SES LONDON
21-25 FEB, 2011

Key Points In Launching A Global Website

Prepared by:

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Bill Hunt – CEO, backazimuth

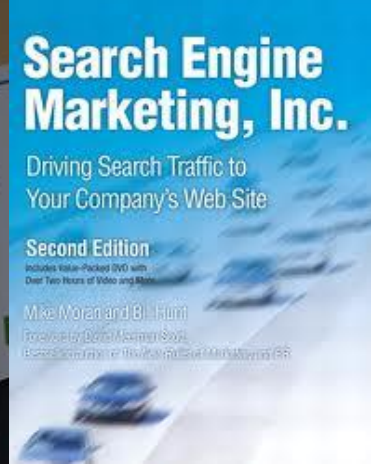
backazimuth

webCertain.com

Andy Atkins-Krüger CEO WebCertain Group Ltd

Stockholm – Dubrovnik – London – Seattle – New York – Shanghai – Oslo – Moscow – Beijing – Berlin – San Jose – Reykjavik – Las Vegas Berlin – Manchester – Hamburg - Dubai

Managing Editor – www.multilingual-search.com



Bill Hunt CEO backazimuth

Stockholm – Dubrovnik – London – Seattle – New York – Shanghai Oslo – Moscow – Mumbai – Berlin – San Jose – Reykjavik – Las Vegas – Berlin– Manchester – Hamburg

Our Global Roadmap

1. Culture & Roll-Out Research *- Andy*
2. Keywords *- Andy*
3. Planning Translation *- Andy*
4. Opportunities *- Bill*
5. Infrastructure *- Bill*
6. Managing Content *- Andy*
7. Geographic Targeting *– Andy & Bill*
8. Team & Organisation Issues *- Bill*

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WebCertain Locations

WebCertain Poland
Sales operation Eastern Europe
Wroclaw

WebCertain AS
Sales Scandinavia
Oslo

WebCertain Technical Centre
Programming unit
Kolkata

WebCertain China
Launch Autumn 2010
Beijing / Xiamen

WebCertain Group
World Language Hub
Operations Centre
United Kingdom

WebCertain LLC
Sales USA
Los Angeles

Culture & Roll-Out Research

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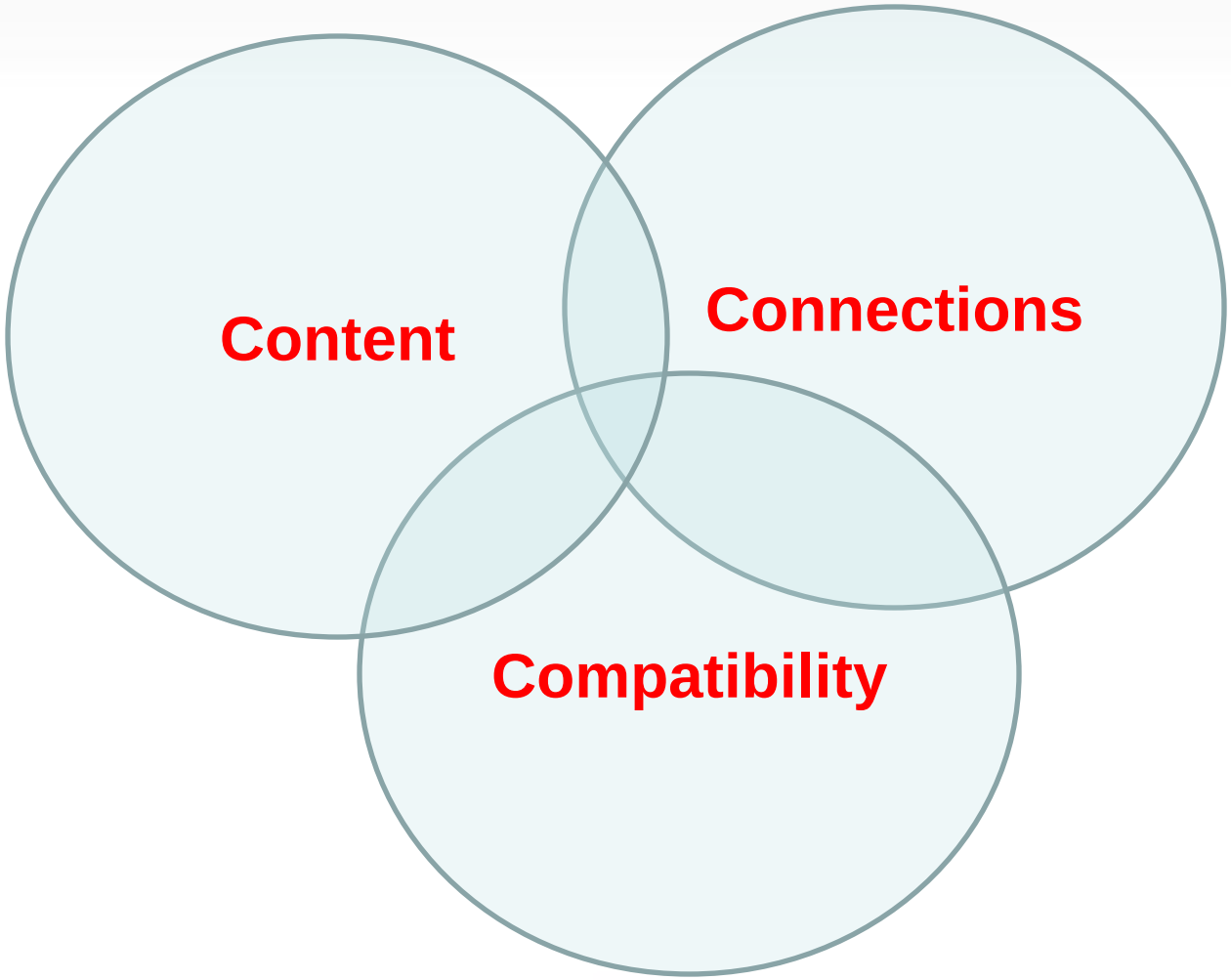
SEO and 3 Cs



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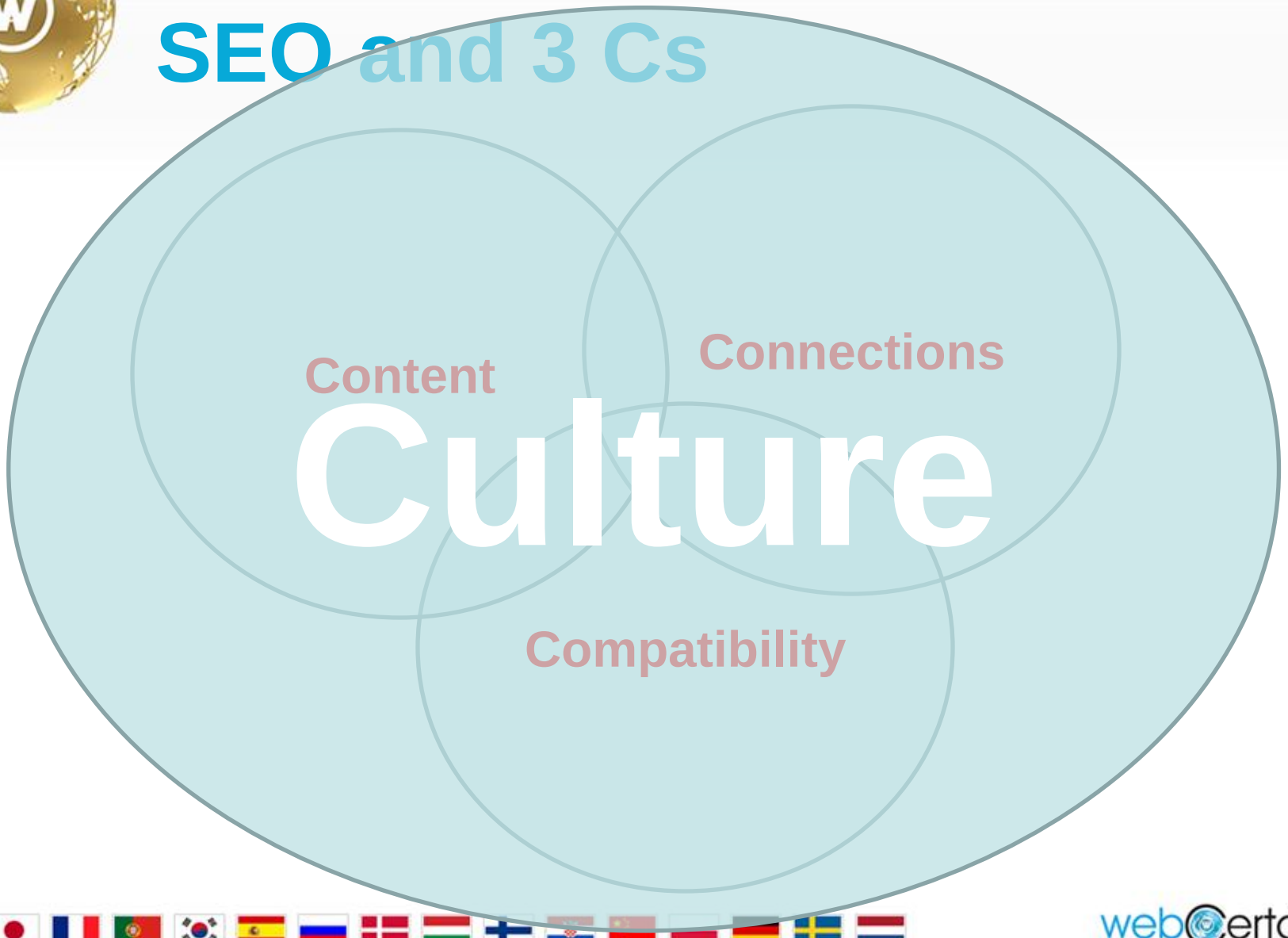
SEO and 3 Cs



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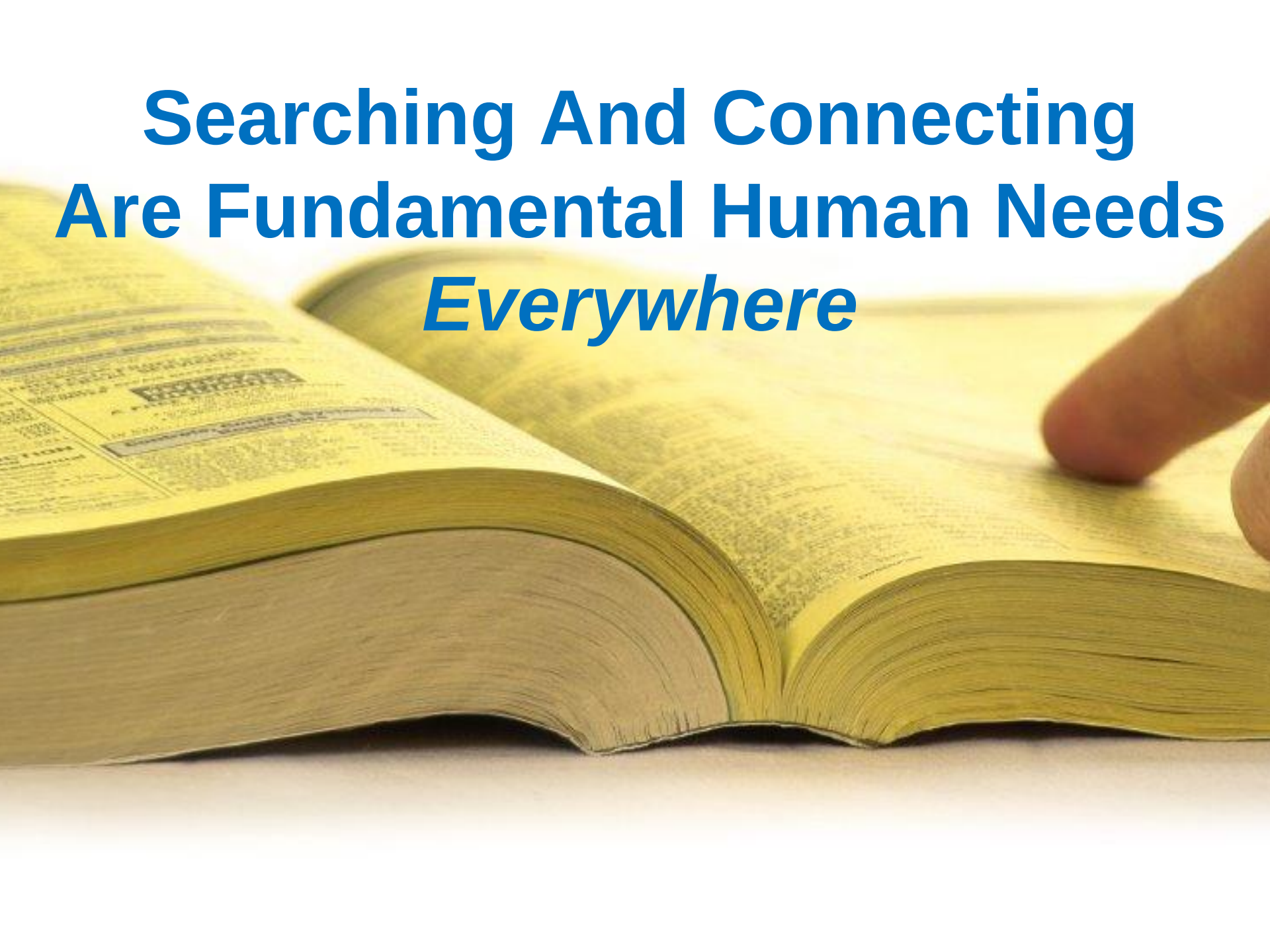
Searching And Connecting Are Fundamental Human Needs *Everywhere*



All Peoples Are
Equally
Sophisticated,
Impatient And Lazy

Trust is Built Through
Cultural Relevance and
Dealing with
Environmental Factors

User Behaviours are Environment Driven and Buying and Paying are Environmental Factors

Success In One Language Is Easy

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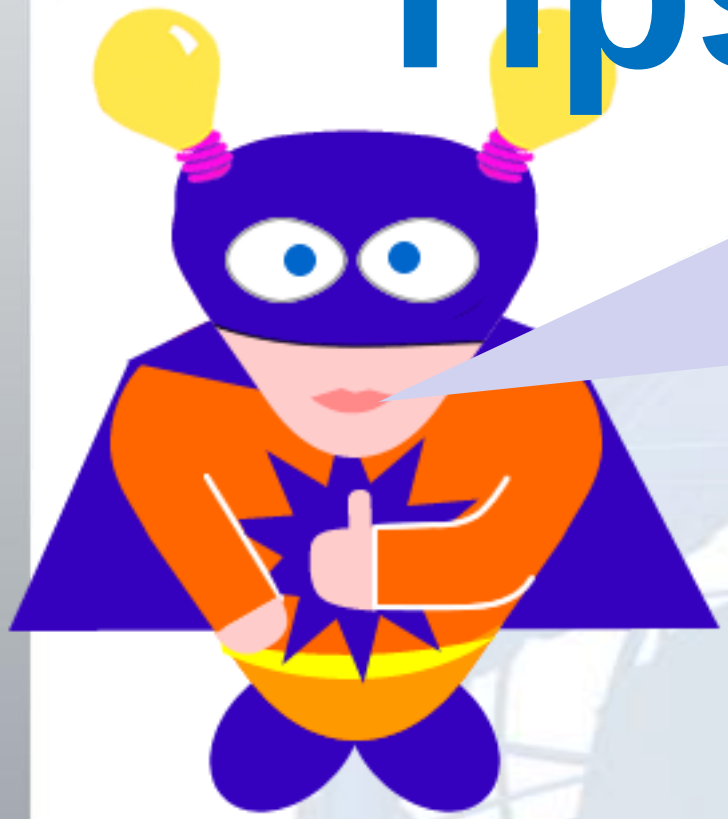
Killer Tool Tips



Blog:

Multilingual-Search.com

Report:

WebCertain Search and Social Report 2010

MULTILINGUAL SEARCH

Global Search Engine Marketing News from Global Experts

People are searching for what you're selling.

Are you there?

Google AdWords

Yahoo! And Microsoft Take Search Alliance Global

by

Gemma Birch WebCertain.com

Specialist in international marketing

About Articles Social

Munich:

Popular Today

World Statistics on the Number of Internet Shoppers
by Sante J. Achille (63 views)

Yahoo! And Microsoft Take Search Alliance Global
by Gemma Birch (42 views)

Sweden's Eniro is buying bubblare.se
by Sara Andersson (37 views)

India ranks third biggest e-shopping nation online today
by Sante J. Achille (29 views)

Top Italian blogs

The WebCertain Search and Social Report 2010

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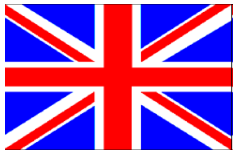
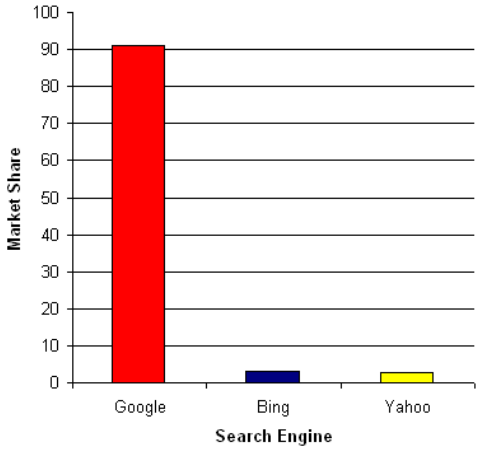
UK



Population: 61,792,000
Est. Internet Users: 46, 683,900
Internet Penetration: 67.7%
Language: English

Search Engines



Google continues to dominate the UK search market, with recent statistics showing the search engine to have over 90% of the market share.

