



TRANSLATION SEO



INDEX

WHAT IS SEO TRANSLATION?

SEO POSITIONING IN TRANSLATION

SEO TRANSLATION AND THE PHASES INVOLVED

TRANSLATION AND OPTIMIZATION

INTERNATIONAL SEO

WHEN IS IT IMPORTANT?

SEO TRANSLATION AGENCY

IS YOUR WEBSITE OPTIMIZED WITH SEO?



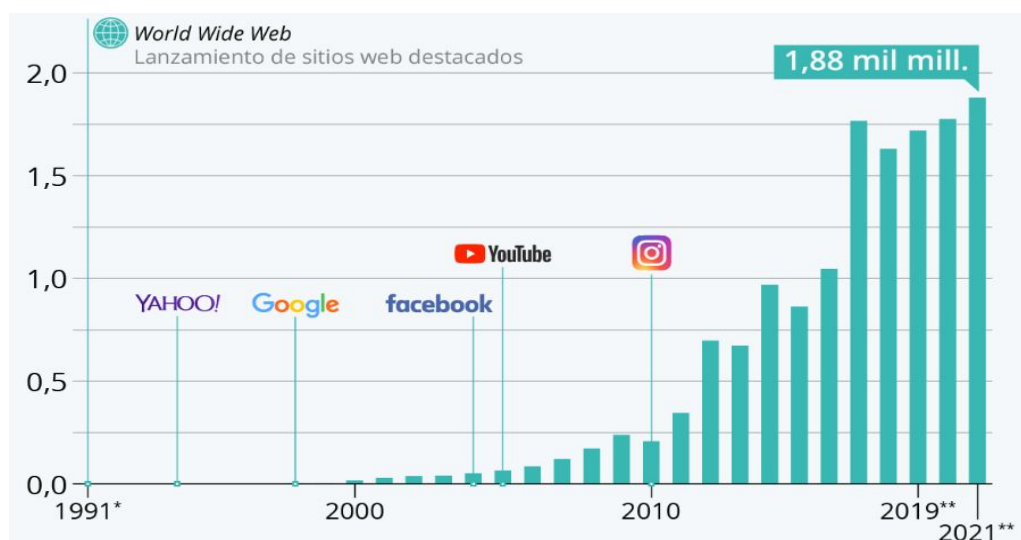
WHAT IS SEO TRANSLATION?

SEO translation is the key to achieve online positioning of products at the international level. But... let's take it step by step. What does SEO actually mean? SEO stands for Search Engine Optimization.

Through SEO, companies compete to appear at the top of search engines. In the online world, being at the top is equivalent to being visible in Google's shop window.

Today, there are **more than 1.88 billion websites**. How would your website rank if you didn't work on SEO?

The following graph shows the total number of websites and its exponential growth. This is information that allows us to understand the importance of standing out and working towards ranking at the top.



Source: [STATISTA](https://www.statista.com)

In the case of international companies, the adaptation and translation of their content is an essential requirement to achieve good online results. But how should you go about this SEO translation? Well, it should be approached in an efficient, results-focused way; in other words, ruling out immediacy and machine translations and opting for quality.



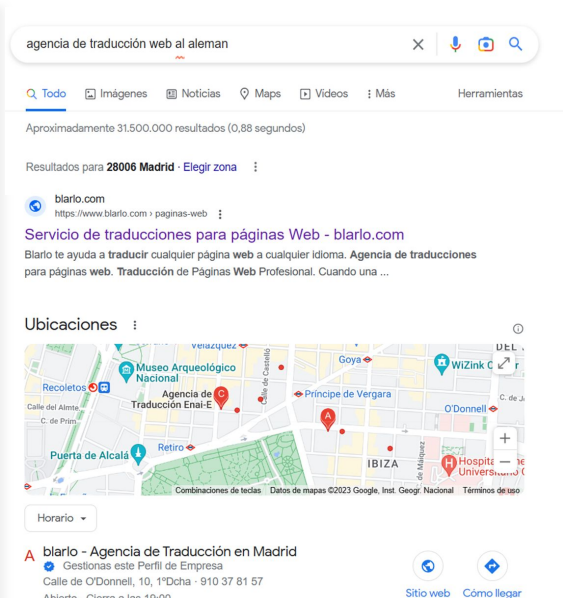
SEO POSITIONING IN TRANSLATION

Good positioning allows your company to appear at the top when users search for products or services related to those that you offer. This can maximize your lead generation and customer acquisition.



