

## Search engine optimised (SEO) translations for multilingual web presences



More than 50 percent of online buyers will only order from websites that are in their language! In this regard, the more valuable a product or service is, the greater the need to receive information in one's own language. However, those who would like to sell products and services on foreign markets do not just need a multilingual website; in fact, the product or company description must also be found quickly in all languages on search engines such as Google, Baidu, Bing, Yandex, Yahoo or other regional providers.

In order to also make the texts which are to be published on the Internet findable in the language of the target markets, KERN AG creates search engine optimised translations on request. In close collaboration with you, a team of specialist translators and online marketing experts will develop multilingual solutions and concepts for the creation and translation of a website or even for effective online marketing campaigns. In doing so, KERN AG's extensive background knowledge of the respective target markets and the culturally conditioned search behaviour of the target audiences is used so that the website achieves a better position in the search engines' results lists and, therefore, a higher number of visitors.

## Multilingual concepts

KERN AG's concepts for the creation of a search engine optimised, multilingual online presence are based on the most important factors according to which search engines search for content and use it for the SEO translation. The structure of the text along with the keyword density, for example, play a significant role. The keywords must therefore be carefully chosen for every language, based on the marketing concept. Therefore, as a first step, KERN AG's SEO specialists, together with you, analyse and define important keywords while observing the general rules and exceptions of Google and other relevant search engines (for example, with regard to the number of characters in the various languages). During the selection process, they always have the target audience in mind: which terms do users search for on Google and Co. when they are interested in the products and services offered?

## Using keywords properly

KERN translators purposefully use the defined keywords in relevant passages when translating a text, for example in headings. At the same time, KERN AG SEO specialists design texts in such a way that, for the only way to reach the appropriate target audiences is with a search engine optimised, multilingual web presence! the sake of readability and comprehensible communication of content, they are as simple and diverse as possible. In coordination with the SEO experts, KERN translators, from the very beginning of the translation process, avoid using cumbersome and unnatural wording, even if keywords could have otherwise been used more frequently in the text. Moreover, they use synonyms, variations and paraphrases for the chosen keyword and use general terms as well as technical terminology.

In addition to the content, KERN AG also translates themeta titles, tags and descriptions as well as key words, anchor texts and subheadings that are relevant to search engines. Within the framework of KERN AG's quality assurance process, every SEO translation is thoroughly checked by a second native speaker to ensure that the foreign-language website is found quickly and precisely.

## KERN AG compiles and translates your web content

- Translation-oriented preparation of the online texts from their original format (e.g. HTML, XML, Flash presentation, Flash databases, ASP, PHP)
- Localisation
- Creation of SEO texts
- SEO translations
- SEO optimisation of existing foreign-language texts
- Keyword research and selection
- Keyword translation
- Foreign-language AdWords campaigns
- Multilingual product descriptions for e-commerce and online catalogues
- Online advertising texts and foreign-language typesetting for online advertising banners

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