

# Keyword Localization Process for Apps



## KEYWORD LOCALIZATION SERVICE

### -More revenue for you

The purpose of ICL Keyword Localization Service is to help clients build the best keyword string for their apps in the target language.

Providing keyword localization -or App Store Optimization- service will generate **more revenue** for you as a professional translator.

We will charge per package:

Package	pricing per language	comments
A package of up to 5 keywords	<b>\$24.95</b>	it means \$5 per KW
A package of 10 keywords	<b>\$39.95</b>	it means \$4 per KW
A package of 15 keywords	<b>\$54.95</b>	it means \$3.66 per KW
A package of 20 keywords	<b>\$59.95</b>	it means \$3 per KW

You will get 80% of this as you do for any translation or review jobs.

This is a good opportunity to earn more money and gain experience at the same time.

## INTRODUCTION

ASO (App Store Optimization) is improving the visibility of a [mobile app](#) in an [app store](#) (such as [iTunes](#) or [Google Play](#) for Android).

App store optimization is closely related to [search engine optimization](#). Specifically, app store optimization includes the process of ranking highly in an app store's search results and top charts rankings. ASO marketers agree that ranking higher in search results and top charts rankings will drive more downloads for an app.

The object of ICanLocalize Keyword Localization Service is to find the best possible keywords that retrieve the least amount of ‘competitors’.

Source: [http://en.wikipedia.org/wiki/App\\_store\\_optimization#cite\\_note-1](http://en.wikipedia.org/wiki/App_store_optimization#cite_note-1)

## Tools to use and find the best keywords

### 1) **Keyword Planner**

Allows you to find new keywords and ad group ideas

[https://adwords.google.com/ko/KeywordPlanner/Home?\\_u=6258092864&\\_c=3144321944](https://adwords.google.com/ko/KeywordPlanner/Home?_u=6258092864&_c=3144321944)

### 2) **Google Trends**

Shows how often a particular search term is entered relative to the total search-volume across various regions of the world, and in various languages.

<http://www.google.com/trends/>

You will need to use both free of charge tools to get the best results for your client.

## Keyword Localization Process

Clients need to provide the keywords for their app. We will use an app as example: Bus Checker

### Step 1

Go to project chat and click on “Localize now”.

You will see the keywords provided by client.

**Keywords**

There are keywords to be localized in this project.

- [Keyword set 1: Localize now](#)

### Step 2

Compare volume of search and add your results to “Monthly hits” box.

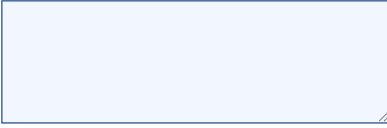
## Localizing keywords

Please make sure to [use our instructions](#) to provide standard quality localizations. For your convenience, the instructions overview is shown at the right hand side.

Keyword 1: lol

Translation:  Monthly hits:  [\(remove\)](#)

Analysis for this keyword



A direct translation may not be the best option most of the times. The top keywords locally could be anything: colloquialisms, synonyms, abbreviations, adopted terms from another language, etc

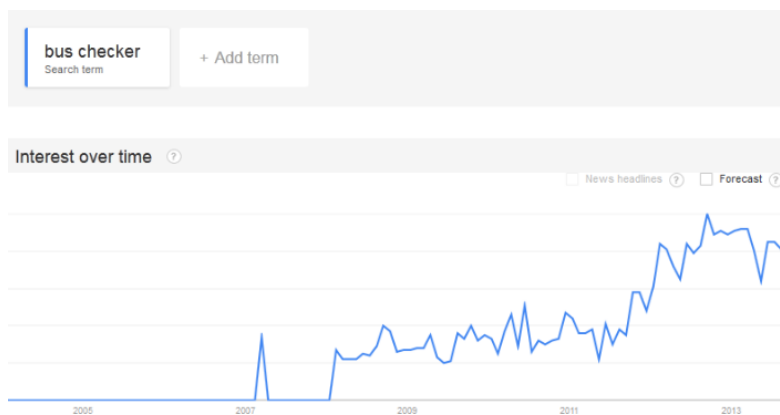
## Step 3

**Think of possible translations and/or related terms for each keyword and add them-** see image above.

It's good to find out what is special about the app in question, this can be a good tip to find relevant keywords with low competence.

