Understanding Multilingual Search Engine Optimization by Robert Vadra

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â€œMultilingual Search Engine Optimization.â€• It sure is a mouthful, isnâ€™t it?

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Donâ€™t be put-off by its nameâ€”MSEO is actually a fairly straightforward localization strategy to understand. Executing it, on the other hand, takes skill and research. But weâ€™re getting ahead of ourselves.

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First things first: What is Multilingual Search Engine Optimization? Multilingual Search Engine Optimization is an online strategy used by organizations to attract more traffic to their websites. It uses key terms to increase your international visibility and web traffic, ultimately generating additional awareness about your business.

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Basically, new content that contains specific key terms is written for your website on a regular basis. When somebody using a search engine types in those key terms, your website will pop up as one of the results. The goal of Search Engine Optimization is to raise your websiteâ€™s ranking on the Search Engine Results Page (SERP).

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Search Engine Optimization (SEO) is broken down into two areas: onpage optimization and offpage optimization. Onpage optimization involves examining site technical compatibility and meta-data and content optimization. Site technical compatibility refers to how compatible a website is with search engines. How you lay out your websiteâ€”architecture, sitemaps, navigation, hierarchiesâ€”affects your siteâ€™s technical compatibility. Meta-data and content optimization refers to the key terms you include in your site. In order for a search engine to deem your website relevant to a certain key term, you must include that key term in content that is applicable to your organization.

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Excellent onpage optimization only makes up half of a successful Multilingual SEO strategy, however. Offpage optimization, which involves link building, can drive your siteâ€™s ranking on the Search Engine Results Page further. Link building is when other relevant websites provide links to your site around your key terms.

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If your organization is international, you will certainly want to take advantage of Multilingual Search Engine Optimization. Why? Because people like to surf the web in their own language. You wonâ€™t gain the business of a consumer in France, for example, if your website is not available in French. If you are serious about expanding your business, your website will need to be translated and localized so that it is relevant in different communities throughout the world.

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Multilingual SEO is more complicated than SEO in that it involves translating articles accurately to convey the message you wish consumers to hear. Now, unless you can speak dozens of languages fluently and with a thorough understanding, it is probably a good idea to enlist the help of a professional translation agency for MSEO. ACCU Translations, an agency specializing in website globalization, manufacturing translation and technical translation, offers reliable and accurate MSEO.

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Not only do we offer multi language translation, including French Translation and Spanish Translation, but we also offer extensive knowledge of foreign communities. For example, a saying commonly used in North America could mean something extremely offensive in an Asian country. It is important to be sensitive to the beliefs and values of the communities you are targeting. By choosing ACCU Translations for MSEO, you can ensure that your brandâ€™s message reaches communities all over the world in a professional and respectful fashion.

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