Microsoft has increased its presence since the launch of Bing, however along with Yahoo! does not pose any real threat to Google.

Unsurprisingly, Facebook is the most popular UK search term.

Social Media

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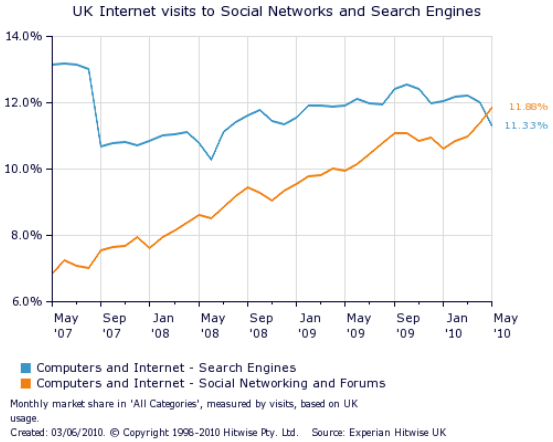


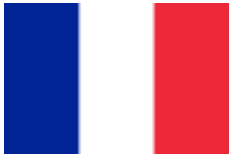
In June 2010, UK internets users made more visits to social networks than search engines for the first time.

Facebook is the most used social media site, with over 28 million users, and The network accounts for 55% of all social media visits. The UK is Facebook's Second largest market, trailing only the US for number of users. YouTube is the second most popular social media site in the UK, with Twitter coming in third.

Other social networks such as MySpace and Bebo are still present in the UK, but have less than 1% each of all social media visits.

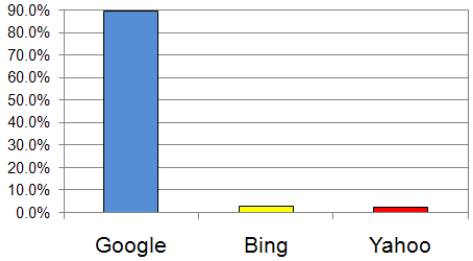
Sources:
EU Internet World Stats www.internetworldstats.com/europa.htm
NetImperative < http://www.netimperative.com/news/2010/july/top-search-engines-uk/view>
http://www.hitwise.com/uk

France



Population: 64.3 million
Est. Internet Users: 42.3 million
Internet Penetration: 60.4%
Languages: French

Search Engines



Google – 89.5%
Bing – 2.8%
Yahoo – 2.5%

Google is the clear market leader in France, with an almost 90% market share. Rivals Bing and Yahoo only have a combined share of 5% and local French search engines barely have any presence at all.

Popular internet destinations in France are e-commerce and classifieds websites (8.4% of all online activities), webmail services (6.5%), news and media pages (3.3%) as well as sports and travel websites (2% each).

Social Media

facebook

myspace.com

SKYROCK

Copainsdavant

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Social networking is very popular among French internet users: 12.9% of all French internet visits were directed towards a social media site in 2009 and around 16 million French users regularly visit social networks.

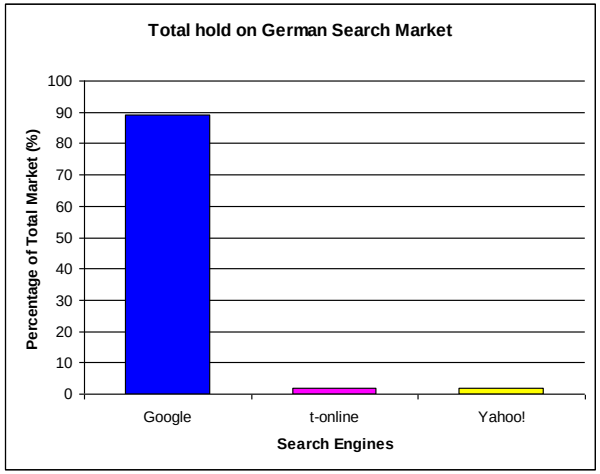
Facebook has recently overtaken Skyrock to become the most popular network and has around 20 million users in the country.

Sources:
http://www.webgiraffe.net/2009/09/17/search-engine-market-share-evolution-in-france/
http://www.comscore.com/Press_Events/Press_Releases/2009/2/Social_Networking_France/%28language%29/eng-US
http://www.cxo.eu.com/news/social-networking-in-europe/

Germany

Population: 82 million
Est. Internet Users: 55.5 million
Internet Penetration: 67.7%
Language: German

Search Engines



The dominant search engine in Germany is Google, with 89% market share. The local portal t-online and Yahoo! have a market share of 2% each. Various lesser-known search engines are available.

Social Media

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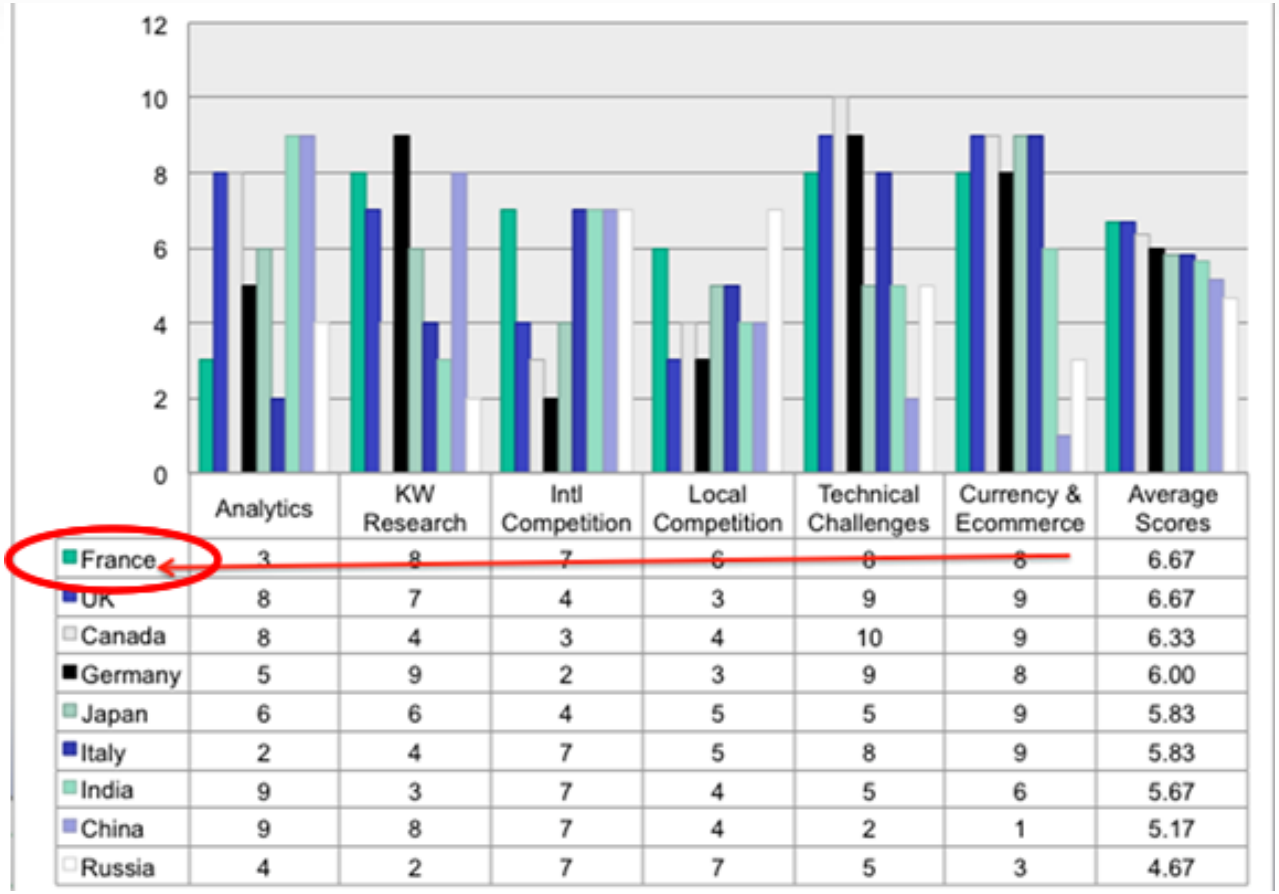
Germany is the third largest social networking market in the world, trailing only the US and China.

The most popular social network in the country is StudiVz with around 17 million users. Its main target audience is students.
Facebook has around 11 million users in Germany, where it has taken longer to take hold than in other countries.

Many German users have concerns over privacy on Facebook and German officials have recently begun legal proceedings against Facebook over its use of personal data.

Sources:
http://www.destatis.de/jetspeed/portal/cms/Sites/destatis/Internet/DE/Navigation/Statistiken/Bevoelkerung/Bevoelkerungsstand/Bevoelkerungsstand.psml
http://www.internetworldstats.com/top25.htm
http://www.webhits.de/deutsch/index.shtml?webstats.html
http://www.comscore.com/Press_Events/Press_Releases/2010/8/Facebook_Captures_Top_Spot_among_Social_Networking_Sites_in_India
http://www.studivz.net/l/about_us

The Roll-Out Scorecard



	Analytics	KW Research	Intl Competition	Local Competition	Technical Challenges	Currency & Ecommerce	Average Scores
France	3	8	7	6	8	8	6.67
UK	8	7	4	3	9	9	6.67
Canada	8	4	3	4	10	9	6.33
Germany	5	9	2	3	9	8	6.00
Japan	6	6	4	5	5	9	5.83
Italy	2	4	7	5	8	9	5.83
India	9	3	7	4	5	6	5.67
China	9	8	7	4	2	1	5.17
Russia	4	2	7	7	5	3	4.67

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Planning Translation

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Translation is Often Money Down The Drain

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How Important is Search?

"Marketing content which is not available to search engines isn't worth localising. Period."

Andy Atkins-Krüger

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Translation Need Not Go Down the Drain
Translate That Which Offers ROI!

Google

The Others You Need To Know!

Baidu 百度

64%

China

NAVER

62%

South Korea

Яндекс

68%

Russia

bing

SEZNAM

48%

Czech Republic

AYNA

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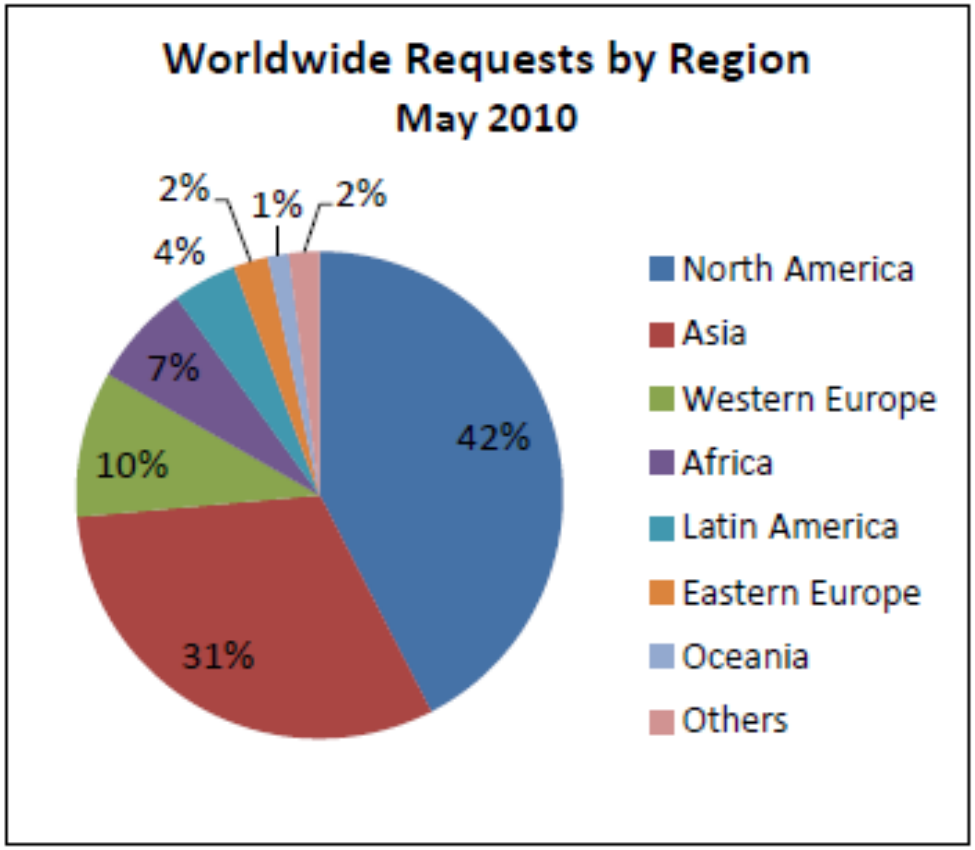
Mobile Reaches Other Parts



Top Countries by Ad Requests
May 2010

Country	% of Requests
United States	40.3%
India	9.9%
Indonesia	5.3%
United Kingdom	3.0%
Canada	2.2%
Japan	2.1%
France	1.9%
China	1.9%
Mexico	1.7%
Vietnam	1.6%
Other Countries	30.1%
Total	**100.0%**

Source: Admob

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Quick Case Study

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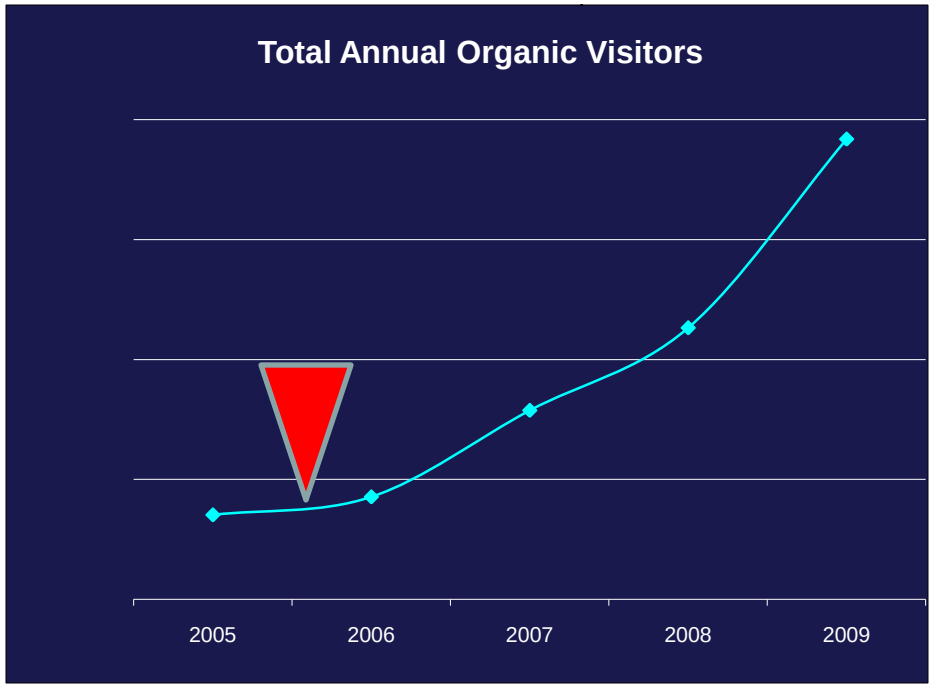
14 Languages – 20 Countries



- Year 1: +21%
- Year 2: +84%
- Year 3: +43%
- Year 4: +69%
- Total: +444%

Keywords

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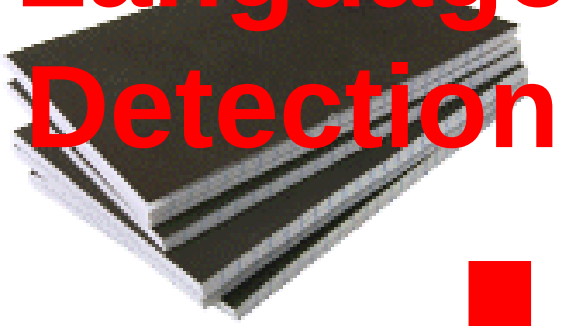
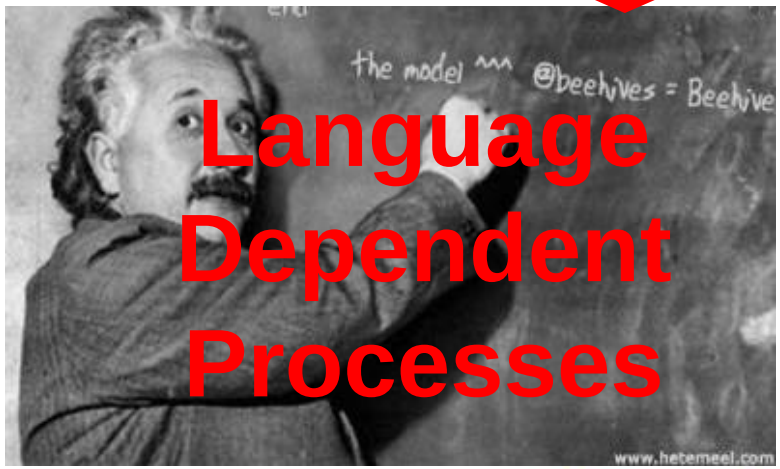
Language Content & Presentation