Use Google trends to get related search terms that have good ratings:

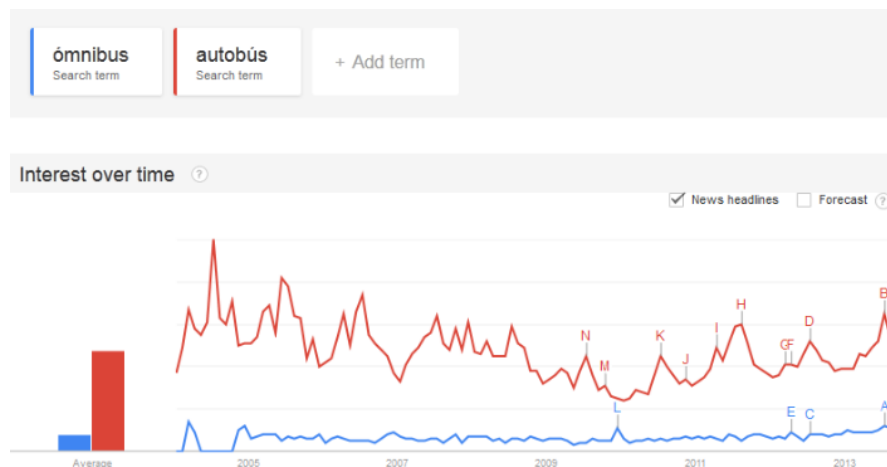
If you enter Bus Checker, you get to this screen:



Scroll down to see related terms:



You can also use Google Trends to compare trends if you are hesitant about which of 2 terms is more widely searched for:



We can see that “autobús” is more widely searched for, and you can scroll down again to see related terms that can lead you to a new interesting keyword.



#### **Step 4**

##### **Use Keyword Planner to search for keywords**

- Go to Keyword Planner

[https://adwords.google.com/ko/KeywordPlanner/Home?\\_u=6258092864&\\_c=3144321944](https://adwords.google.com/ko/KeywordPlanner/Home?_u=6258092864&_c=3144321944)

- Select the first option “Search for keyword and ad group ideas”
- Fill in the fields

## Keyword Planner

Plan your next search campaign

What would you like to do?

- Search for keyword and ad group ideas
- Enter or upload keywords to see how they perform
- Multiply keyword lists

▼ Search for keyword and ad group ideas

**Enter one or more of the following:**

Your product or service

autobús

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

Argentina

Spanish

Google

Negative keywords

Customize your search ?

**Keyword filters**

Avg. monthly searches  $\geq 0$

Avg. CPC  $\geq$  €0.00

Ad impr. share  $\geq 0\%$

**Keyword options**

Hide keywords in my account

Hide keywords in my plan

**Include/Exclude**

Get ideas

Ad group ideas	Keyword ideas	Download	Add all (801)
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Search terms	Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
autobús	30	Low	€0.00	0%	»

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
juegos de autobuses	1,300	Low	€0.51	0%	»
juegos de autobus	260	Low	€0.41	0%	»
autobuses	110	Low	€0.01	0%	»
trenes	14,800	Low	€0.13	0%	»
transporte	4,400	Low	€0.28	0%	»
tren	5,400	Low	€0.08	0%	»

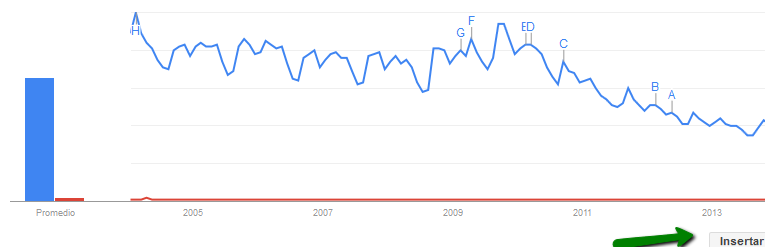
**High monthly search volume of the translated KeyWord = SEO success.**

If you find two or more keywords in the translated language with about the same monthly search volume, you should choose the one with less competition. It means less number of apps found in the same category in iTunes or Google Play.

