Keyword Localization Process for General Texts

KEYWORD LOCALIZATION SERVICE

-More revenue for you

The purpose of ICL Keyword Localization Service is to help clients build the best keywords for their website, app, product or service 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	$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

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

General Text Translation Projects may include app description, for example.

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

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 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 addyourresultsto "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.

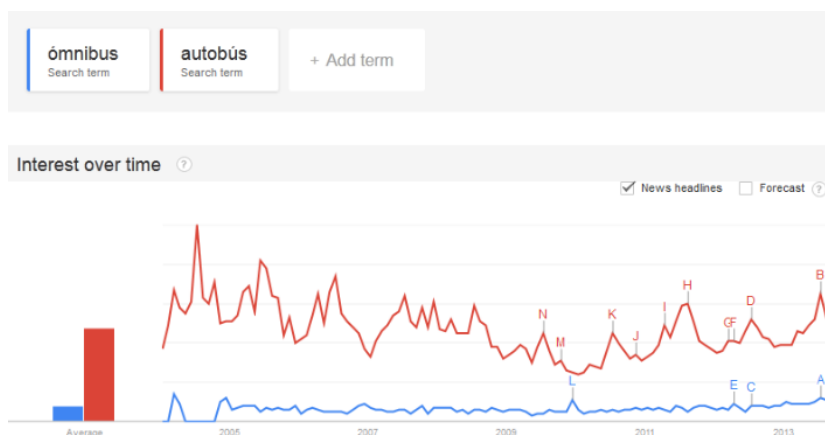Use Google trends to get related search terms that have good ratings:

If you enter Bus Checker, you get to this screen:
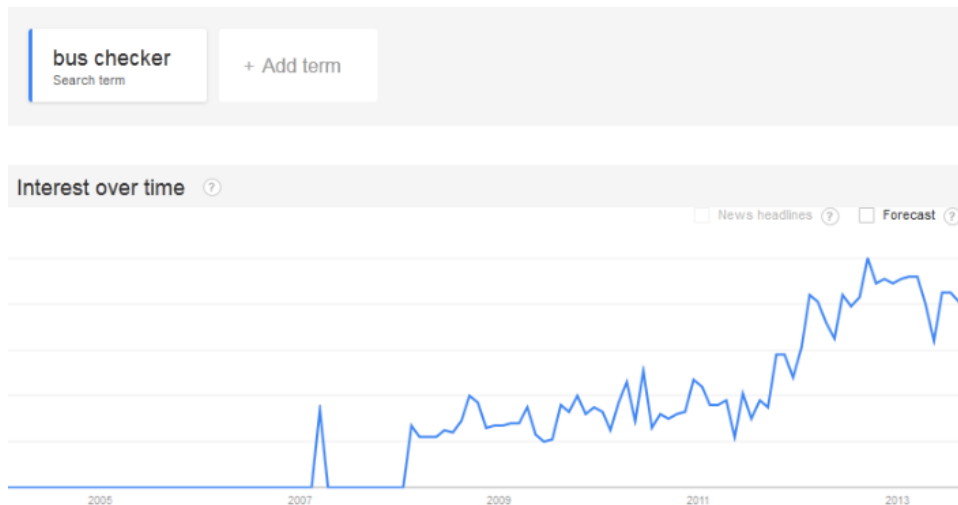
Scroll down to see related terms:

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

- 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 ≥ 0
Avg. CPC ≥ €0.00
Ad impr. share ≥ 0%

Keyword options ✎
Hide keywords in my account
Hide keywords in my plan

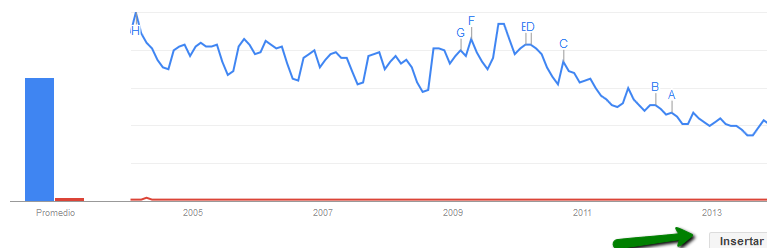**Include/Exclude** ✎

Get ideas

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".

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

[save] [deliver]

Sample research report on Bus Checker app into Spanish:

ICANLOCALIZE

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	

	transporte		5400	
transport	transportes		1600	
	medios de transporte		2900	The best keywords are "transporte" and "como llegar"
		como llegar	90500	
		cómo llegar	880	
stop	parada		3600	
		parada de omnibus	20	"parada" is the best to use
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

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

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 ▾ < >

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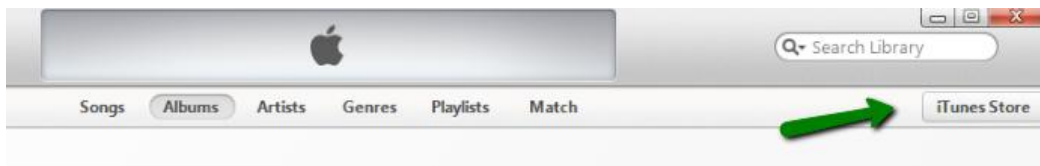
For iPhone and Android apps, clients may also require to do some quick checking in the relevant stores to find out about competitors.

