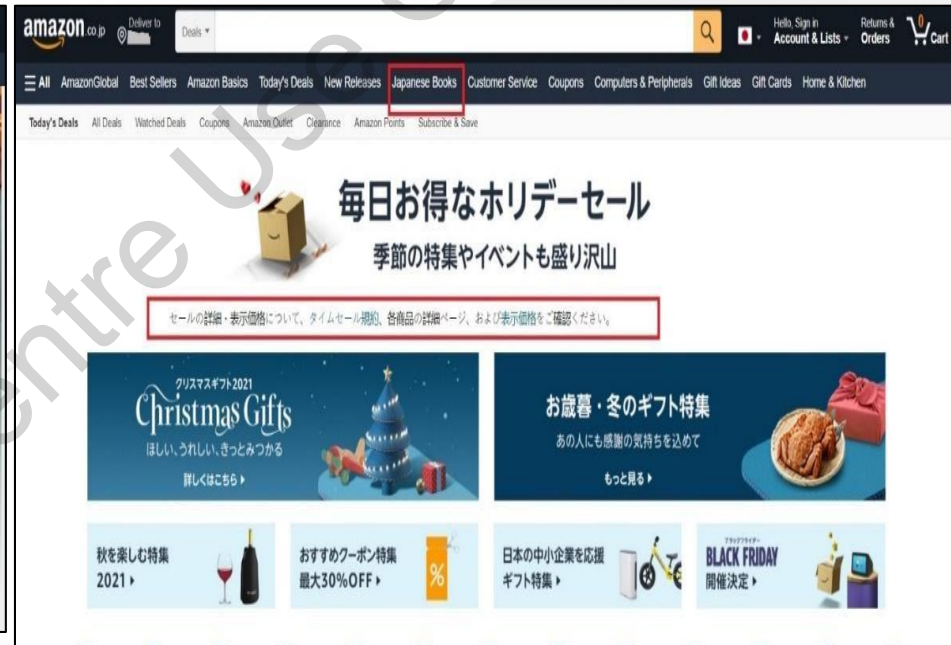
Objectives

- 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

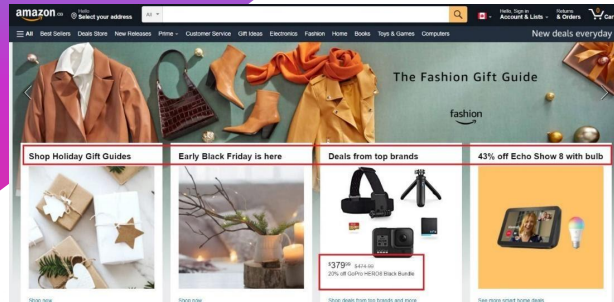


Amazon Website for Canada

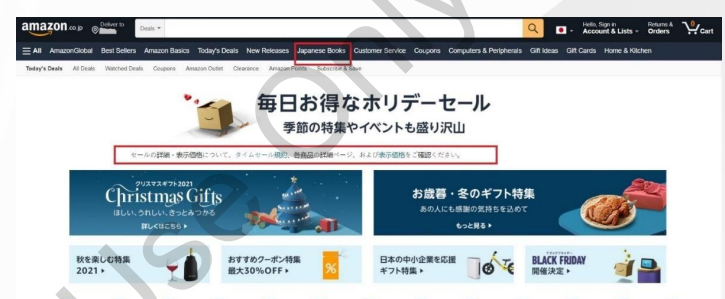


Amazon Website for Japan

SEO Localization 2-2



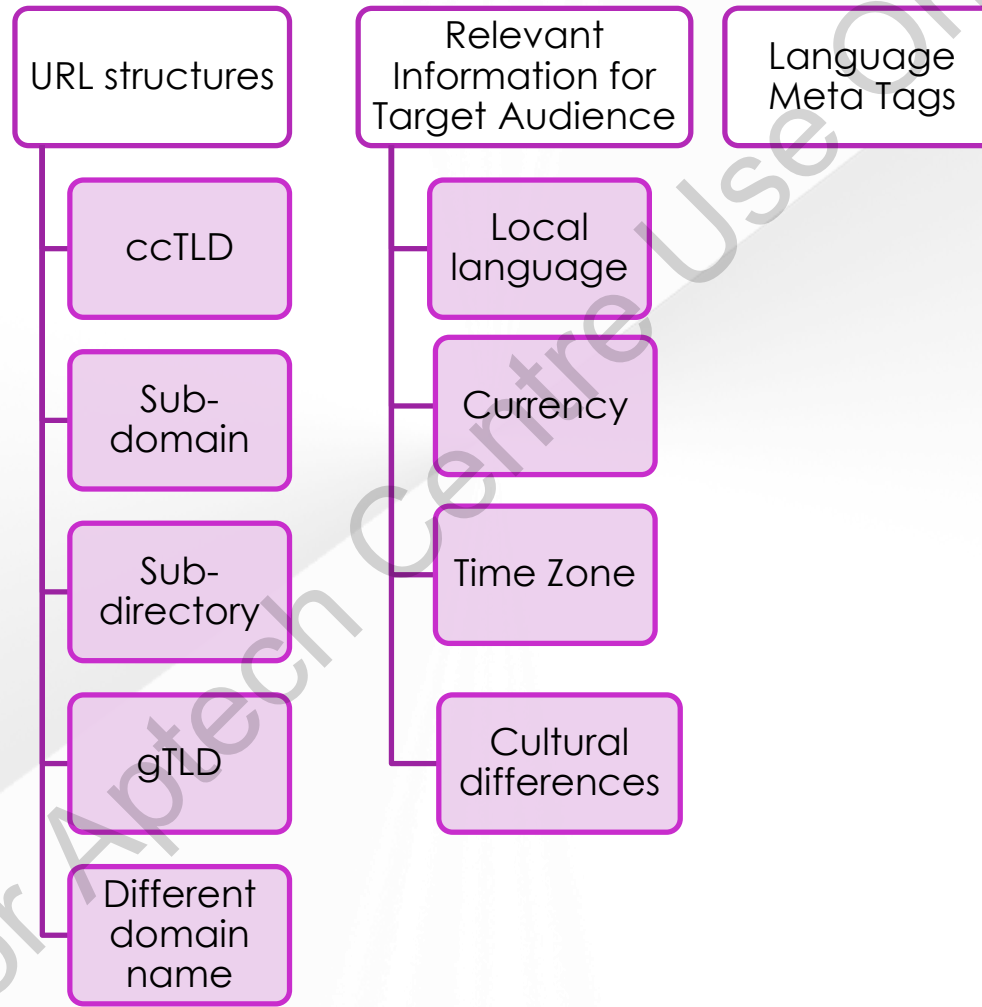