Spidering & Site Maps

Language Detection





Language Dependent Processes

Index & Query Response

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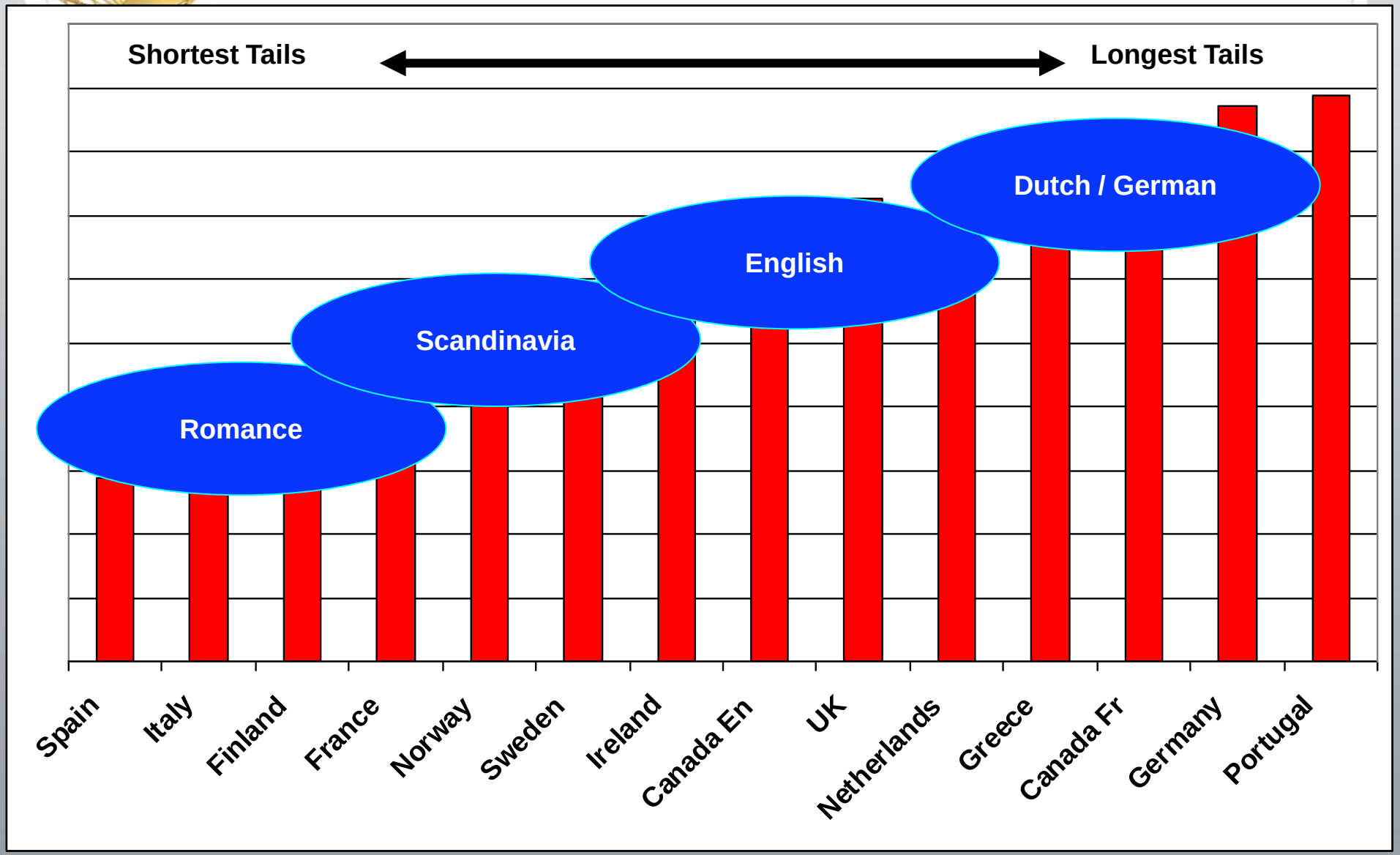
apartment
habitação
apartamento
news
info
car
Auto habitação
trabalho
shop
info
address
job
appartement
Geschäft
habitação
trabalho
job
Adresse
sport
Adresse
telephone
business
Wohnung
mercado
travail
info
news
travail
shop
address
habitação
sport
trabajo
Wohnung
Adresse
business

Keywords

Guilty
Keywords Cannot Be Translated

Who Has The Shortest Long Tail?



Input Methods Drive Behaviour – Including Mobile, PC and Tablet

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Quick Case Study

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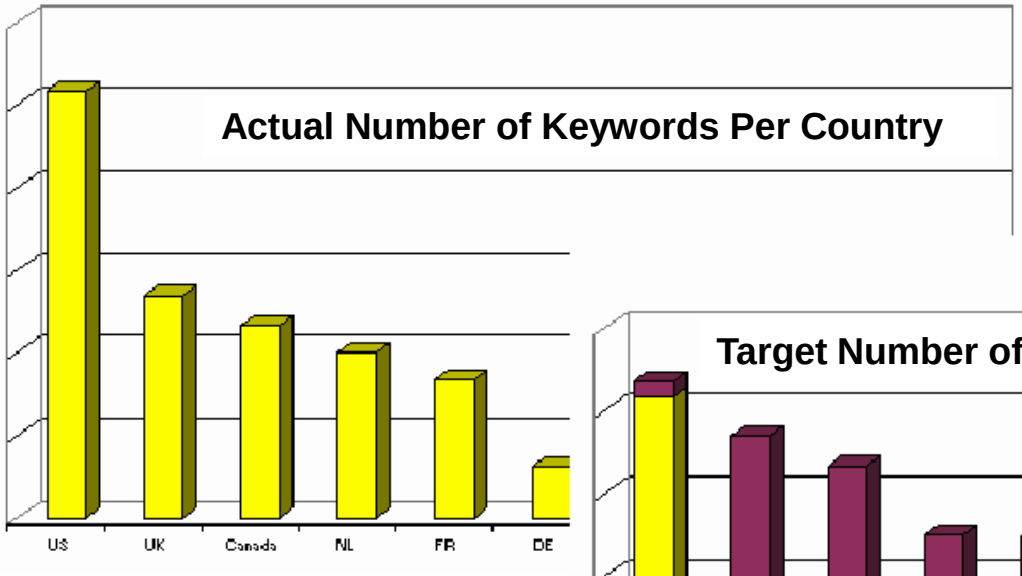
Setting Target Keywords



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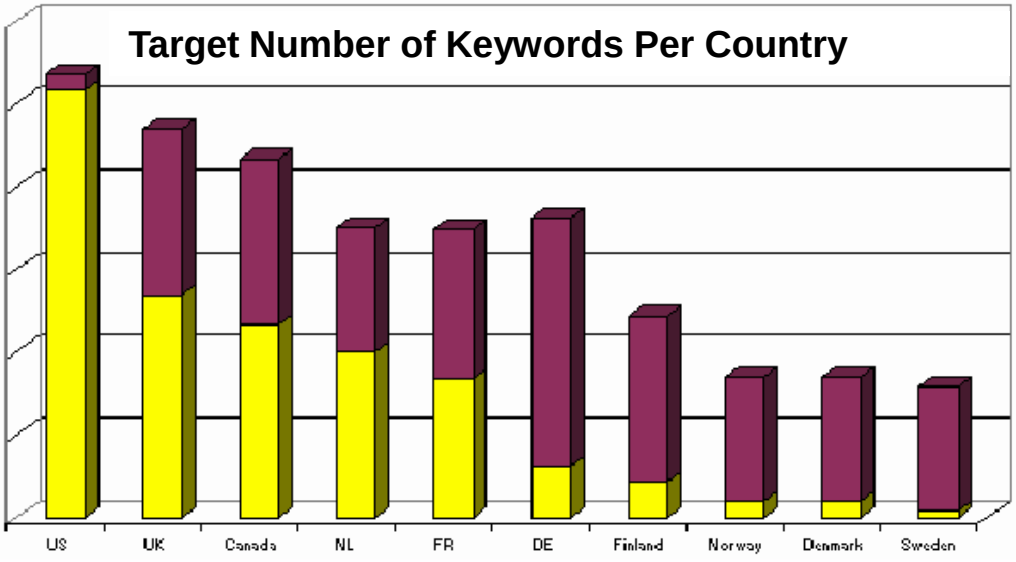

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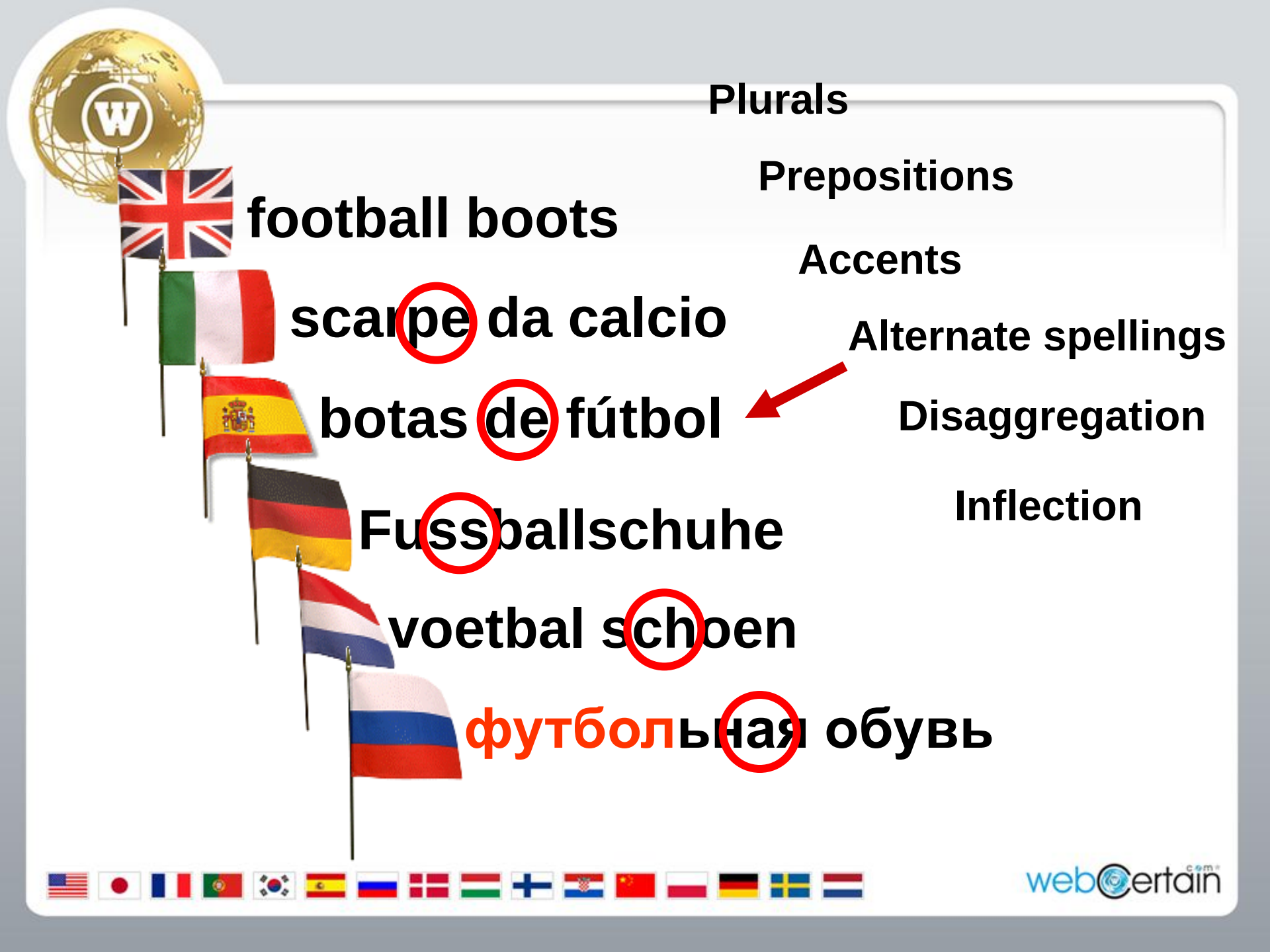
Long
Tail:
Key Tip for
Success


Plurals
Prepositions
Accents
Alternate spellings
Disaggregation
Inflection
football boots
scarpe da calcio
botas de fútbol
Fussballschuhe
voetbal schoen
футбольная обувь

Language Issues Are Language Specific

No.	Description	Relevant for SEO	Relevant for Paid Search
1	**Plural versus singular**	**Yes**	**Yes**
2	Dropped accents	Yes	Yes
3	Common mistypings caused by keyboard layouts	Yes	Yes
4	**Broken compounds**	**Yes**	**Yes**
5	**Alternate characters**	**Yes**	**Yes**
6	Inflections	Not German	Not German
7	Prepositions	Not German	Not German
8	**Common misspellings**	**Yes**	**Yes**

***German language impact on SEO and PPC**

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Map Keywords
To Pages

Three Strands of SEO – Three Cs

Compatibility

- Domain Strategy
- Site Infrastructure
- Site Architecture
- Templates & HTML Code

Content

- Marketing Messages
- Copywriting
- Translation
- Images & Graphics

Connections

- Public Relations
- Online Promotion
- Link Building
- Social Media

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Three Strands of SEO – Three Cs

Compatibility

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- Social Media

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Millionaire's Quiz

1. Keywords Should Be Translated By TRANSLATORS?

2. Keywords Should Be Researched By Native-Speakers Who Are SEARCH MARKETERS?

Millionaire's Quiz

1. Keywords Should Be Translated By TRANSLATORS?

2. Keywords Should Be Researched By Native-Speakers Who Are SEARCH MARKETERS?

Opportunities

backazimuth

Missed Opportunity Matrix™

Simple worksheet to demonstrate the delta between the number of searches for a phrase and the traffic you are currently getting

Keyword	Est. Searches per Month	Current SE Traffic	Percent	Current Rank at Google	Projected Visits					
					Est 1	Monthly Visits	Added Visits	Est 2	Monthly Visits	Added Visits
camera phone	149,378	5,453	3.65%	3	5%	7,469	2,016	10%	14,938	9,485
camera cell phone	50,175	0	0.00%	none		2,509	2,509		5,018	5,018
camera phone pic	20,094	0	0.00%	none		1,005	1,005		2,009	2,009
mp3 phone	18,350	0	0.00%	none		918	918		1,835	1,835
camera phone picture	17,356	0	0.00%	none		868	868		1,736	1,736
mp3 cell phone	16,294	0	0.00%	none		815	815		1,629	1,629
camera cellular phone	12,156	0	0.00%	none		608	608		1,216	1,216
free camera phone	11,856	0	0.00%	none		593	593		1,186	1,186
camera flip phone	6,269	0	0.00%	none		313	313		627	627
cell phone with mp3 player	6,088	0	0.00%	none		304	304		609	609
mp3 player phone	2,356	0	0.00%	none		118	118		236	236
mp3 mobile phone	1,631	0	0.00%	none		82	82		163	163
mp3 cell phone ringtone	1,331	0	0.00%	none		67	67		133	133
Total	**313,334**	**5,453**	**1.74%**			**15,667**	**10,214**		**31,333**	**25,880**

Value of a Visit **$1.00**

	SE Visits for Words Listed	Monthly Revenue	Annual Revenue	Potential Increase	% Increase
Current SE Traffic	5,453.00	$5,453.00	$65,436.00		
5%	15,666.69	$15,666.69	$188,000.25	$122,564.25	187.30%
10%	31,333.38	$31,333.38	$376,000.50	$310,564.50	474.61%

Highlighted fields are variables that can be manipulated to create other scenarios.

Showing Optimization Impact

- Demonstrate the incremental gains from optimization

		Start		Current		Projected			Realized		
Keyword	Global Demand	SE Visits	% of Global Demand	SE Visits	% of Global Demand	Est %	Visits	Added Visits	Added Visits	Opp. Realized	% Gain
Keyword 1	65,458	0	0.00%	3,573	5.46%	5%	3,273	3,273	3,573	9%	100.00%
Keyword 2	55,786	52	0.09%	3,625	6.50%	7%	3,905	3,853	3,625	-6%	98.57%
Keyword 3	49,786	0	0.00%	1,259	2.53%	8%	3,983	3,983	1,259	-68%	100.00%
Keyword 4	44,582	18	0.04%	3,145	7.05%	10%	4,458	4,440	3,145	-29%	99.43%
Keyword 5	39,882	0	0.00%	889	2.23%	5%	1,994	1,994	889	-55%	100.00%
Total	**255,494**	**70**	**0.03%**	**12,491**	**4.89%**	**6.89%**	**17,613**	**17,543**	**12,491**	**-29%**	

Value of a Visit $1.00

	SE Visits for Words Listed	Monthly	Annual	Gain	% Gain
Beginning	70	$70	$840		
Projected	17,613	$17,613	$211,357	$210,517	25061.57%
Current	12,491	$12,491	$149,892	$149,052	17744.29%

Showing Cost of Not Ranking

- Demonstrate the incremental cost of using PPC to get traffic that has no CPC value
- Powerful when company is trying to decrease reliance on PPC

		Organic Search Activity			Cost of Not Ranking				
Keywords	Estimated Searches per Month	Currrent Traffic (Organic)	Share of Clicks	Current Rank Google	Top 10 - click Opp	Organic Traffic	Missed Opp	CPC	Incremental Traffic Cost
servers	3,577,799	1,827	0.05%	Not in top 30	5%	8,944	7117	$ 8.35	$ 59,431
server	3,254,094	625	0.02%	4	5%	8,135	7510	$ 5.92	$ 44,461
anti virus	2,204,009	0	0.00%	Not in top 30	5%	5,510	5510	$ 4.20	$ 23,142
disaster recovery	1,145,552	0	0.00%	Not in top 30	5%	2,864	2864	$ 11.69	$ 33,479
security systems	617,880	0	0.00%	Not in top 30	5%	1,545	1545	$ 10.86	$ 16,775
web server	587,968	0	0.00%	Not in top 30	5%	1,470	1470	$ 4.86	$ 7,144
network backup	369,005	0	0.00%	Not in top 30	5%	923	923	$ 8.87	$ 8,183
Total	**11,756,307**	**2,452**	**0.02%**			**29,391**	**26,939**	**$ 7.82**	**$ 192,614**
					Additional Annual Cost for not ranking in organic -->				**$ 2,311,374**