EXAMPLE:

A company actively needs to translate their website to German, so they type “website translation agency into German” into the GOOGLE search bar. Then, a list of companies that offer this service come up, just like our professional translation agency as you can see in the picture.



Why is **SEO positioning important in translation**?

When online content is translated, the positioning doesn't automatically transfer from one language to the other. In other words, if you rank third with one term and you decide to translate your website to another language, that positioned keyword won't generate the same response or acceptance if you just translate it into the new language.

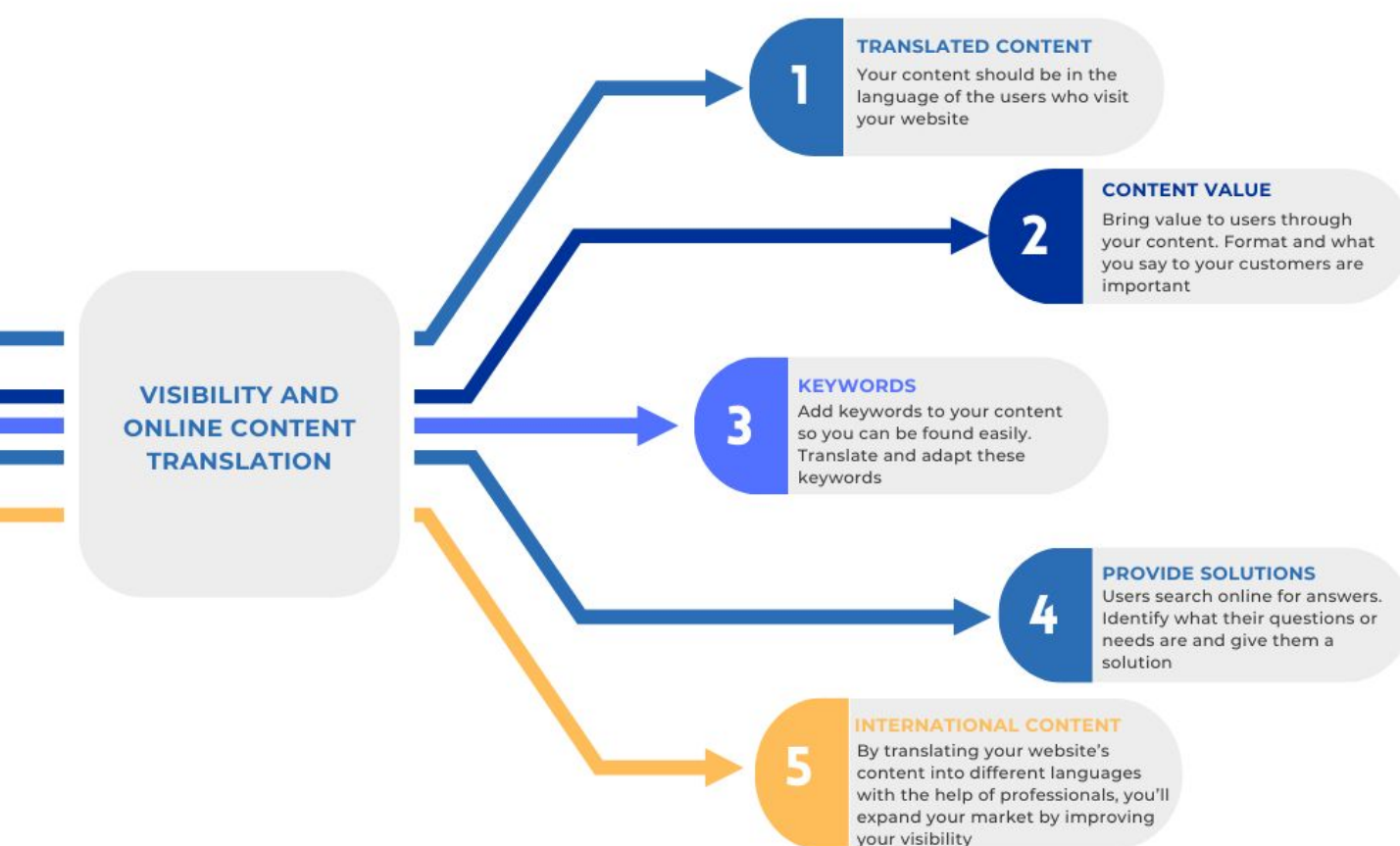
SEO translation has one goal: to reach the best search engine position for all the languages into which the website is translated. This is done by adapting, localizing, and translating the original content to another language, keeping in mind the terms used in each country's search engines.