### Step 5

Add under each keyword your results for best keywords. You should use the box “Analysis for this keyword”

Here you should add at least one image to the report as sample, just using the "embed" in Google Trends and copying the embed code to the report details into "Analysis for this keyword".



## Localizing keywords

Please make sure to [use our instructions](#) to provide standard quality localizations. For your convenience, the instructions overview is shown on the right hand side.

### Keyword 1: scheduled

Translation:  Monthly hits:  [\(remove\)](#)

[Add possible translation](#) [Add related term](#)

#### Analysis for this keyword

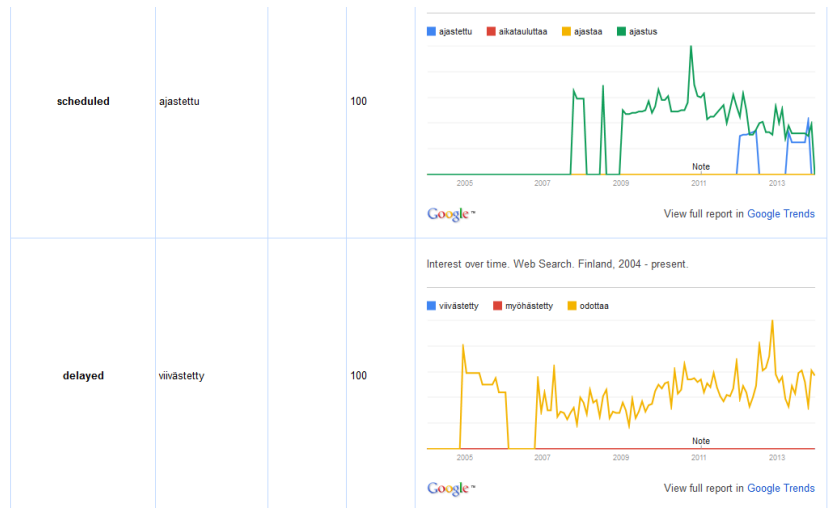
```
<script type="text/javascript" src="//www.google.com/trends/
/embed.js?hl=en-
US&q=ajastettu,+aikatauluttaa,+ajastaa,+ajastus&geo=FI&
cmpt=q&content=1&cid=TIMESERIES_GRAPH_0&export=5&
w=500&h=330"></script>
```

Embedded code from  
Google Trends

### Keyword 2: delayed

Translation:  Monthly hits:  [\(remove\)](#)

[Add possible translation](#) [Add related term](#)



## Step 6

**Add any relevant final comments at the bottom as a conclusion of your work.**

User the “Further comments” box -see below.

## Report to client

When you click on “deliver” client will get a report based on your findings.

You can also click on “save” as many times as you want to make sure not to lose your work.



**General**

**Further comments**

**Actions**



Sample research report on Bus Checker app into Spanish:

Ad group ideas

Keyword ideas

Download

Add all (424)

Search terms	Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
transporte	4,400	Low	€0.28	0%	»
transportes	1,000	Medium	€0.36	0%	»
medios de transporte	2,400	Low	€0.33	0%	»
como llegar	90,500	Low	€0.02	0%	»
cómo llegar	720	Low	€0.01	0%	»

1 - 5 of 5 keywords

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You can also add sample screenshots to project chat when you attach the final report, showing some related terms being compared:



## keyword Localization Report

### Project details

- **Project:** Translation and keyword
- **Client:** clienticl2
- **Translator:** Aripaganna

Keywords	Possible translations	Related terms	Monthly hits	Chosen keywords
bus	ómnibus		110	The best keywords to use are "omnibus", "autobus" and "buses"
	omnibus		27100	
	autobús		90	
	autobus		1600	
		buses	12100	
timetable	horarios		2400	The best keywords to use are "horarios" and "horarios de omnibus"
		horarios de autobuses	50	
		horarios de omnibus	720	
		horarios cercanías	10	

transport	transporte		5400	The best keywords are "transporte" and "como llegar"
	transportes		1600	
	medios de transporte		2900	
		como llegar	90500	
		cómo llegar	880	
stop	parada		3600	"parada" is the best to use
		parada de omnibus	20	
General comments	A good string to use for this app in Spanish is: omnibus, autobus, buses, horarios, transporte, como llegar, parada			

We have conducted this research based on our best knowledge and experience.  
If you have any question or comment, do not hesitate to contact us.

