Keyword Localization Process for Websites

KEYWORD LOCALIZATION SERVICE FOR WEBSITES

-More revenue for you

The purpose of ICL Keyword Localization Service is to help clients finding the best keywords for their website.

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	**$24.95**	it means $5 per KW
A package of 10 keywords	**$39.95**	it means $4 per KW
A package of 15 keywords	**$54.95**	it means $3.66 per KW
A package of 20 keywords	**$59.95**	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

As most of you must already know, a keyword is any word or short phrase that describes a website topic or page. – The more a keyword is used by searchers and websites the more attraction power it has.

Keywords are the most important [SEO (Search engine optimization)](SEO) element for every search engine. We can definitely say that choosing the right keywords is a crucial step to a successful SEO campaign.

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

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.

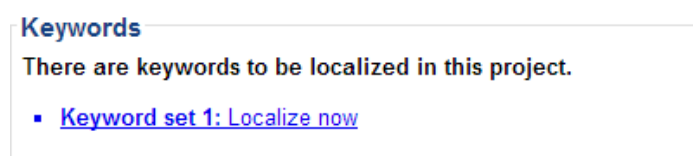# Keyword Localization Process

Clients need to provide the keywords from the source text.

Step 1

Go to project chat and click on "Localize now".

You will see the keywords provided by client.

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 show at the right hand side.

Keyword 1: lol

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

[Add possible translation] [Add related term]

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:


Related searches ⓘ

Top		Rising	
traducciones ingles	100	traducciones google	+700%
canciones traducciones	70	traducciones espanol ingles	+250%
traducciones de ingles	65	traducciones a ingles	+120%
traducciones de canciones	65	traducciones a español	+90%
traducciones ingles español	60	traducciones ingles español	+60%
letras traducciones	60	traducciones de ingles	+50%
traducciones a español	50	traducciones de juegos	+50%

You can also use Google Trends to compare trends if you are hesitant about which of 2 terms is more widely searched for:
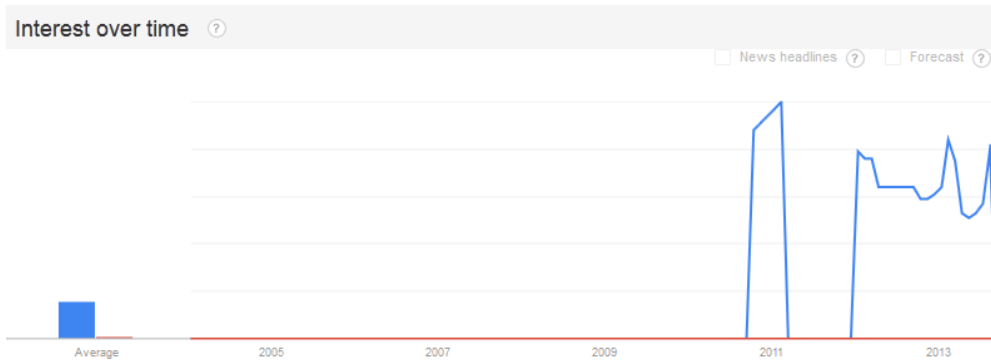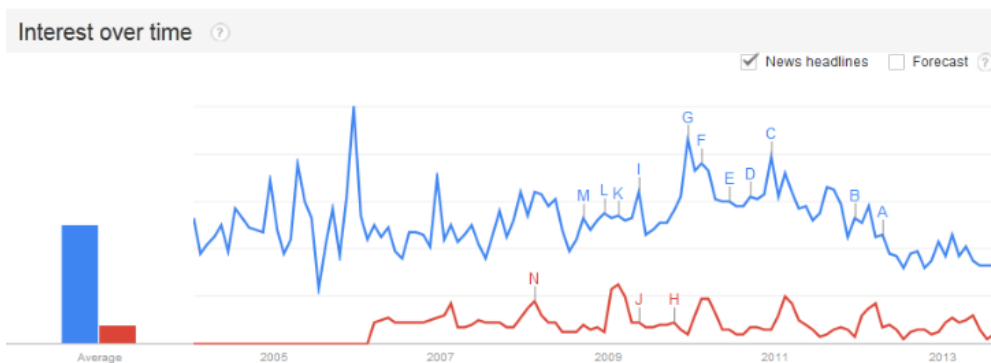
Step 4