HOW DOES TRANSLATED CONTENT IMPACT YOUR ONLINE VISIBILITY?

IT HAS A POSITIVE IMPACT, if you work with specialized translators to carry out a professional website translation. If, on the other hand, you carry out a machine translation, it could be detrimental.

Translating your website to another language will not affect your current position in your source language. In other words, if your website is well positioned in English, this will stay the same, but your visibility might increase.



FUN FACT

By translating your content with expert translators, you're broadening your market and offering a service that is adapted to your new potential customers' language. As a result, your international sales opportunities will increase.



SEO TRANSLATION AND THE PHASES INVOLVED

This kind of translation goes beyond just translating the content; rather, it involves adapting each word to the target language and to users' searches in that language. That's why the different phases are well defined:

1 IDENTIFY THE KEYWORDS

Before starting the translation, it's important to identify the keywords that position you or that you wish to position. Once identified, a list with all the important keywords must be created, so that the translator can pay special attention to them in the translation.

2 TRANSLATE YOUR CONTENT WITH SEO EXPERTS

Many companies opt for machine translation due to its speed and low cost, but what are the results like? Do they affect the website?

Machine translation doesn't take keywords, expressions, CTAs or tone and intent into account. Sure, the results are fast, but their quality is low. SEO experts, on the other hand, focus on studying, adapting, and working on the content to achieve the best positioning and online visibility.

3 ADAPT THE TRANSLATION TO THE METADATA

Careful! Even though your website might have been translated professionally before, the translation might still not be "SEO-friendly" for GOOGLE. This is a more technical aspect that isn't related to the translation's quality; rather, it has to do with hidden information that search engines read and analyze. We're talking about metadata: title, meta description, the language of those links, SERP description, etc.



HOW TO IDENTIFY THE KEYWORDS

If you want good SEO results,

first you need to identify your keywords. But what are keywords?

They're the words that allow you to appear on search engines such as GOOGLE when a user searches for something that's similar to what you offer.

For example, if you have an online men's clothing store, you have to identify the words with which you want customers to find you.

These may include: beige linen shirt, army green classic blazer.

If you've identified your keywords, then **CONGRATULATIONS** are in order. Now, it's time to work on them and, if you're looking to translate your website, adapt them in the other languages.

If, however, you haven't identified them yet, here we help you do so.

1 THINK: how do I want my customers to find me? What do I offer? And, most importantly, what sets me apart? Once you've answered these questions, make a list including all the words you think represent you.

2 ANALYZE those keywords. What should you keep in mind? Where can you conduct the analysis? There are professional platforms which offer great analytical data such as SEMRUSH, AHREFS, UBERSUGGEST, ADS, among others. These platforms provide lots of information, but to choose an ideal keyword, you should focus on 2 metrics:

KD (how difficult it is to position that keyword)

Traffic (all users searching for that word).

Once you have identified the keywords, it's time to add them to your online content, paying special attention to the metadata.

CAREFUL!



➡ **Don't limit all your content to the keyword list!**



TRANSLATION WITH SEO OPTIMIZATION

Imagine that an English, Chinese, or German user ends up shopping on your website. How does that sound?