$2.3 Million dollar “cost” for not getting Natural Search Traffic

Infrastructure Issues

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Key Elements of Search – any language

- Ensuring your site is search friendly which allows spiders to visit and index the content on the site
- Ensuring your pages include the keyword phrases actually used by searchers
- Ensuring the pages of your website are as compliant as possible with the search engine scoring algorithms
- Ensuring compelling and action oriented descriptions that encourage visits
- Ensure a well defined and user friendly conversion path

Technical Challenges

- CMS settings
- Geo targeting, ccTLDs
  - Index problem
  - Duplicate content
- Different target engines
- Languages / localization
  - Right to Left
  - Double byte character set
- Tools (multi-lingual)
- Domain, sub-domain
- Hosting
- Link building

Leverage Templates for Scale

- Maximize reach across the organization & globe

- Focus on top level templates
  - Optimize the templates when developed
  - Ensure the optimal page elements are pulled into the template correctly

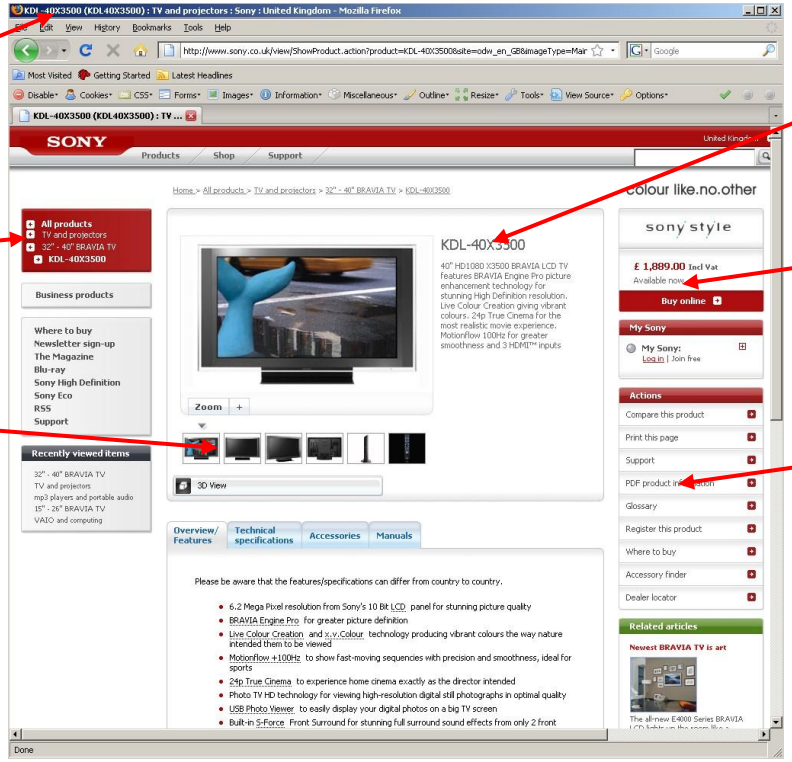
- Leverage Style Guides and Business Rules
  - Forces overseas offices to comply with optimized formats
  - Give you way to monitor implementation of the program

Template and top-level content optimisation

Page Title and Meta Data recommendations

Fully indexable navigation?

Ensure all parts of the page are indexable



Correct use of Header tags

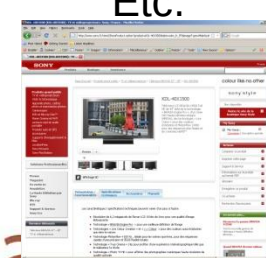
Can search engine's follow all of the links?

Enhancement of cross-links to distribute link equity

Sony.de

Sony.fr

Etc.



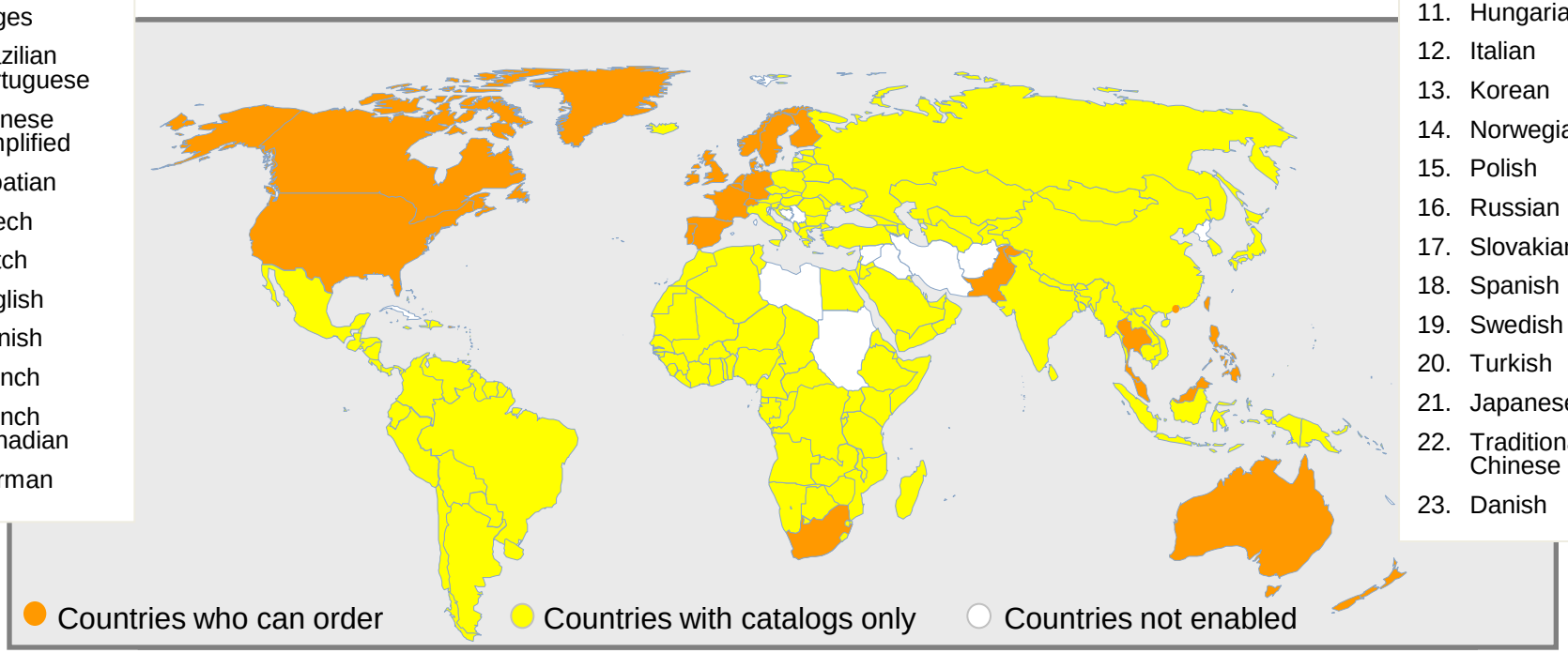
backazimuth

Global SEO for IBM Software Online Catalog

IBM Software Online Catalogs are currently available in 235 countries translated in 23 languages.
Product ordering is currently available in 33 countries around the world

Languages

1. Brazilian Portuguese
2. Chinese Simplified
3. Croatian
4. Czech
5. Dutch
6. English
7. Finnish
8. French
9. French Canadian
10. German
11. Hungarian
12. Italian
13. Korean
14. Norwegian
15. Polish
16. Russian
17. Slovakian
18. Spanish
19. Swedish
20. Turkish
21. Japanese
22. Traditional Chinese
23. Danish



Optimizing the Catalog

- Working with geo teams to determine current rankings in local search engines and geo-specific terms to optimize for

- Altering templates to allow addition of geo-specific keywords to titles, headings, and spiderable text

- Reducing redirects and simplifying URL structures to increase performance of pages as well as spiderability

- Created country-specific XML site maps to push inclusion

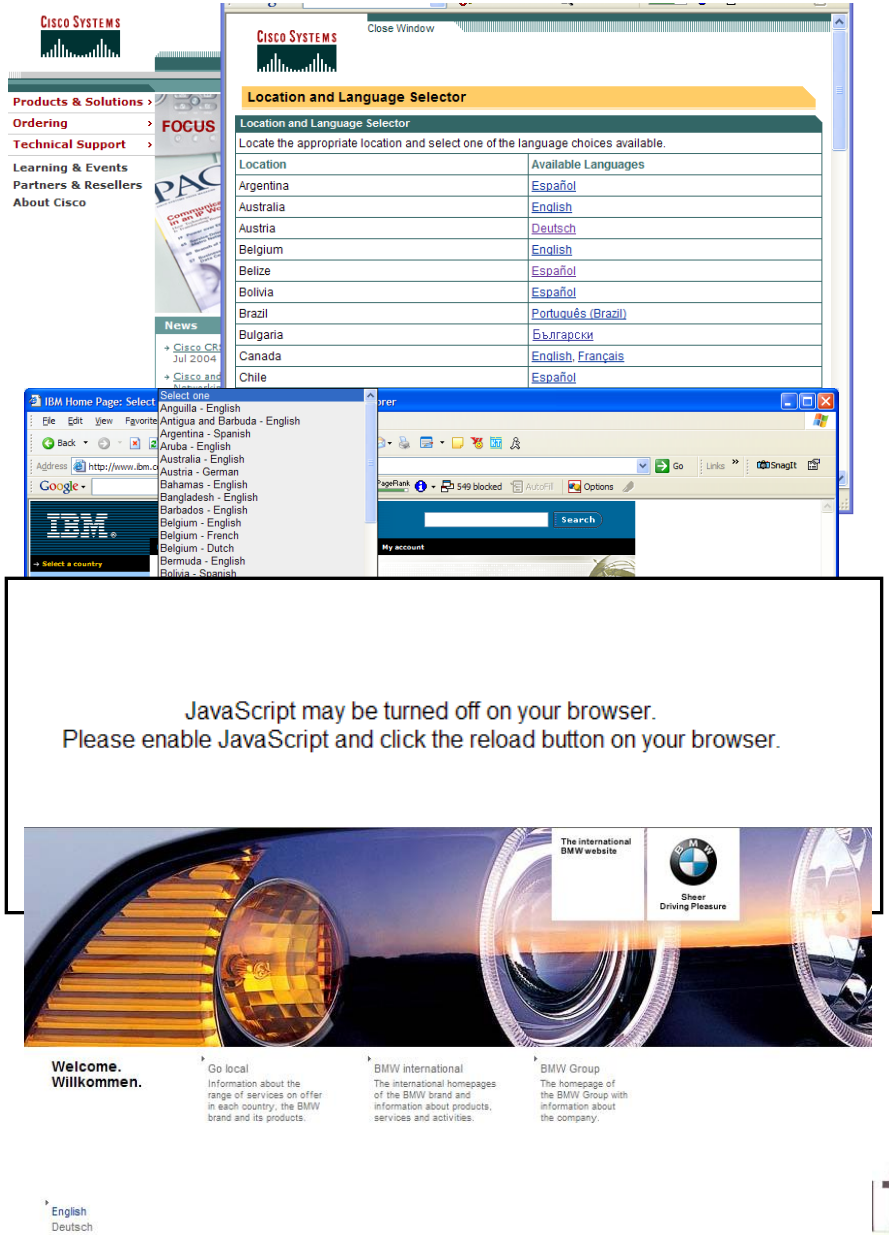
Results:

- 82% of Tier 1 phrases in all markets ranking on first page
- Majority of traffic now from Search
- Exponential increase in sales immediately after indexing

Source: IBM Presentation SES San Jose 2009

Barriers to getting global sites indexed

- Popups can't be indexed
- Pull-down country maps can't be crawled
- Restrictive JavaScript for language detection
- Restrictive Robots.txt and meta robots



Twitter: @billhunt

Millionaire's Quiz

1. Each country should create its own templates?

2. It's best to leverage templates centrally to ensure best practice?

Millionaire's Quiz

1. Each country should create its own templates?

2. It's best to leverage templates centrally to ensure best practice?

Managing Content

webCertain

Three Strands of SEO – Three Cs

Compatibility

- Domain Strategy
- Site Infrastructure
- Site Architecture
- Templates & HTML Code

Content

- Marketing Messages
- Copywriting
- Translation
- Images & Graphics

Connections

- Public Relations
- Online Promotion
- Link Building
- Social Media

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Three Strands of SEO – Three Cs

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- Link Building
- Social Media

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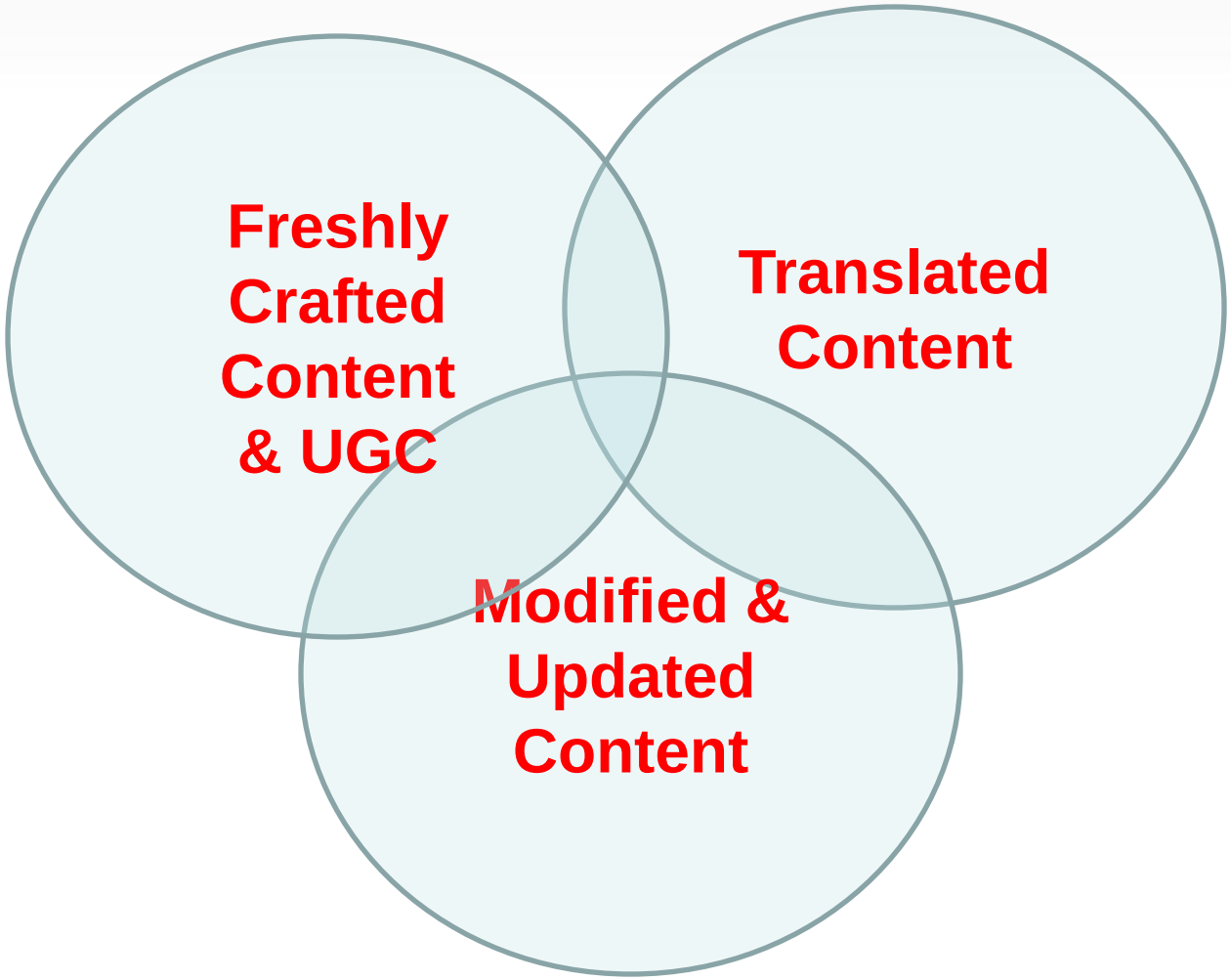
Never Look At ONE
Page Out of Context