A) For iPhone > iTunes

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

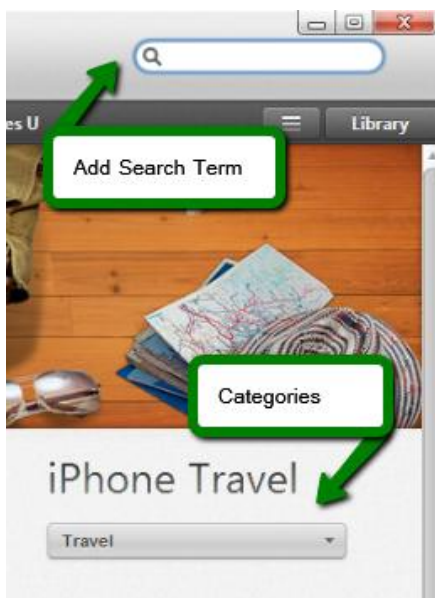Just install and select iTunes store > iPhone >enter words to search>Tap enter

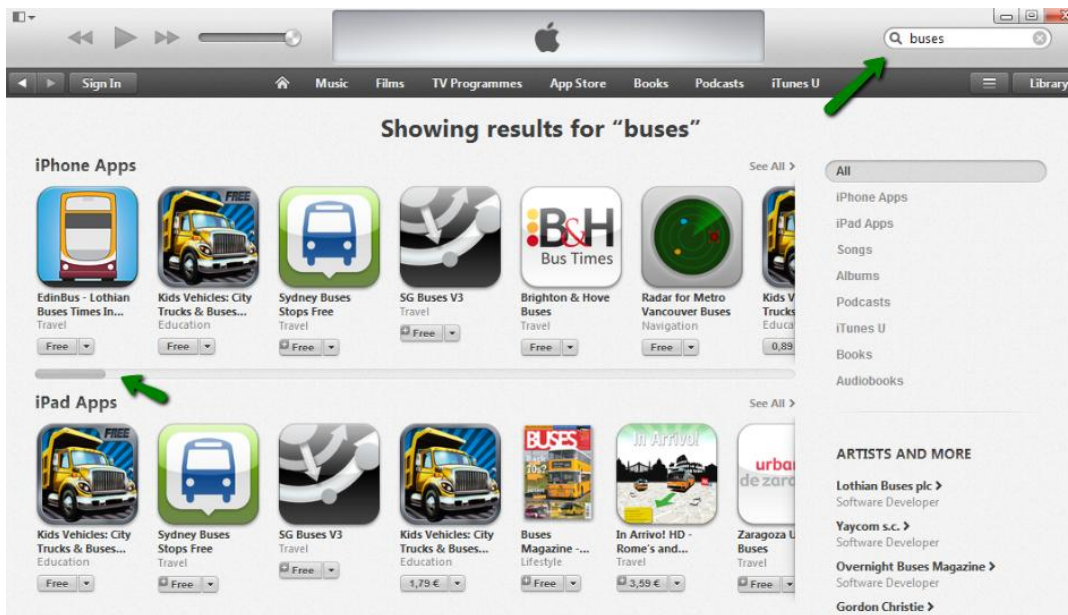Open it and click iTunes Store.

Click on App Store and choose iPhone or iPad

Type the words you want to search and tap Enter.
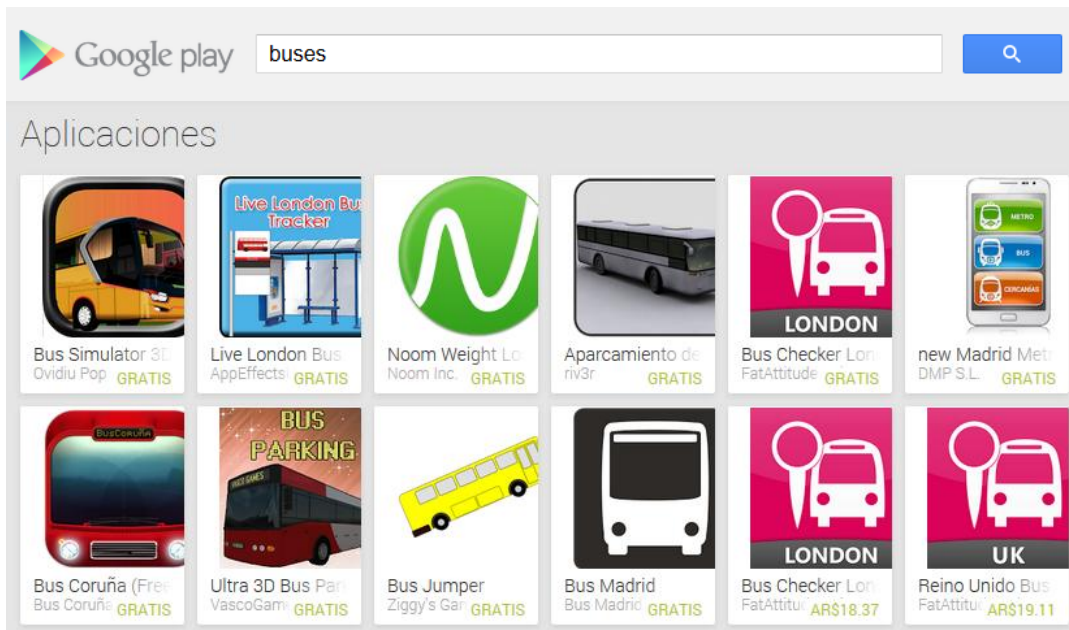
Put the cursor under the images and a bar appears.

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 wordsormulti-wordphrasesbutmakesuretoseparatemultiplekeywordswithcommas

- 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.