Translating the website is the first step. You can work on your content for months, improving it for your current customers. If, however, you don't give international users the option to access and understand it, your traffic won't go up and your sales will continue to be linear. But... CAREFUL! It's not just about translating; rather, it's about carrying out a translation with SEO optimization.

WAYS TO CARRY OUT A GOOD SEO TRANSLATION

Translate after having identified the keywords and adapt them to each language

Translate normally with SEO optimization of the content in the target language.



What is needed for **a translation with SEO Optimization?**

Translations with SEO Optimization are done based on the content that has already been translated. First, the text is translated professionally and then an optimization process is carried out in which the content is adapted to the searches and language's culture, identifying the keywords and each of the elements that make up the website: **URLs, meta-tags, titles, images, headers, etc.**

Therefore, website translation with optimization in the target language is necessary to give visibility to the online content you've been working on.

SEO OPTIMIZATION IS CONSTANTLY CHANGING... KEEP UP TO DATE!



You can use external platforms to find out your website optimization level and where you can improve. Yoast, Semrush, or Ahref are our top three tools to perform this analysis and get the best results after the professional translation.



INTERNATIONAL SEO

The importance of optimizing the translation is reflected in international SEO. That ability to adapt the content in one language to another while not only taking into account the user, culture, and language, but also considering how the algorithms of search engines help to position you.

In international SEO, translation is necessary so that search engines display your page, and in this translation you have to optimize keywords, tags, anchor text, titles, CTAs, buttons, links, and everything else that is part of your website.



When Google analyzes your web version in the new language (German, for example), it can't be that the title and meta description are in German while the picture names are in English (e.g., "company.jpg").

If this happens, you won't just be missing the opportunity to get positioned, but Google will also penalize you.

LOCALIZATION AND SEO TRANSLATION

A successful SEO translation involves localization. By localization we mean the process of adapting the different terms to the culture, as well as the tone of voice, jargon, etc.

That's why it's important to work on SEO with professional translators who know the target language inside out.



WHEN IS SEO TRANSLATION IMPORTANT?

Whenever you want to translate a website, e-commerce business, e-learning courses, videos, or any other online content. SEO translation helps to position you in search engines; it's the key for your online internationalization strategy to make sense in any language.

What is translated on a website?

EVERYTHING. Keep in mind that everything you have on your website communicates with users, and every point or word must be translated.

Translating products and services

This type of translation is characteristic of e-commerce businesses or online stores, and it usually goes hand in hand with an important question: Do I need to translate product or service names on my website? The answer is simple: IT DEPENDS. Generally speaking, it's a good idea to translate or, better said, localize and adapt, your product names. But, BE CAREFUL: if it's a name that is recognized internationally in all languages, DON'T TRANSLATE IT.

Translating corporate websites

A company's corporate website is their cover letter. When doing an SEO translation, it's important to clarify the points and tone of voice with which you want to communicate and connect with your new users. Here, a question that can come up is: should I translate my brand name? IT'S UP TO YOU. As a rule of thumb, it should be adapted to the language, but it's up to you.

This means that you should carry out a branding study first in which you decide on the name by which you want your brand to be known in different countries. A clear example is the case of MCDONALD'S. It goes by this name in most countries, but in Japan, for example, it's known as “日本マクドナルド”.



SEO TRANSLATION AGENCY, BLARLO

At blarlo, we believe in quality and optimization. Our will to succeed, push ourselves, and improve allows us to offer adapted and professional services in areas such as SEO translation.