Amazon Website for Canada



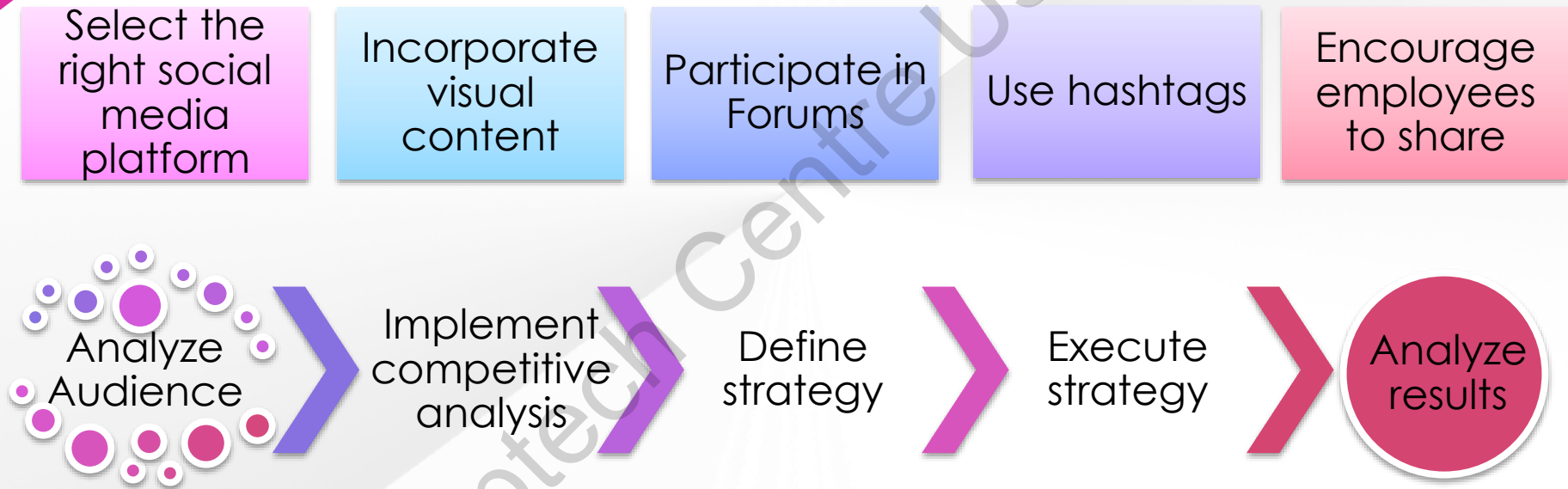
Amazon Website for Japan



SEO Internationalization



Social Media Optimization and its Role in SEO



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 Top-level 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.