Have a great day!

ICanLocalize Team  
By OnTheGo Systems

**IMPORTANT:** When it comes to app keyword localization, bear in mind that iTunes has a limit of 100 characters.

- Please make sure to add a string that includes the best words under this limit in the General comments box.

- Add commas between words but NO spaces, as spaces are counted as a character and they are not needed. It should not be like in the above screenshot, but rather like this:  
omnibus,autobús,buses,horarios,transporte,como llegar,parada (here there are only 59 characters used, but you should make sure you get the most near to 100 characters)
- Make sure to tell the client where the string begins and ends, so if it is a language client does not know at all he will know exactly what to copy-paste in the appstore.
- There are common keywords such as 'game', 'entertainment' and 'free' that are automatically added by Apple when the game is uploaded. If client sends any of this, you can give advice and suggest changing the keyword for a more productive one in the target language.

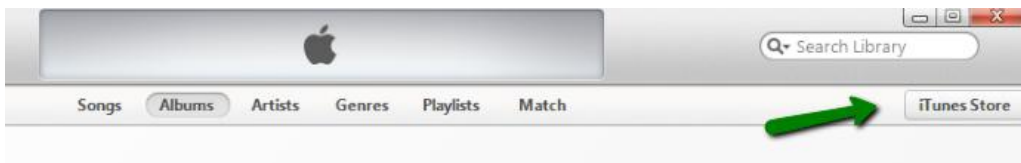
For iPhone and Android apps, clients may also require to do some quick checking in the relevant stores to find out about competitors.

A) For iPhone > iTunes

<http://www.apple.com/itunes/>

Just install and select iTunes store > iPhone > enter words to search > Tap enter

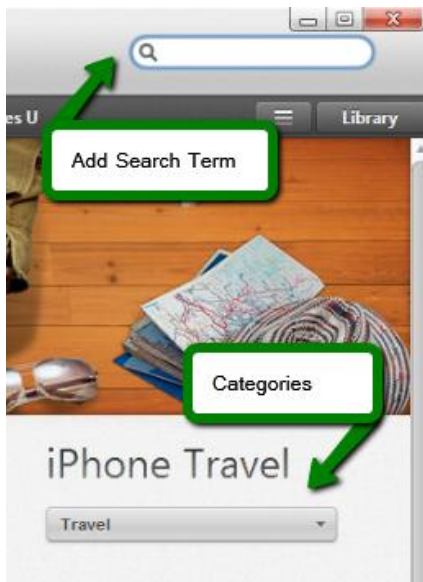
Open it and click iTunes Store.



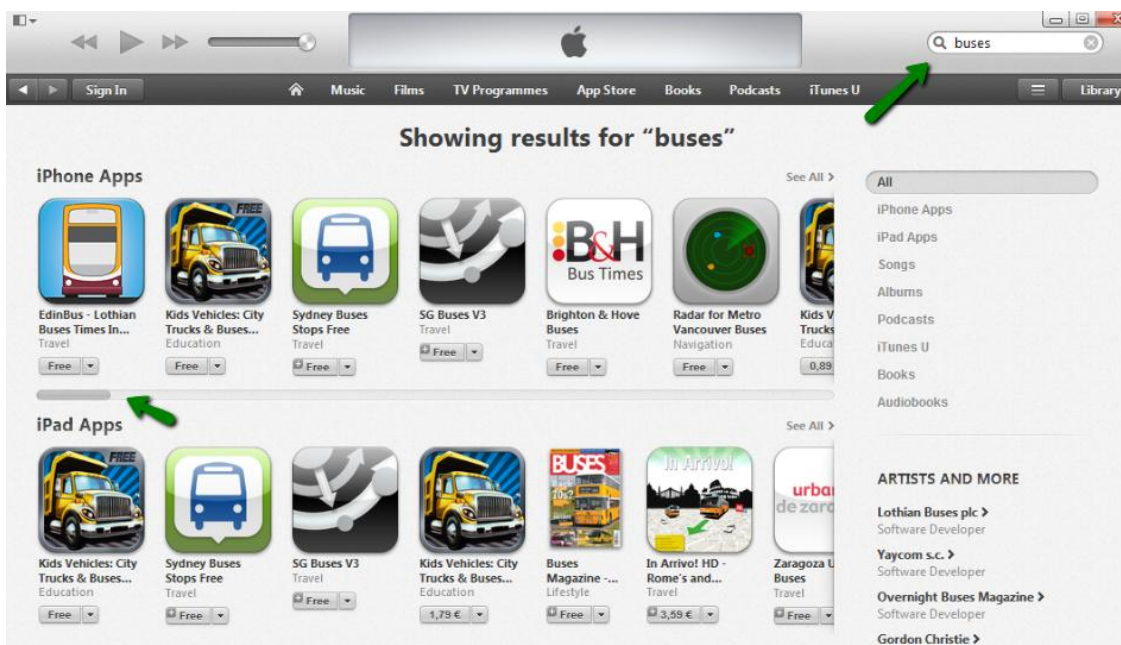
Click on App Store and choose iPhone or iPad