Use Keywords To Drive And Frame Your Content

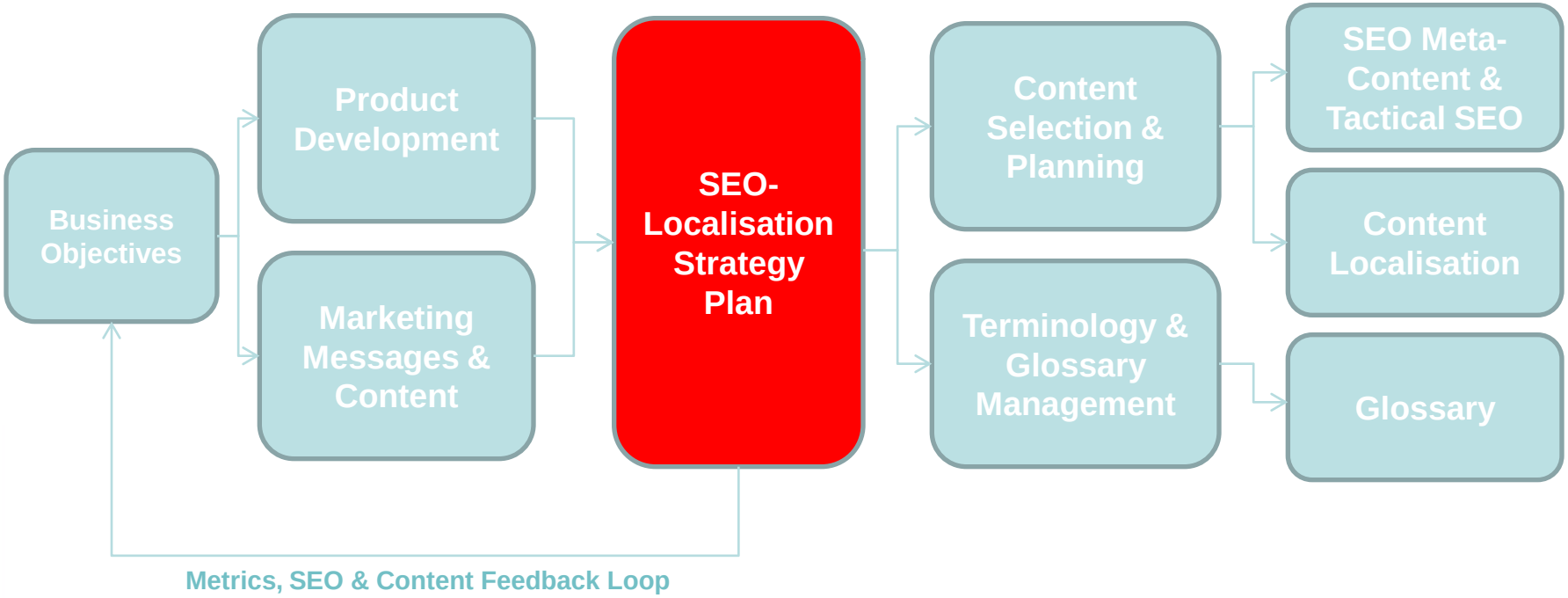
Creative Copywriting
Is Not The Answer

Three Types of Content

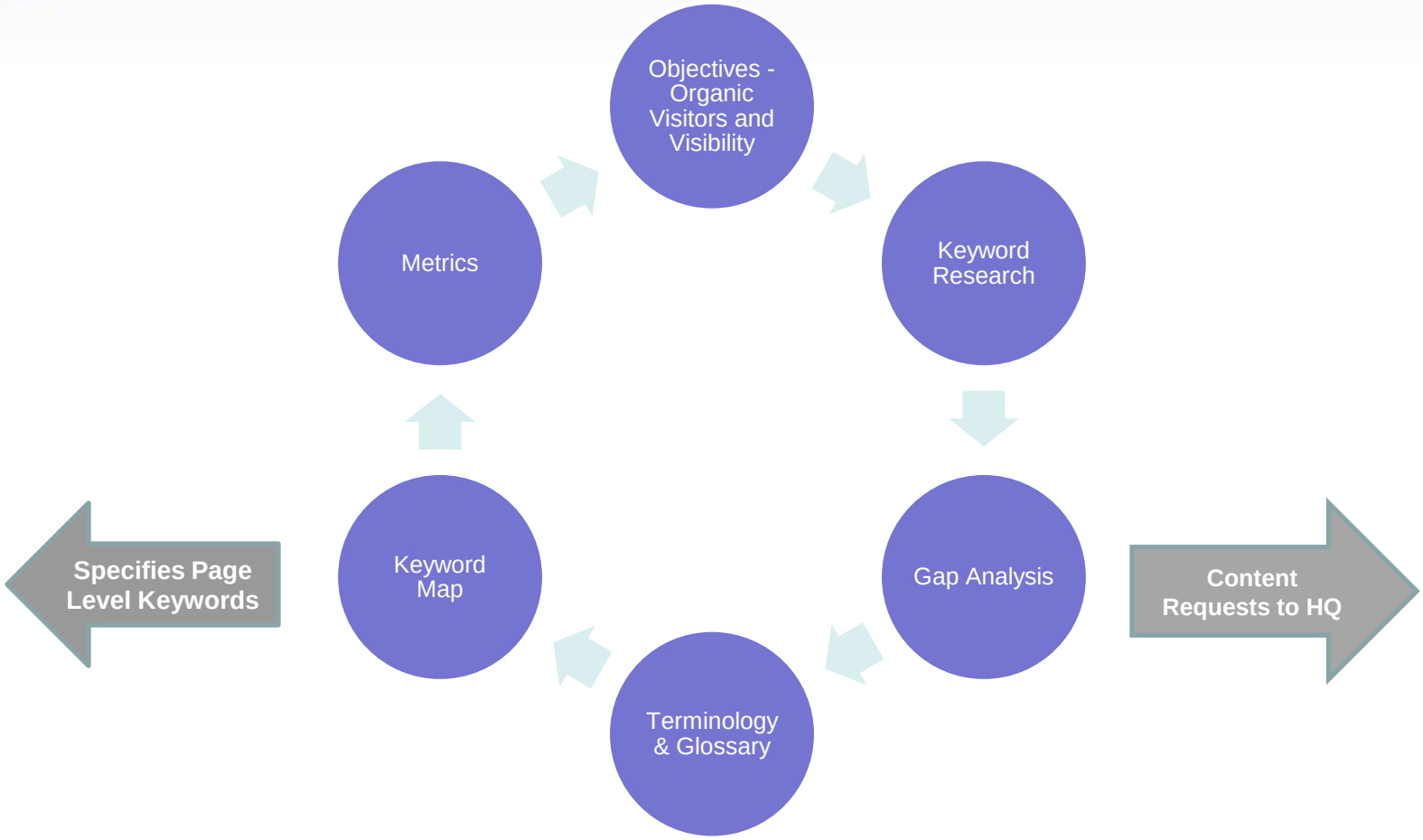


NO Compromise
Needed Between Search
Engine and User

Best Practice SEO Localisation



SEO-Localisation Strategy & Plan



webCertain

Lot's Of Content Management Systems

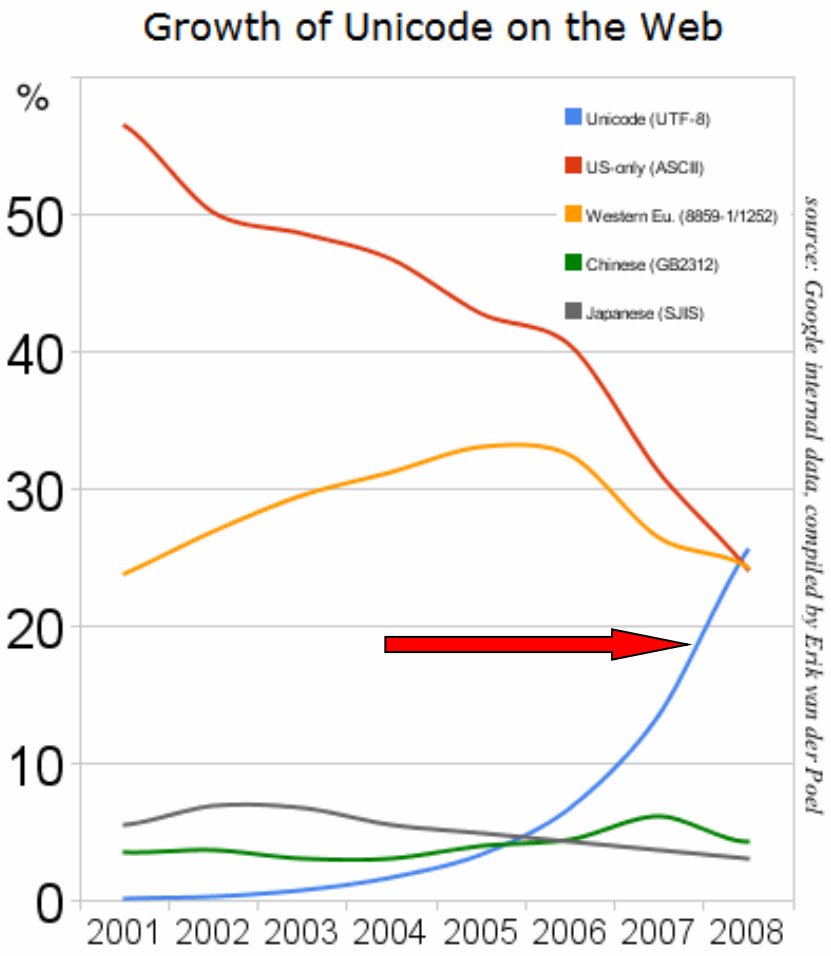
UTF-8 (Unicode)

- Backwardly compatible with Ascii
- Encodes up to four-byte characters
- Copes with any language from Chinese to Arabic with diacritics – over 100,000 individual characters

The Official Google Blog

"We have long used Unicode as the internal format for all the text we search: any other encoding is first converted to Unicode for processing"

Mark Davis, Senior International Software Architect



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www.portakabin.fr/ - Mozilla Firefox

lp

```
ND Meta Tags -->

href="/styles/style_home.css" rel="stylesheet" type="text/css" />

href="/styles/banner-test.css" rel="stylesheet" type="text/css" />

href="/styles/hometrio.css" rel="stylesheet" type="text/css" />

href="/styles/feature.css" rel="stylesheet" type="text/css" />

t type="text/javascript" src="/site.js"></script>

http-equiv="Content-Type" content="text/html; charset=utf-8">

quiry start -->
t type="text/javascript" src="/script/popup.js"></script>
href="/styles-pop/contact_form-pop.css" rel="stylesheet" type="text/css" />
href="/styles-pop/pop-up.css" rel="stylesheet" type="text/css" />
quiry end -->




onal Site Links -->

ght"><a href="/la_societe/sitemap/">Site map</a></div>
```

上海通用汽车
百度2010年世博會
Baidu百度
零距明天一起来!
攻略分享
世博助手
世博图库
动感参与
体验未来
And
Busier...

Japanese Fits More In!

Language Right To Left

Watch Out For Calendars!

TRAVEL ON BOARD ON GROUND ALFURSAN PROMOTIONS

IMPORTANT NOTE : Saudi Airlines move from Terminal 3 to Terminal 4 at London Heathrow

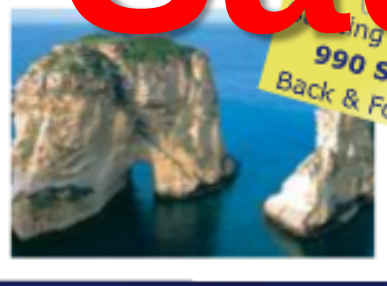
Well Done Saudi Air!

Round Trip One Way Multiple Dest.

From: Select Departure City

To: Select Destination City

Depart: Return:



BEIRUT
16 flights per week from the Kingdom

Click here for more Detail

October 2010

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2010

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

baggage limits

ng from
77
More

USA
Starting from
SR 3,774
More

SAUDIA PRIVATE AVIATION

cargo carriers.

CARGO

Skysales Shopping
Your inflight shopping center of your seat

Killer Tool Tips

Shadocms – Straker Software

SEO Samba

Veloseo.com (WebCertain)

SEOSamba.com

Shadocms.com

STRAKER
Leaders in Multilingual Content Management

About Straker | Events | Partners | Support | Training | Contact

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Shado On-Demand » Products » Straker » Shado On-Demand

The #1 platform for managing multi-lingual websites is now available as an on-demand platform.

From as little as $50 a month you can access an enterprise level feature set in a globally supported CLOUD platform.

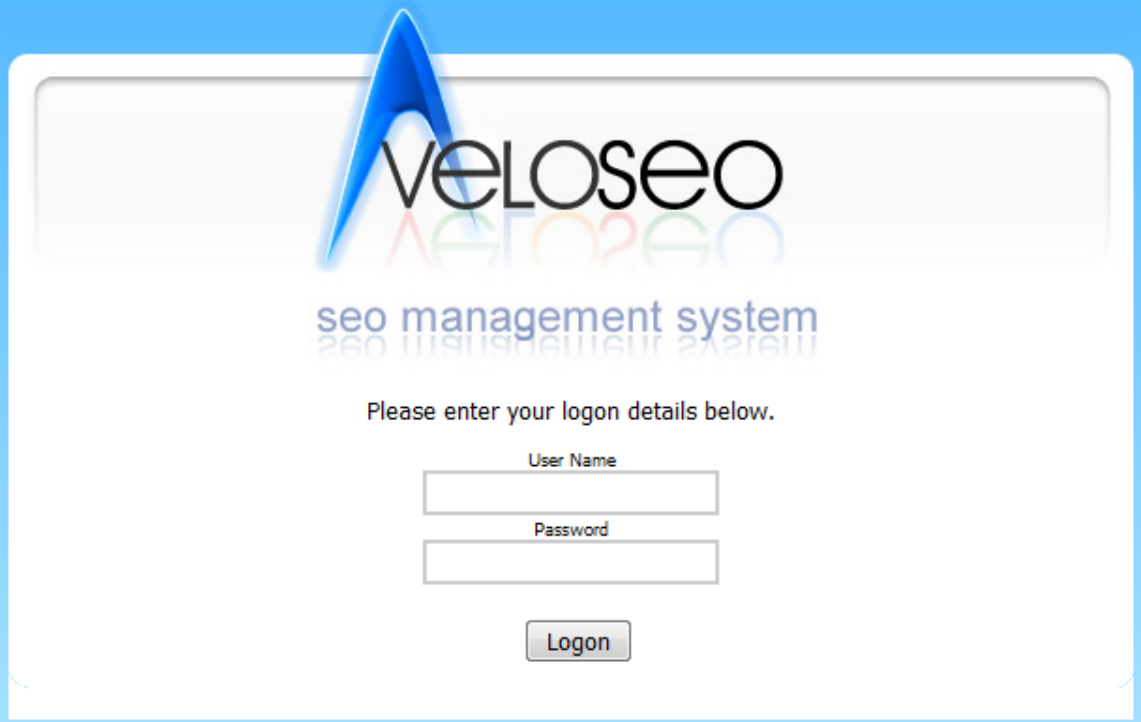
FREE
Try NOW for Free!
Sign up for a free on-demand account and try out all the features of ShadoCMS

Take the Tour

Contact Us

	Starter	Pro	Premium	Enterprise
Pages	500	2000	6000	Unlimited

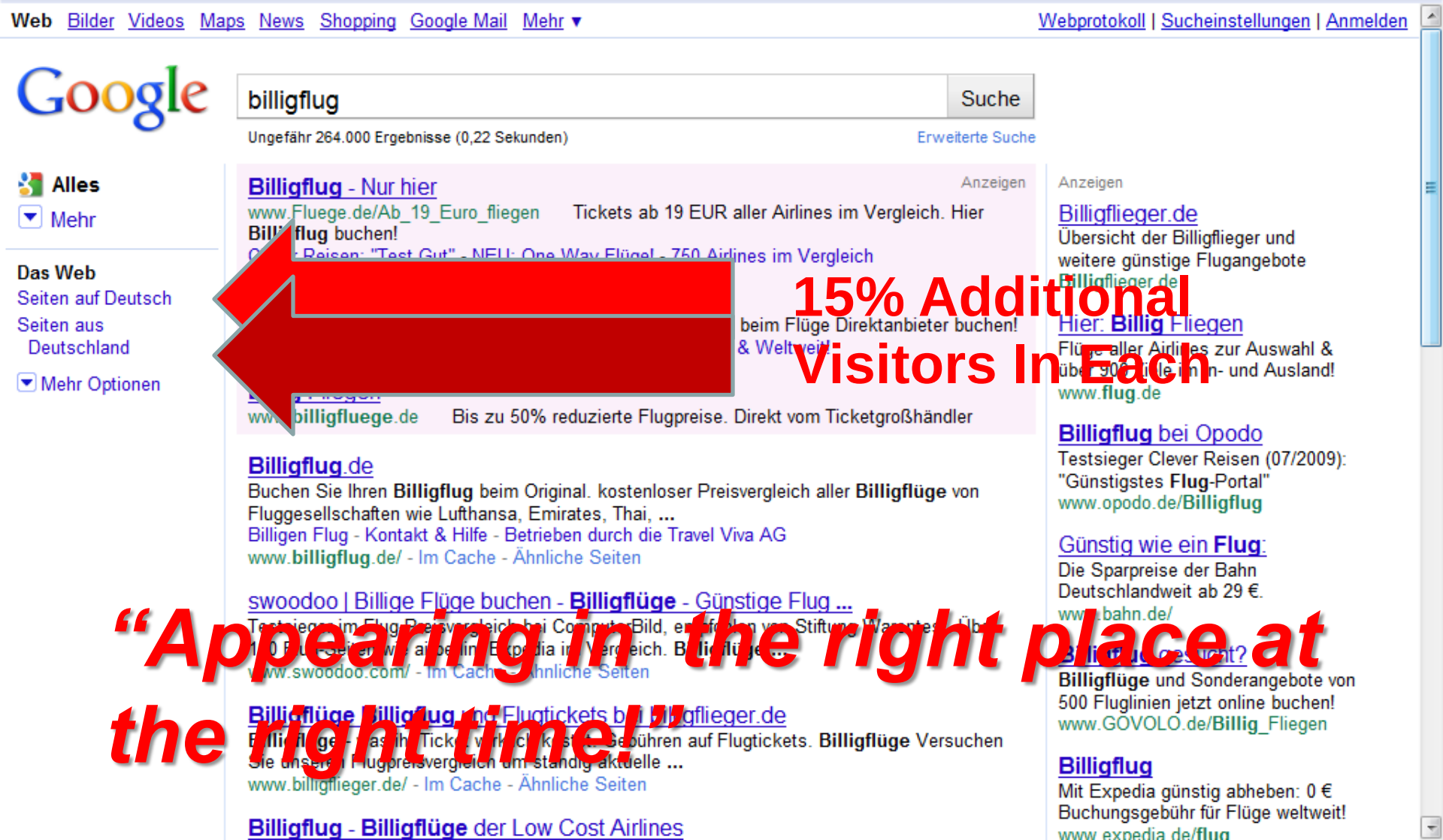
Veloseo.co.uk



Geographic Targeting

webCertain.com

What Is Geo-Targeting?