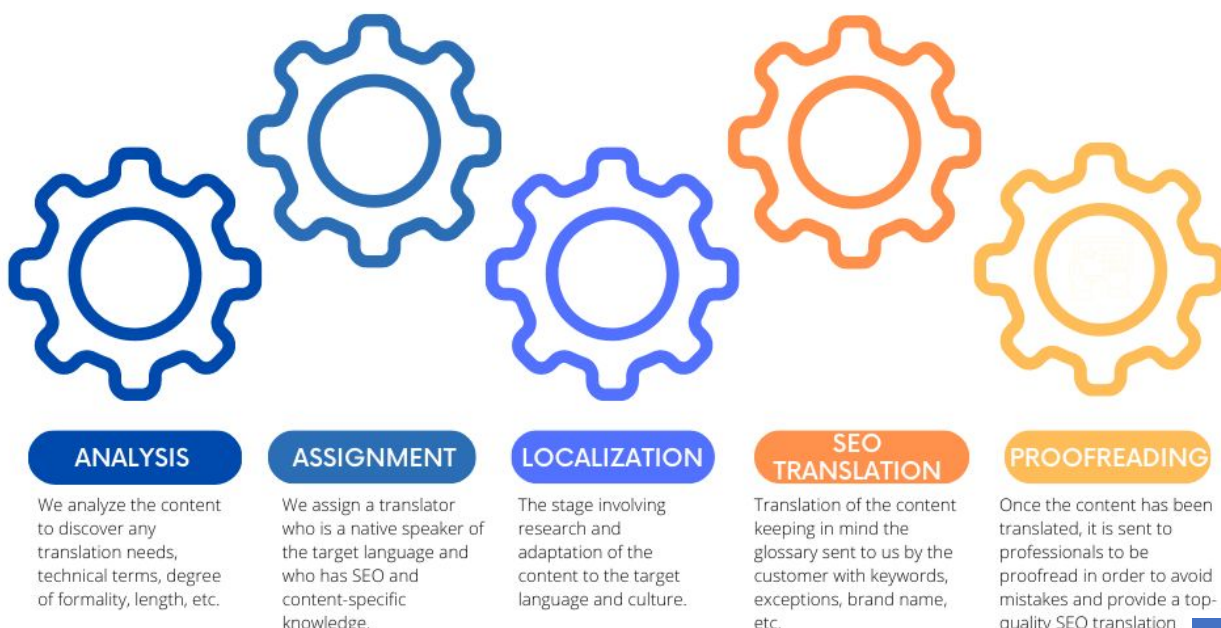
We're a translation agency that specializes in marketing and advertising, offering specialized and thorough services that improve the organic positioning of websites after translating them to another language.

We offer you the best translators who specialize in SEO and who are highly qualified to work on sensitive content, keywords, promotional messages, or any marketing needs that may come up. Since we've been working like this from our inception, we're committed to offering the best service, helping you to accomplish your goals.

We know how to handle SEO translations to help you show up in search engines and improve your visibility on GOOGLE in other countries.

BLARLO'S PROCESS

When we receive an SEO translation project, we follow a thorough process in terms of how we select the translators and how we carry out the translation.



HAVE YOU ALREADY OPTIMIZED YOUR WEBSITE?



CONGRATULATIONS! The hard part's been done. Now all you need to do to get great online results in the different countries is:

1 Get in touch with an SEO translation agency

Place your trust in agencies that work with professional translators with extensive knowledge and experience in this type of translation. This is because both the analysis as well as the online content adaptation need to be tackled in a particular way.

2 Create a glossary

The glossary lays the foundation for the SEO translation to be performed optimally. In this glossary, the company needs to include all the keywords to be worked on or analyzed, any instructions for how to handle the brand name (whether it should be maintained or translated), the text's tone of voice, and whether URLs, links, titles, or meta descriptions should be modified.

3 Wait for the search engines to do their job

After receiving and integrating the SEO translation into your website, all you need to do is wait for the search engines to start positioning the content.

ADVANTAGES OF SEO TRANSLATION

We're aware that SEO translation is here to stay, and its endless list of advantages confirms this fact:



Improve
Visibility



Professionalism
online



Positioning
international customer base




Increased



Expand your
contact network



Multilingual
users




Better
online results

CUSTOMERS WHO TRUST US

We've carried out over 200 specialized SEO translations for private companies that trust [blarlo](#):

GET IN TOUCH WITH US

Get in touch with us so your e-learning content can cross borders.

 Calle O'Donnell 10, 1ª Derecha.
28009, Madrid

 (+34) 686 387 773

 bmspain@blarlo.com