Type the words you want to search and tap Enter.



Put the cursor under the images and a bar appears.



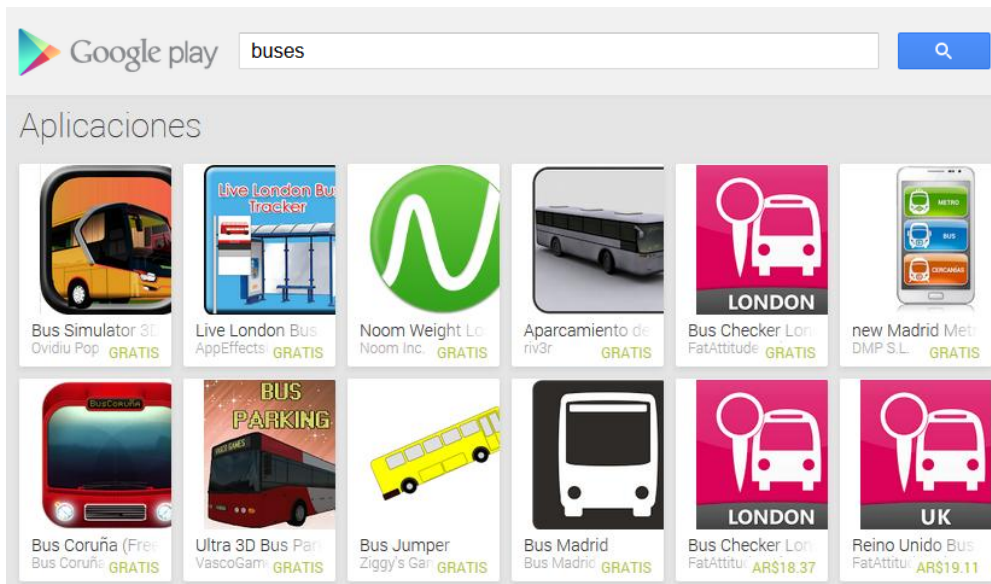
You can slide it and see all the apps using the term entered.

Take some screenshots that you can then share with client

B) Android> Google Play

<https://play.google.com/store>

Add keywords and start the search, count how many apps are listed in the results screen approximately.



Do not forget to keep expanding the list until there is no more 'Show more' button available at the very end of the screen.

\*\*\*\*\* A keyword that is used in other related apps should be efficient, but it's better if competence is not too high.

## TIPS

- Avoid too general words with much competition. For example, "Fighting robots" is better than "robots" -because "robot" has too much competition.
- Using two short words as opposed to one long word can yield more traffic (ex: "rest,aid" versus "sleeping") in the case of iTunes where characters for keywords are limited to 100.
- You can use single words or multi-word phrases but make sure to separate multiple keywords with commas
- Use relevant keywords. While extremely unique keywords seem interesting, they won't help your app unless they are relevant
- You get no bonus from using whole phrases so instead of using "love letter, letter writer" use love, letter, writer for keyword list.