15% Additional Visitors In Each

"Appearing in the right place at the right time!"

Stand Next to Your Customer By Geo-Targeting

Language

Local Domains

Hosting

Local Links

Webmaster Tools

Tagging

webCertain

"I Wish I'd Used A Local Domain!"
Lemonade
25¢

Google

xerox Søk

Omtrent 20 800 000 resultater (0,24 sekunder) Avansert søk

Alt
Blogger
Mer

Nettsøk
Sider på norsk
Sider fra Norge

Når som helst
Siste døgn

Flere søkeverktøy

Sponset kobling

Xerox
www.xerox.com/no Rimelige Printere, Ideelle For Små/Mellomstore Bedrifter.

Digital Printer med Dokumenthåndteringssystem - **Xerox**
Digital printer for business process outsourcing og dokumenthåndteringssystem for effektivisering av innholdsstyring og arkivering - **Xerox**.
www.xerox.no/ - Bufret

Xerox Document Management, Digital Printing Equipment, Business
... - [Oversett denne siden]
Find solutions for document management, digital color printing equipment, office & production printers, and business process outsourcing at **Xerox**.
Support & Drivers - Printers - Supplies - Contact Us
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Finn telefonnumre til **Xerox** og nettsider der du finner informasjon om salg ...
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Office Printing, Office Equipment, and Office Supplies :
Xerox - [Oversett denne siden]
Increase office efficiencies with quality office printing equipment and ...
www.office.xerox.com/ - Bufret - Lignende

Vis flere resultater fra xerox.com

Sponsede
Xerox-
Finn enk
Bra prise
inkClub.
Xerox
Vi har kj
med orig
www.yah
Se annons

Google

xerox Søk

Omtrent 98 900 resultater (0,26 sekunder) Avansert søk

Alt
Blogger
Mer

Nettsøk
Sider på norsk
Sider fra Norge

Når som helst
Siste
Siste døgn
Siste 7 dager
Den siste måneden
Siste 12 måneder
Egendefinert datoområde

Standardvisning
Søkekart

Standardresultater
Nettsteder med bilder
Sideforhåndsvisninger
Oversatt søk

Tilbakestill verktøy

Sider på norsk

Xerox Sponset kobling
www.xerox.com/no Rimelige Printere, Ideelle For Små/Mellomstore Bedrifter.

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www.xerox.no/ - Bufret

Xerox - Wikipedia
Xerox Corporation er en amerikansk produsent av utstyr til dokumenthåndtering, grunnlagt i Rochester, New York i 1906. **Xerox** er verdens største leverandør ...
no.wikipedia.org/wiki/**Xerox** - Bufret - Lignende

Kontakt oss - **Xerox**
Finn telefonnumre til **Xerox** og nettsider der du finner informasjon om salg, tjenester, brukerstøtte og programmer.
www.xerox.com/about-xerox/contact-us/nono.html - Bufret

Employment Opportunities in **Xerox** Norway
Employment in **Xerox** Norway provides opportunities for those looking for jobs ...
www.xerox.com/jobs/nono.html - Bufret

Om **Xerox**: Documenthåndtering; styring av forretningsprosesser
Xerox er ledende innenfor teknologier og tjenester for dokumenthåndtering og ...
www.xerox.com/about-xerox/nono.html - Bufret

Vis flere resultater fra xerox.com

Sponsede
Xerox-
Finn enk
Bra prise
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Vi har kj
med orig
www.yah
Se annons

Google

xerox Søk

Omtrent 99 300 resultater (0,15 sekunder) Avansert søk

Alt
Blogger
Mer

Nettsøk
Sider på norsk
Sider fra Norge

Når som helst
Siste
Siste døgn
Siste 7 dager
Den siste måneden
Siste 12 måneder
Egendefinert datoområde

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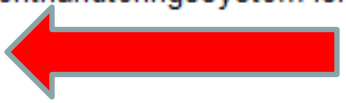
www.xerox.no/ - Bufret



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no.wikipedia.org/wiki/**Xerox** - Bufret - Lignende

PARC - Wikipedia
PARC (Palo Alto Research Center), tidligere kalt **Xerox** PARC, er et ...
no.wikipedia.org/wiki/PARC - Bufret

Vis flere resultater fra wikipedia.org

X-Partner Nord - Hjem -
Xerox Corporation er ett av verdens fremste firmaer når det gjelder ... X-Partner Nord AS er en **Xerox** Premier Partner som innebærer at vi har unik kunnskap ...
www.xpn.no/ - Bufret - Lignende

Xerox Partner Trondheim
Med det nye **Xerox** ColorQube multifunksjonssystemet, kan du nå skrive ut dokumentene i vakre farger og betale betraktelig mindre enn med en typisk ...
www.xpt.no/ - Bufret - Lignende

Sponsede
Xerox-
Finn enk
Bra prise
inkClub.
Xerox
Vi har kj
med orig
www.yah
Se annons

Watch Out for Duplication

Sie hier richtig. Denn unser Name „billigflug.de“ kommt nicht ...
reisen.billigflug.de/.../index.php?... - Im Cache

Billigflug.de
Der passende Billigflug für Sie: Wenn Sie auf der Suche nach einem billigen Flug sind, sind Sie hier richtig. Denn unser Name „billigflug.de“ kommt nicht ...
reisen.billigflug.de/.../index.php?... - Im Cache

Billigflug.de
Der passende Billigflug für Sie: Wenn Sie auf der Suche nach einem billigen Flug sind, sind Sie hier richtig. Denn unser Name „billigflug.de“ kommt nicht ...
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reisen.billigflug.de/.../index.php?... - Im Cache

Um Ihnen nur die treffendsten Ergebnisse anzuzeigen, wurden einige Einträge ausgelassen, die den 95 bereits angezeigten Treffern sehr ähnlich sind.
Sie können bei Bedarf die Suche unter Einbeziehung der übersprungenen Ergebnisse wiederholen.

◀ Goooooooooogle

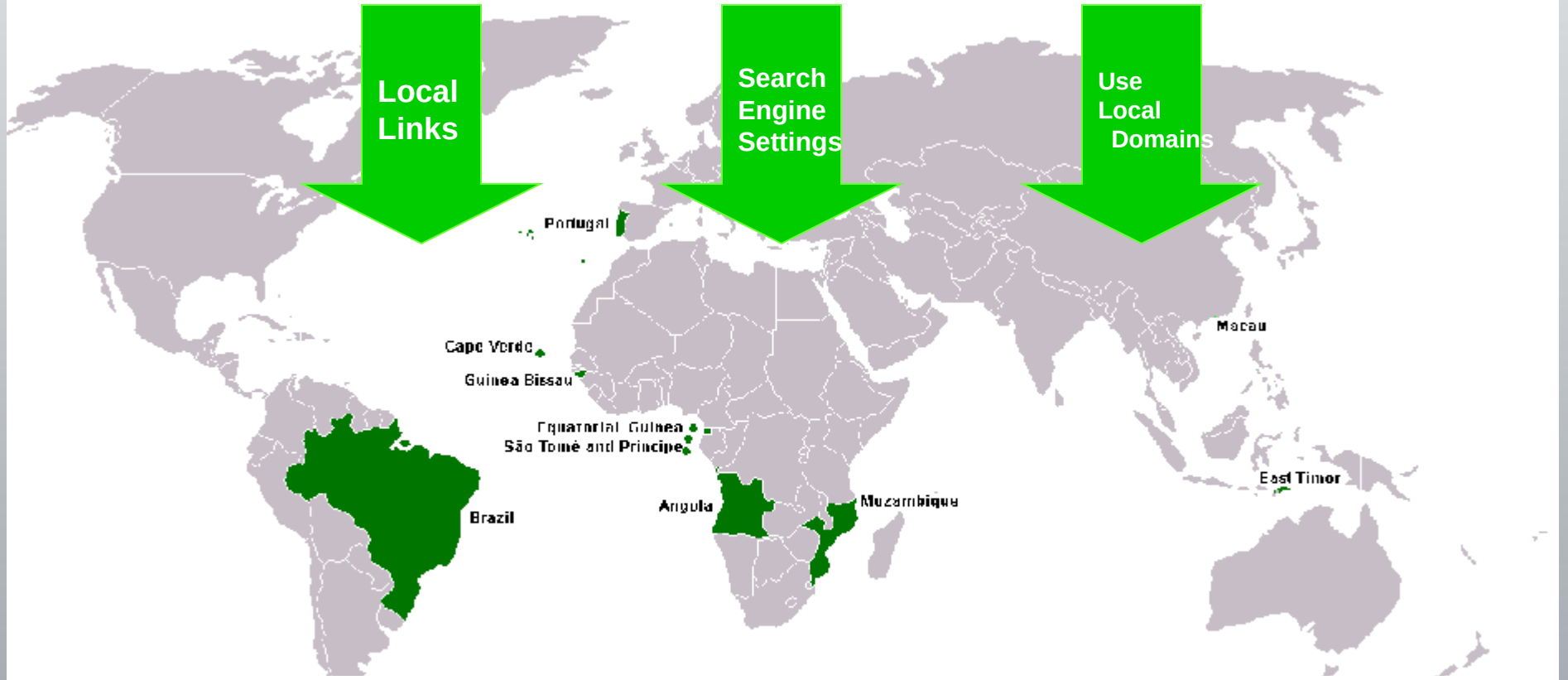
Zurück 1 2 3 4 5 6 7 8 9 10

site:billigflug.de Suche

In den Ergebnissen suchen Suchtipps Feedback geben

Google-Startseite Werben mit Google Unternehmensangebote Datenschutz Über Google

Potentially Duplicate Locales



- Create An Individual Language Flavour for Each Locale You Wish to Target
- No Index The Rest (If Duplication matters)

The Global-Local Web

- 100,000 Characters
- Already approved:
  - , , , pф
  - Saudi-Arabia, Egypt, United Arab Emirates, Russia
- Non-Latin script languages are not the only ones affected
- Many languages can now include accents in domains
  - Swedish, German

webCertain

Impact on SEO

- Local domains have a significant geo-targeting role – IDNs will be potentially stronger
- Anchor text will be improved on internal and site interlinking
- URLs can contain keywords

webCertain

Three Strands of SEO – Three Cs

Compatibility

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- Site Architecture
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- Marketing Messages
- Copywriting
- Translation
- Images & Graphics

Connections

- Public Relations
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- Social Media

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- Copywriting
- Translation
- Images & Graphics

Connections

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- Online Promotion
- Link Building
- Social Media

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Link Building Doesn't Work...
...Without Good Content

Local links

webCertain

Local links

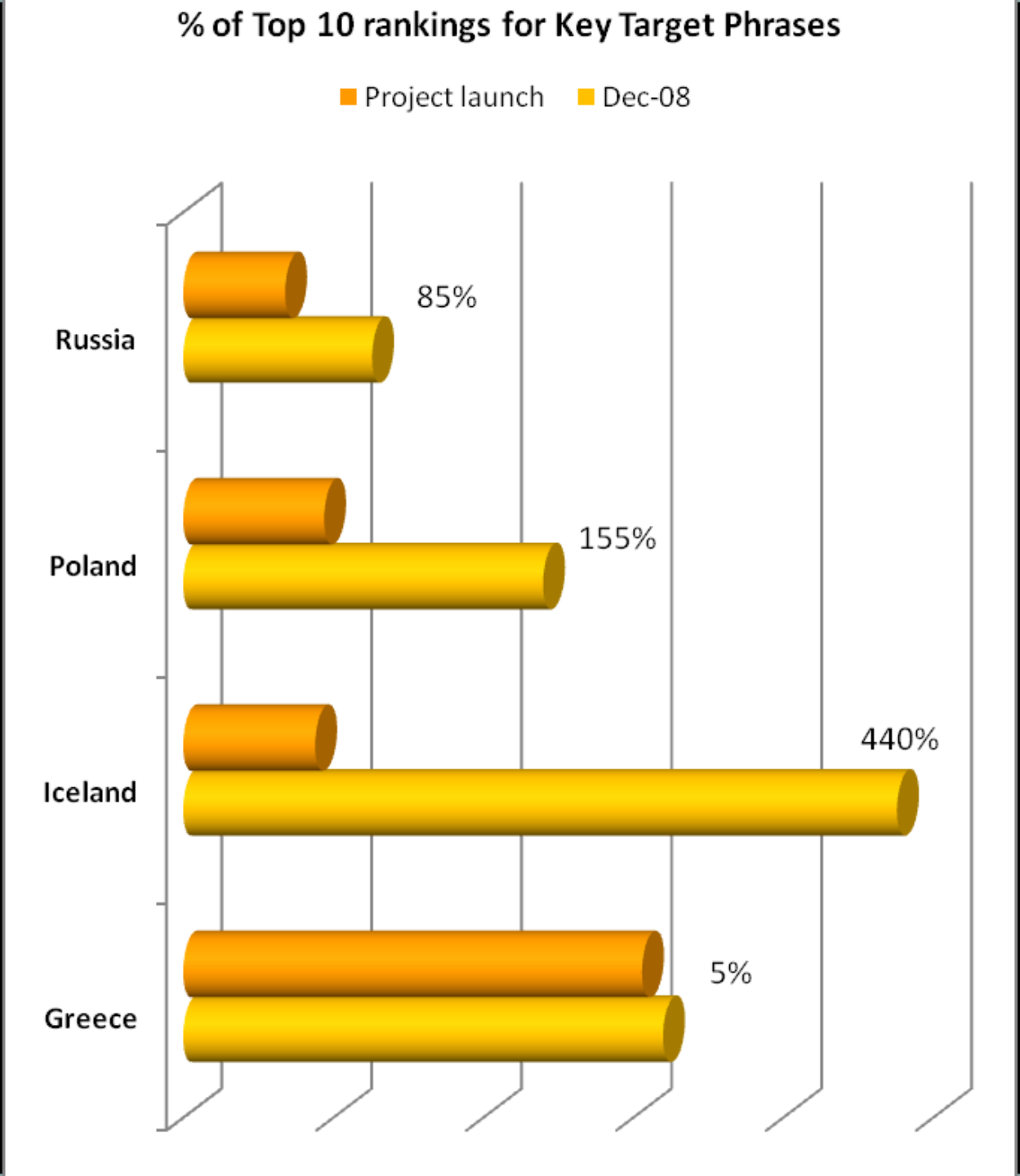
webCertain

Local links

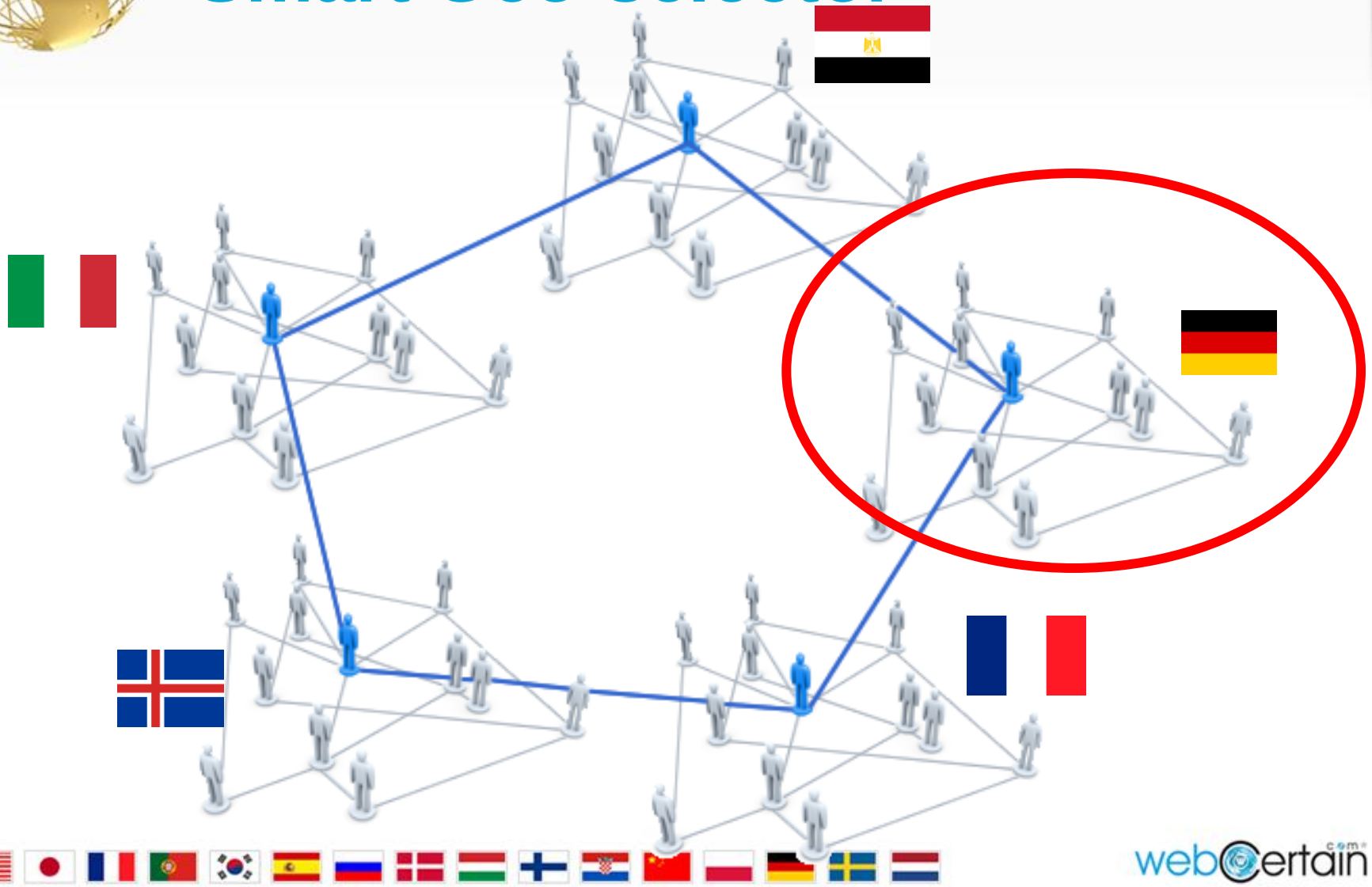
webCertain.com

Quick Case Study

webCertain


% of Top 10 rankings for Key Target Phrases
Project launch
Dec-08
Russia
85%
Poland
155%
Iceland
440%
Greece
5%

Smart Geo-selector



webCertain

What Most Sites Do..