Use Keyword Planner to search for keywords

- Go to Keyword Planner

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

Ad group ideas	Keyword ideas				⬇ Download	Add all (801)

Search terms		Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?	✎ ▾
traducción	⬈	1,600	Low	€0.01	0%	✔

1 - 1 of 1 keywords ⬇ ‹ ›

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?	✎ ▾
traducción en inglés	⬈	20	Low	€0.04	0%	»
traducción de inglés	⬈	10	Low	€0.01	0%	»
traducción inglés castellano	⬈	10	Low	€0.02	0%	»
traducciónes	⬈	10	Low	€0.00	0%	»
traducción inglés	⬈	10	Low	€0.00	0%	»
agencias de traduccion	⬈	70	High	€0.59	0%	»

For **websites**, we need keywords with **good search rankings.**

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".
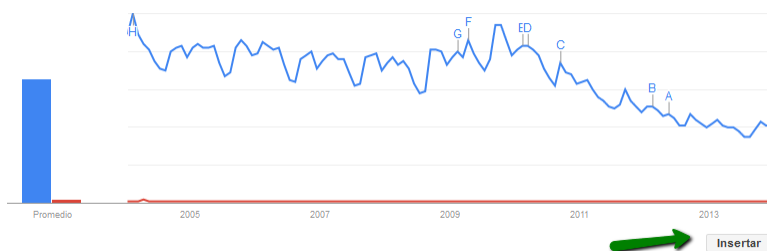
Localizing keywords

Please make sure to use our instructions to provide standard quality localizations. For your convenience, the instructions overview is show on the right hand side.

Keyword 1: scheduled
Translation: ajastettu   Monthly hits: 100   (remove)

[Add possible translation] [Add related term]

Embedded code from Google Trends

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>
```

Keyword 2: delayed
Translation: viivästetty   Monthly hits: 100   (remove)

[Add possible translation] [Add related term]

| scheduled | ajastettu | 100 | |
| delayed | viivästetty | 100 | |

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.

Sample research report on ICanLocalize website intoSpanish:

keyword Localization Report

Project details

- **Project**: Initial
- **Client**: clienticl2
- **Translator**: Aripaganna

Keywords	Possible translations	Related terms	Monthly hits	Chosen keywords
Translation	traducción		3600	The best word to use is "traduccion" in the backend even if not gramatically correct, for front end "traducción" or "traducciones"
	traduccion		18100	
	traducciones		3600	
		localización	260	
		localizacion	480	
Drupal	Drupal		60500	"Wordpress" is more searched for than "Drupal"
Wordpress	Wordpress		450000	"Wordpress" is more searched for than "Drupal"
Translation company	empresa de traducción		30	The best keyword to use is "agencia de traducción"
	agencia de traducción		70	
		servicio de traduccion	30	
All languages	todos los idiomas		30	"Todos los idiomas" is more searched for than "todas las lenguas"
	todas las lenguas		10	

	traductores expertos		10	"Traductores profesionales" and "traductor online" have more hits.
Expert translators	traductores especializados		10	
		traductores profesionales	30	
		traductor online	9900	
General comments	Recommended keywords in Spanish are: traducción, traduccion, traducciones, Wordpress, agencia de traducción, todos los idiomas, traductores profesionales, traductor online			

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

You can also send some relevant screenshots related to your findings:

Search terms	Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?	
traducción	1,600	Low	€0.01	0%	✔
traduccion	8,100	Low	€0.16	0%	»
localización	170	Low	€0.00	0%	»
localizacion	260	Low	€0.00	0%	»
traducciones	720	High	€0.15	0%	»

TIPS

- Top ratings for two-word or three-word search strings will give better results probably than one-word search strings

For instance, if you have a site about dogs, do NOT try and optimize for the keyword "dog" or "dogs". Instead you could try and focus on keywords like "dog obedience training", "small dog breeds", "homemade dog food", "dog food recipes" etc.

So focus on less competitive highly specific keywords -while still relevant.

- You should also consider other relevant tags such as TITLE and DESCRIPTION.

Based on your findings, you should also create a SEO friendly title and description for the localized website.

- Some words within correct spelling have high recurrence. You can suggest them for client to use in the back-end. Considering the fact that we are basing our findings in Google's service, it is correct to include them with an appropriate disclaimer in the report.