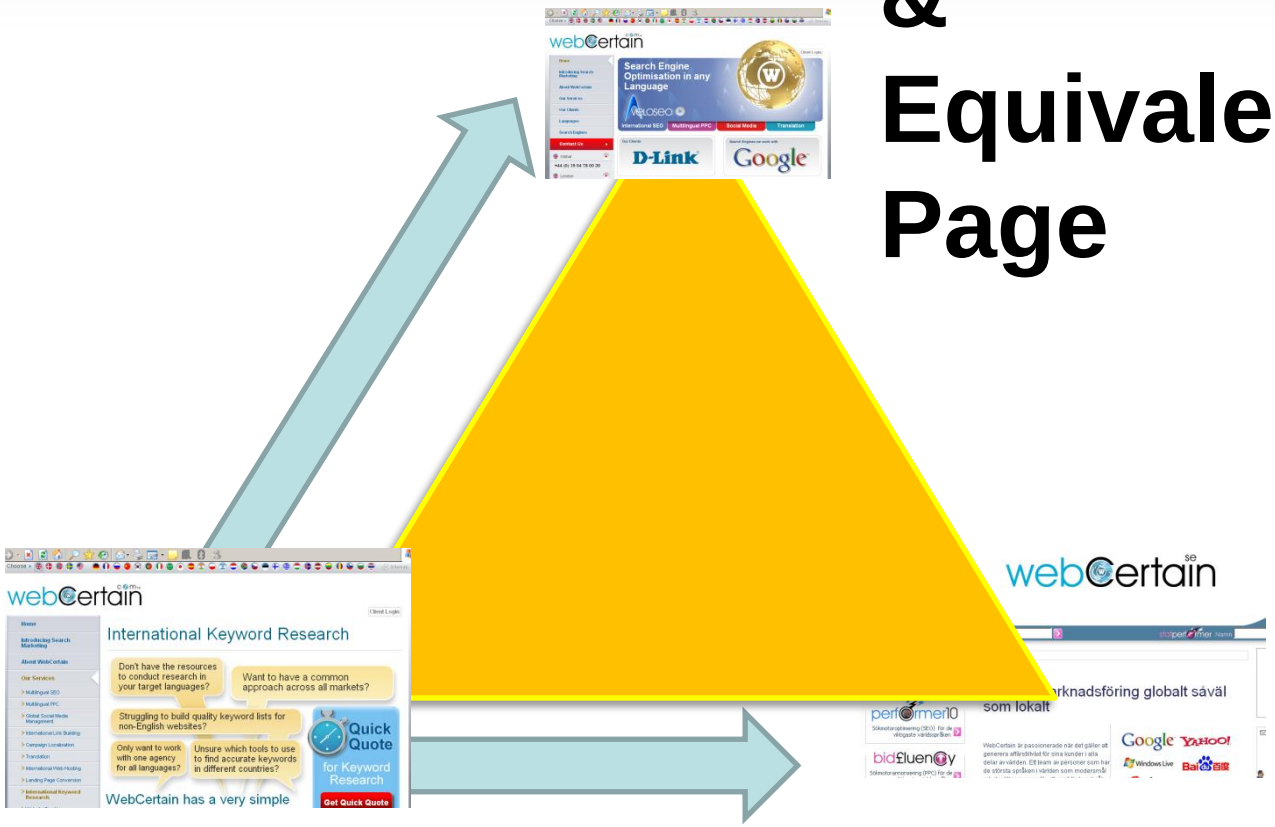
Country & Language Home

Any Page

webCertain

The Ideal

Language & Equivalent Page



Any Page

Country /Locale + Language - Home

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Login | My Account | Worldwide Sites | Contact AA | FAQ
Search...
GO
AmericanAirlines
AA.com
Reservations
Travel Information
Fare Sales & Special Offers
AAdvantage®
Products & Gifts
Business Programs & Agency Reference
About Us
Featuring:
Budget AVIS
Up to 50% Savings + Miles
Earn 10,000 bonus miles.
Discount or Bonus?
buyAAmiles
Take a shot at winning
275,000 miles
Earn 25,000
Welcome to AA.com. Login
You Can Help Prevent
NAMELESS-NESS.
Our Facebook app needs a name.
Name it and you could win a trip.
AmericanAirlines
PLEASE HELP THE NAMELESS
LEARN MORE NOW ON FACEBOOK
Fare Sale Alerts
Atlanta, GA to Dallas / Ft. Worth, TX $108* Restrictions
Cleveland, OH to New York Kennedy, NY $64* Restrictions
Cincinnati, OH to Chicago O'Hare, IL $61* Restrictions
Edit Cities
Book: Flights Car Hotel Vacation Cruise Deals
Book Flights ? View/Change Reservations Flight Check-In
Round-Trip One-Way Multi-City AAdvantage Redeem Miles
Español
From: Lookup
Departure Date :
Month Day Morning
To: Lookup
Return Date :
Month Day Afternoon
airports within 0 Miles
Search By
Price & Schedule < Enhanced
Passengers : 1
Schedule
Promotion Code
My Dates are Flexible
Advanced Search
Cabin Preference, Children, Country of Residence
GO
Gates & Times ? Schedules Flight Status Notification
From: Lookup
To: Lookup
Flight Number:
and/or

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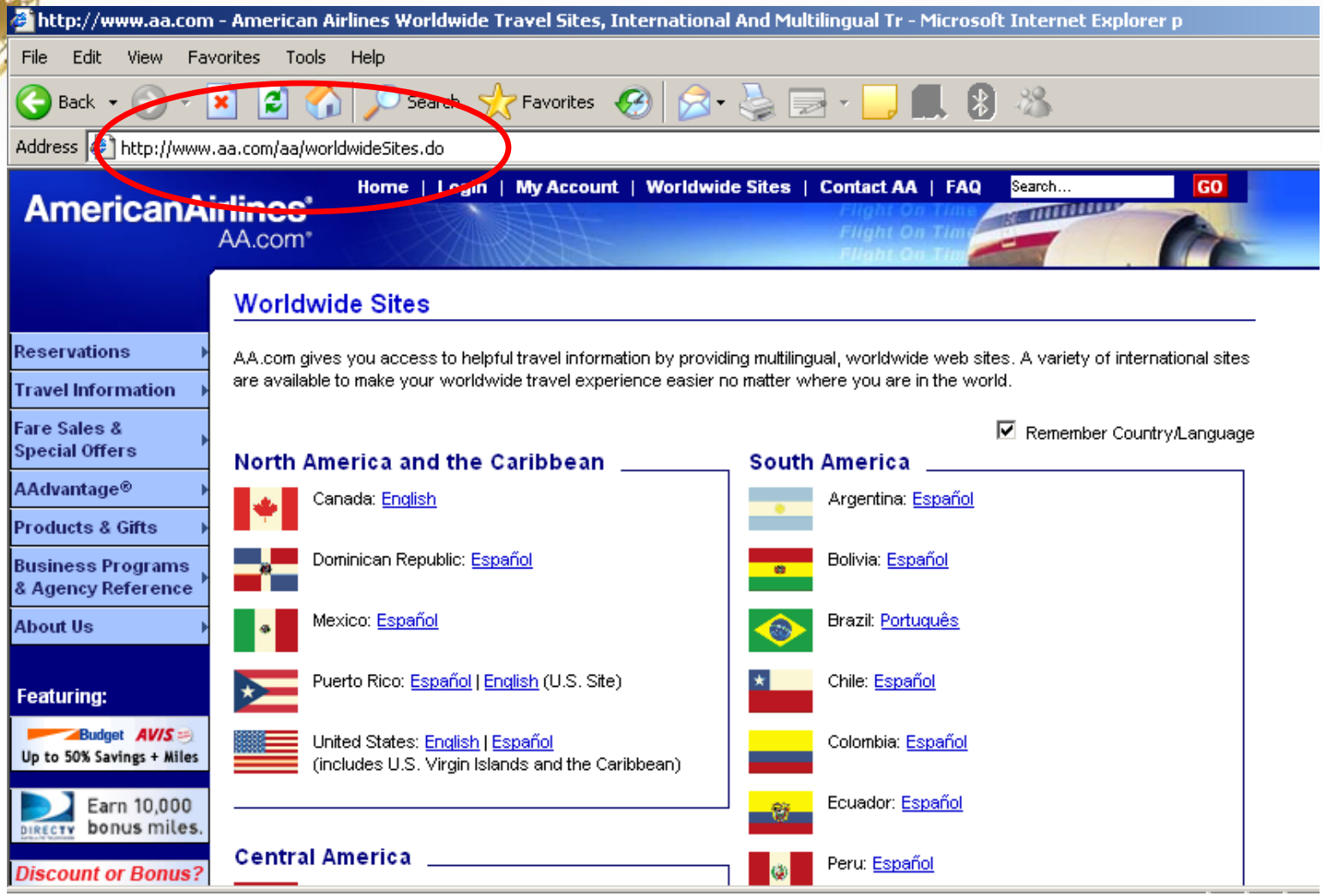
http://www.aa.com - American Airlines Worldwide Travel Sites, International And Multilingual Tr - Microsoft Internet Explorer p
File Edit View Favorites Tools Help
Back Search Favorites
Address http://www.aa.com/aa/worldwideSites.do
Home | Login | My Account | Worldwide Sites | Contact AA | FAQ
Search... GO
AmericanAirlines
AA.com
Reservations
Travel Information
Fare Sales & Special Offers
AAdvantage®
Products & Gifts
Business Programs & Agency Reference
About Us
Featuring:
Budget AVIS
Up to 50% Savings + Miles
DIRECTV Earn 10,000 bonus miles.
Discount or Bonus?
Worldwide Sites
AA.com gives you access to helpful travel information by providing multilingual, worldwide web sites. A variety of international sites are available to make your worldwide travel experience easier no matter where you are in the world.
Remember Country/Language
North America and the Caribbean
Canada: English
Dominican Republic: Español
Mexico: Español
Puerto Rico: Español | English (U.S. Site)
United States: English | Español
(includes U.S. Virgin Islands and the Caribbean)
Central America
South America
Argentina: Español
Bolivia: Español
Brazil: Português
Chile: Español
Colombia: Español
Ecuador: Español
Peru: Español

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Quick Case Study

webCertain

Millionaire's Quiz

1. Go with a dot com, it's recognised everywhere?

2. Local domains are more likely to speak to local users?

Millionaire's Quiz

1. Go with a dot com, it's recognised everywhere?

2. Local domains are more likely to speak to local users?

More On GeographicTargeting

backazimuth

Domains and Hosting

- Proper ccTLD domains can be hosted anywhere
  - .co.uk and .com.au

- .com and .TV are “global domains”
  - IP of host is used for location determination
  - Inbound links play a part in identifying locaiton

  - 87% of Global 1000 use /cc on a .com domain

Location and Language Detection

- Country Detection Methods
  - Top Level Domain, IP of server/host, detected language
- Language Detection
  - Most engines an detect top 3 languages automatically
  - 93% of European searchers restrict to “language”

- Engines using Searcher IP detection to present local relevant content

GEO Targeting for Google

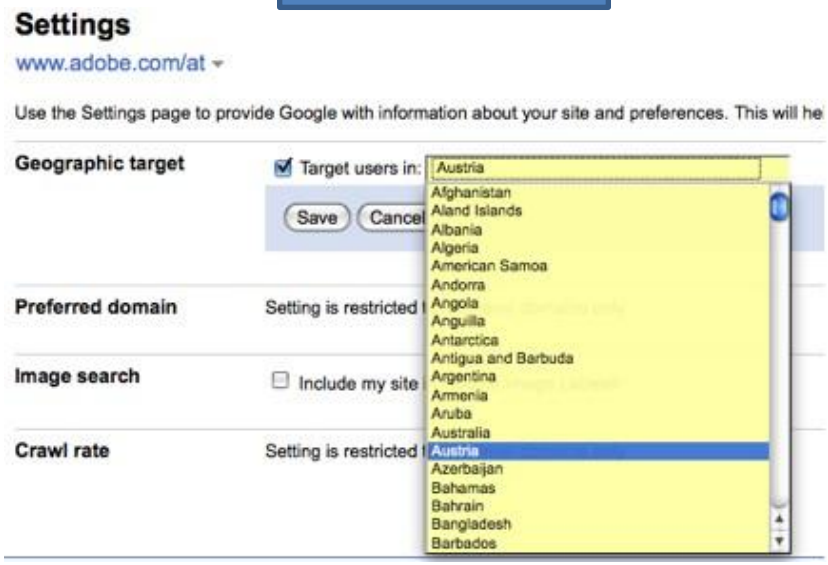
All web

Pages in German language

Pages in Germany ".de"

Sitemap

Country setting



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Maximize WW Link Architecture

Link Equity is the amount of positive value your website receives from the totality of “links” or “votes” for your content from internal and external sources which is the foundation of Google’s Scoring Algorithm.

- Leverage enormous power of WW Sites to build link equity
- Leverage Partners and Distributed content to increase link equity

Helps define the global server strategy as well

Site	IP	Turbo Tax	Quicken	Quickbooks	ProSeries	Lacert	Checks & Supplies	QB Payroll	Credit Card Processing	QuickBase	Intuit Products	Business Products	Personal Products	Accountants	Communities	Developer Network	Intuit.com	Careers	Press	About Intuit	Operating Values	Intuit Canada
Quicken	12.149.160.189	Y	-	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Checks & Supplies	12.149.160.60	Y	N	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
TurboTax	12.149.161.124	-	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
QuickBase	12.149.173.216	N	Y	Y	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Accountants	198.31.208.203	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y
ProSeries	198.31.208.206	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
About Intuit	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	N	N	N	-	N	Y
All Intuit Products	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	-	N	N	Y	N	Y	N	N	N	N	N	Y
Business Products	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	-	N	Y	N	Y	N	N	N	N	N	Y
Careers	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	N	-	N	N	N	Y
Communities	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	-	Y	N	N	N	N	N	Y
Intuit.com	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	-	N	N	N	N	Y
Operating Values	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	N	N	N	N	-	Y
Personal Products	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	-	Y	N	Y	N	N	N	N	N	Y
Press	206.154.102.1	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	N	N	-	N	N	Y
QuickBooks Payroll	208.240.242.132	Y	Y	N	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
QuickBooks	208.240.242.225	Y	Y	-	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Developer Network	64.29.201.144	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Intuit Canada	66.46.108.237	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Lacerte	69.46.230.80	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Credit Card Processing	72.32.182.82	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Team & Organizational Issues

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Winning Hearts and Minds

- Build a Culture of Search
  - Set expectations accordingly -- local teams often don't have as much resource and asked to do many other tasks

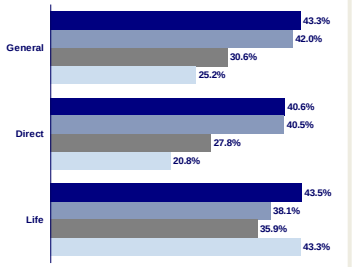
- Develop your own local awareness.
  - Remember, you're from headquarters and you're supposed to be there to help.
  - Not knowing what the major local search engine (or language, or major holidays) are doesn't make for a good foundation.

- Where you have them, trust your local teams.
  - Educate, Empower, and Trust Them: *They* have the cultural context and local market knowledge.
  - Provide global resources and support (basic search knowledge, central infrastructure optimization, etc.)

Best Practice – Global Center of Excellence

Uniform KPI's

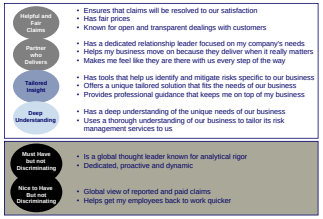
1



What do we measure and why?

Education

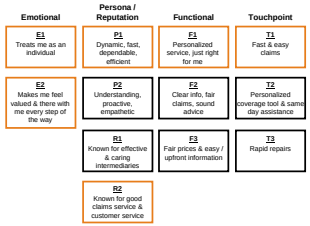
2



Which are most effective techniques, tools and resources?

Force Multipliers

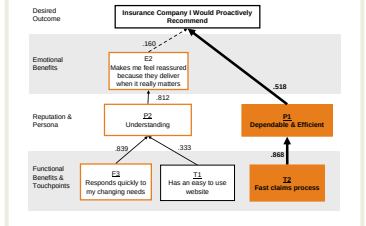
3



How do we compliment other teams for enhanced outcomes?

Infrastructure Enhancement

4



Where can we intersect with current activities and technologies?

IBM, HP, P&G, Cisco and SAP have adopted Global COE's to manage shared services, centralize best practices which have been leveraged to scale search globally resulting in exponential performance improvements.

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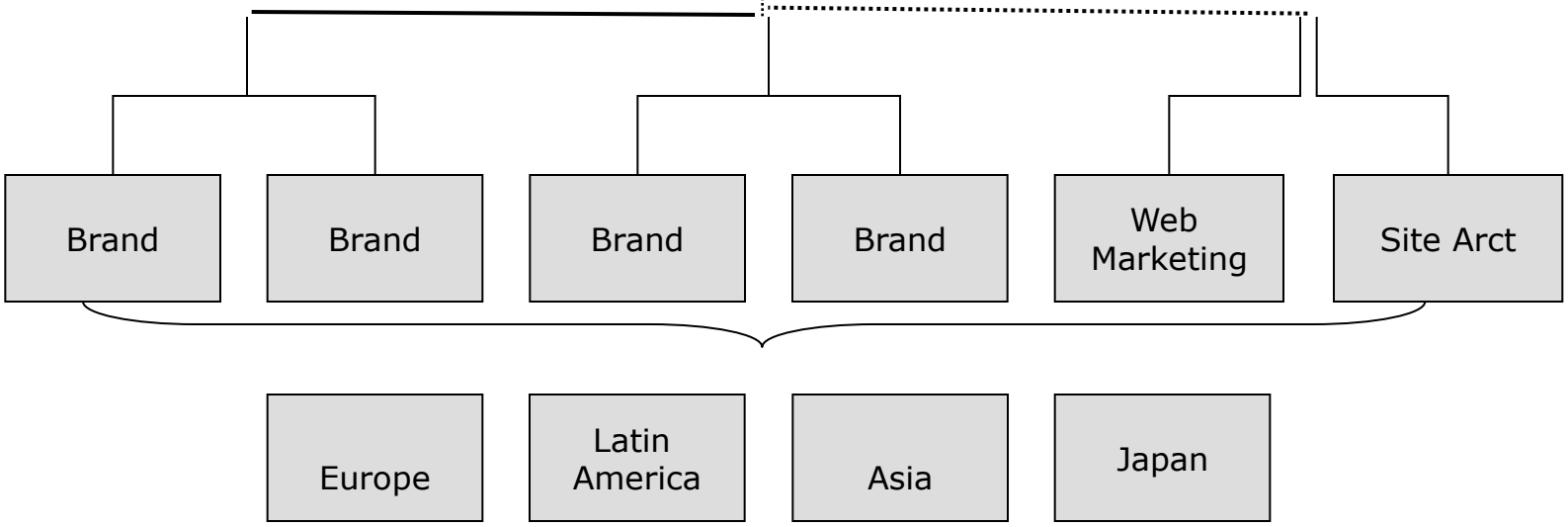
Centralized Team Structure

Manages
- Coordination of centralized team
- Overall Search Strategy
- Search related Training
- Integration of Paid and Organic Search
- Agency Relationships

WW Search Manager

Brand Search Strategists Role
- Brand specific keyword research
- Brand level page auditing and optimization
- Coordination with Development Team
- Both outsourced and internal resources

Website Liaison Role
- Coordinate with site framework and design
- Consulting with Site Infs. team on metrics, flow & function
- Support web strategy & Web 2.0 efforts
- Compliment web marketing initiatives



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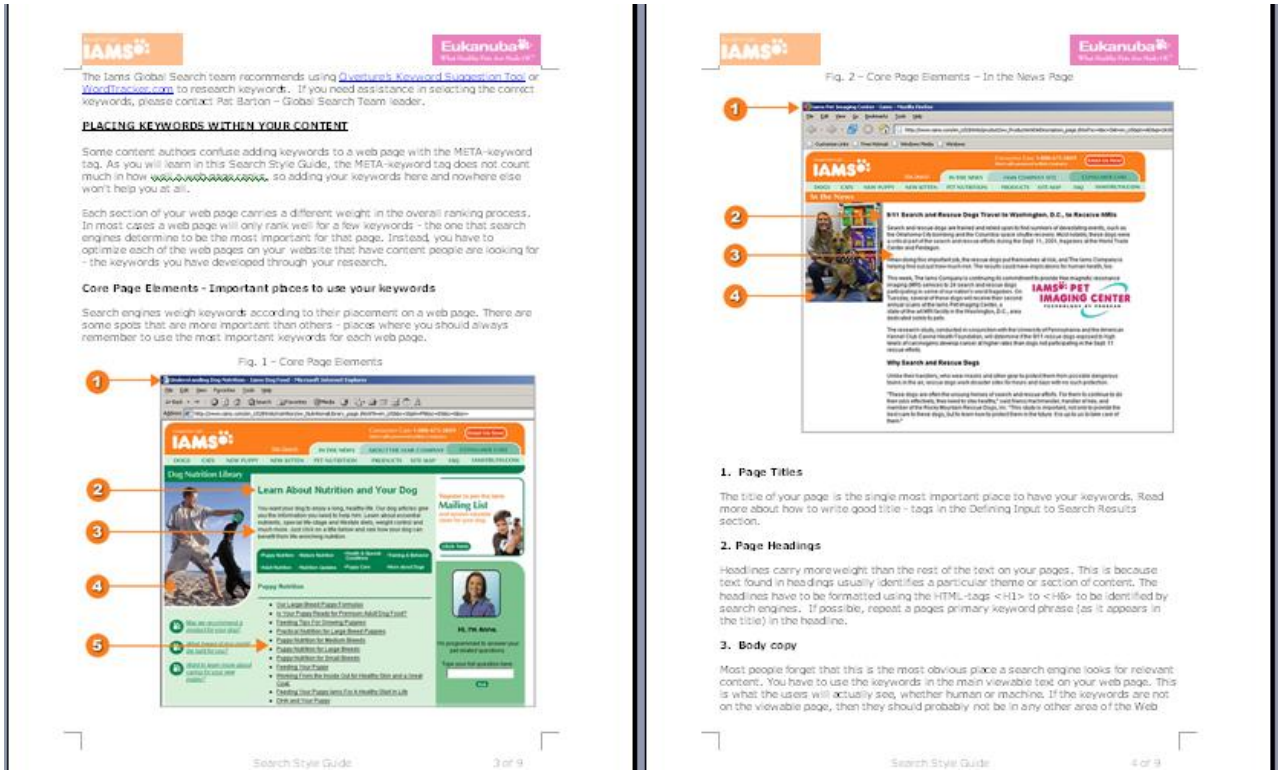
Search Engine Style Guide



The Iams Global Search team recommends using Overture's Keyword Suggestion Tool or WordTracker.com to research keywords. If you need assistance in selecting the correct keywords, please contact Pat Barton – Global Search Team leader.

PLACING KEYWORDS WITHIN YOUR CONTENT

Some content authors confuse adding keywords to a web page with the META-keyword tag. As you will learn in this Search Style Guide, the META-keyword tag does not count much in how [illegible], so adding your keywords here and nowhere else won't help you at all.

Each section of your web page carries a different weight in the overall ranking process. In most cases a web page will only rank well for a few keywords – the one that search engines determine to be the most important for that page. Instead, you have to optimize each of the web pages on your website that have content people are looking for – the keywords you have developed through your research.

Core Page Elements - Important places to use your keywords

Search engines weigh keywords according to their placement on a web page. There are some spots that are more important than others – places where you should always remember to use the most important keywords for each web page.

Fig. 1 – Core Page Elements

Search Style Guide 3 of 9

Fig. 2 – Core Page Elements – In the News Page

1. Page Titles

The title of your page is the single most important place to have your keywords. Read more about how to write good title – tags in the Defining Input to Search Results section.

2. Page Headings

Headlines carry more weight than the rest of the text on your pages. This is because text found in headings usually identifies a particular theme or section of content. The headlines have to be formatted using the HTML-tags <H1> to <H6> to be identified by search engines. If possible, repeat a pages primary keyword phrase (as it appears in the title) in the headline.

3. Body copy

Most people forget that this is the most obvious place a search engine looks for relevant content. You have to use the keywords in the main viewable text on your web page. This is what the users will actually see, whether human or machine. If the keywords are not on the viewable page, then they should probably not be in any other area of the Web

Search Style Guide 4 of 9

- Integrate into development QA process to monitor
- Integrate into contracts and procurement to give teeth

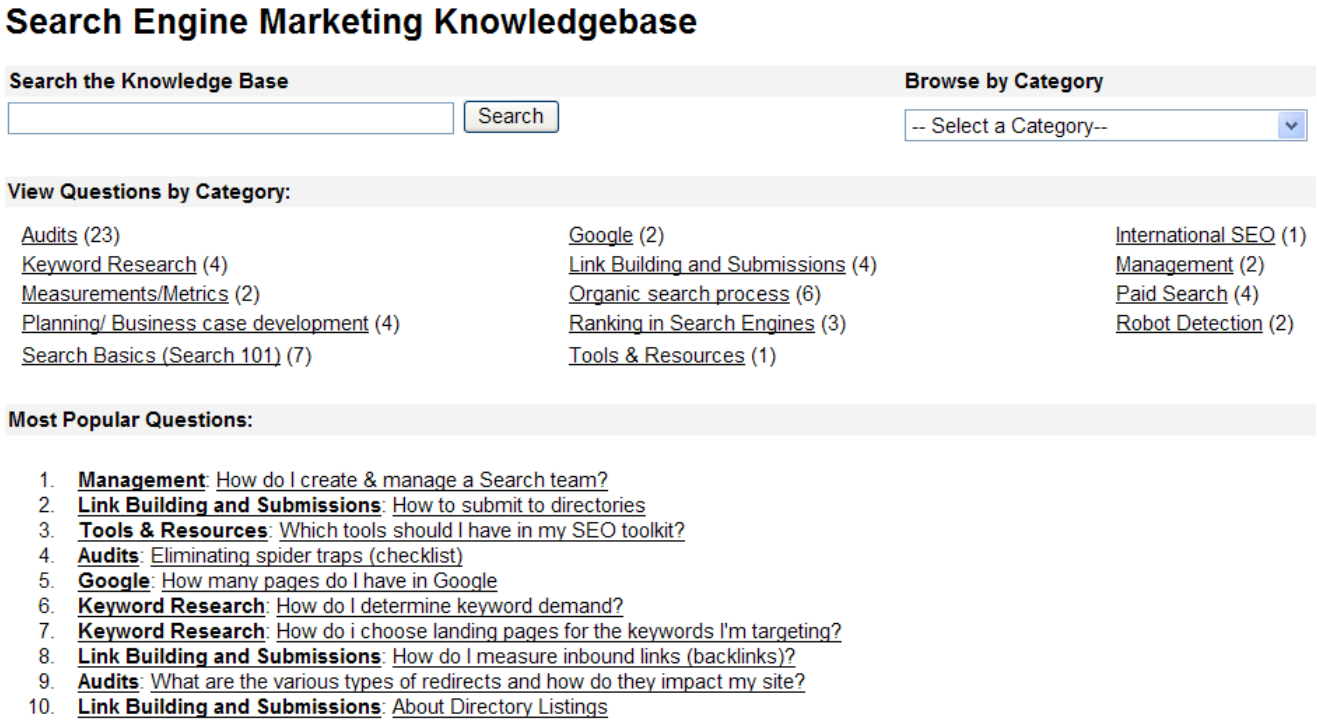
Talk to Stakeholders

Title	Brief
Mgr. Global Search	Manages the overall SEO and Search direction
Search Marketing Analyst	Person who develops performance reports
Mgr. Web Development	Manages web development teams (templates, coding)
Mgr. Production	Manages content production for web initiatives
Mgr. Content Strategy	Manages the content strategy and creative direction for the site
Mgr. Copywriting	Manages copywriting team
Mgr. Site Architecture	Manages the infrastructure & features and function requirements
Mgr. Online Marketing	Manages online marketing activities
Mgr. Web Operations	Manages the hosting and technical infrastructure of the site
Mgr. Social Media	Manages the Social Media Strategy and Activities
Dir. Internet Strategy	Drives direction of website in regards to businesses requirements
Mgr. Localization	Manages the localization of the site content

Talk to anyone who impacts SEO performance

Search Knowledgebase

- Collect and share best practices with the wider team



Search Engine Marketing Knowledgebase

Search the Knowledge Base | **Browse by Category**

Search | -- Select a Category--

View Questions by Category:

Audits (23)
Keyword Research (4)
Measurements/Metrics (2)
Planning/ Business case development (4)
Search Basics (Search 101) (7)
Google (2)
Link Building and Submissions (4)
Organic search process (6)
Ranking in Search Engines (3)
Tools & Resources (1)
International SEO (1)
Management (2)
Paid Search (4)
Robot Detection (2)

Most Popular Questions:

1. **Management**: How do I create & manage a Search team?
2. **Link Building and Submissions**: How to submit to directories
3. **Tools & Resources**: Which tools should I have in my SEO toolkit?
4. **Audits**: Eliminating spider traps (checklist)
5. **Google**: How many pages do I have in Google
6. **Keyword Research**: How do I determine keyword demand?
7. **Keyword Research**: How do i choose landing pages for the keywords I'm targeting?
8. **Link Building and Submissions**: How do I measure inbound links (backlinks)?
9. **Audits**: What are the various types of redirects and how do they impact my site?
10. **Link Building and Submissions**: About Directory Listings

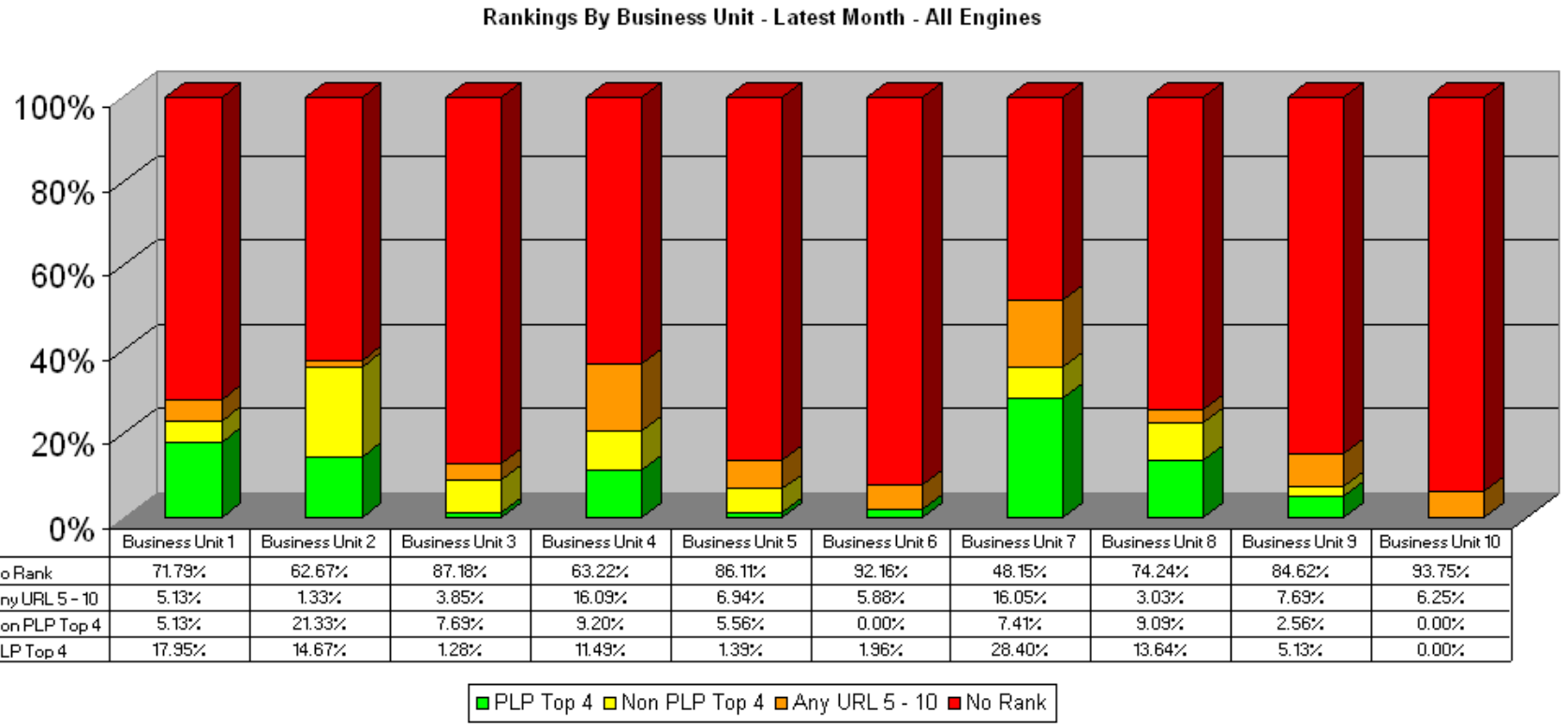
- Send new adopters to view PPT and complete intake checklists
- Add URL to your eMail Signature File

Deploy Performance Metrics

- Leverage Scorecards for governance to ensure consistent global performance goals are achieved.
- Helps prioritize resource allocation
- Forces all business units to make an effort

IBM's global search performance increased 500% when BU level performance metrics implemented

Deploy Performance Metrics



	Business Unit 1	Business Unit 2	Business Unit 3	Business Unit 4	Business Unit 5	Business Unit 6	Business Unit 7	Business Unit 8	Business Unit 9	Business Unit 10
No Rank	71.79%	62.67%	87.18%	63.22%	86.11%	92.16%	48.15%	74.24%	84.62%	93.75%
Any URL 5 - 10	5.13%	1.33%	3.85%	16.09%	6.94%	5.88%	16.05%	3.03%	7.69%	6.25%
Non PLP Top 4	5.13%	21.33%	7.69%	9.20%	5.56%	0.00%	7.41%	9.09%	2.56%	0.00%
PLP Top 4	17.95%	14.67%	1.28%	11.49%	1.39%	1.96%	28.40%	13.64%	5.13%	0.00%

Key steps to a successful global program

- Demonstrate the business opportunity for search
- Ensure translators and localizers understand search fundamentals
- Research and deploy the optimal keyword strategy
- Integrate search attributes into the development and localization workflow process
- Research the target markets for regulations, trends, statistics, popular engines and social outlets
- Take advice from local experts and local offices, and make necessary adjustments to your campaign strategies for each market

Questions & Thank You Squared

Thank You.

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