

Search Engine^{⚙️} optimization

SEO



Translating for Man and Machine:
The Art and Craft of Search Engine Optimized Translations

About me: Marion Rhodes

- ATA-certified translator (EN>DE)
- Education & professional background in journalism & marketing
- Certified copywriter
- Certified SEO specialist
- Since 2001 in USA
- Since 2006 freelance
- Copywriting, content writing & transcreation



Agenda

1. Intro to SEO & iSEO
2. Opportunities & Required Skills
3. Overview of the Optimization Process

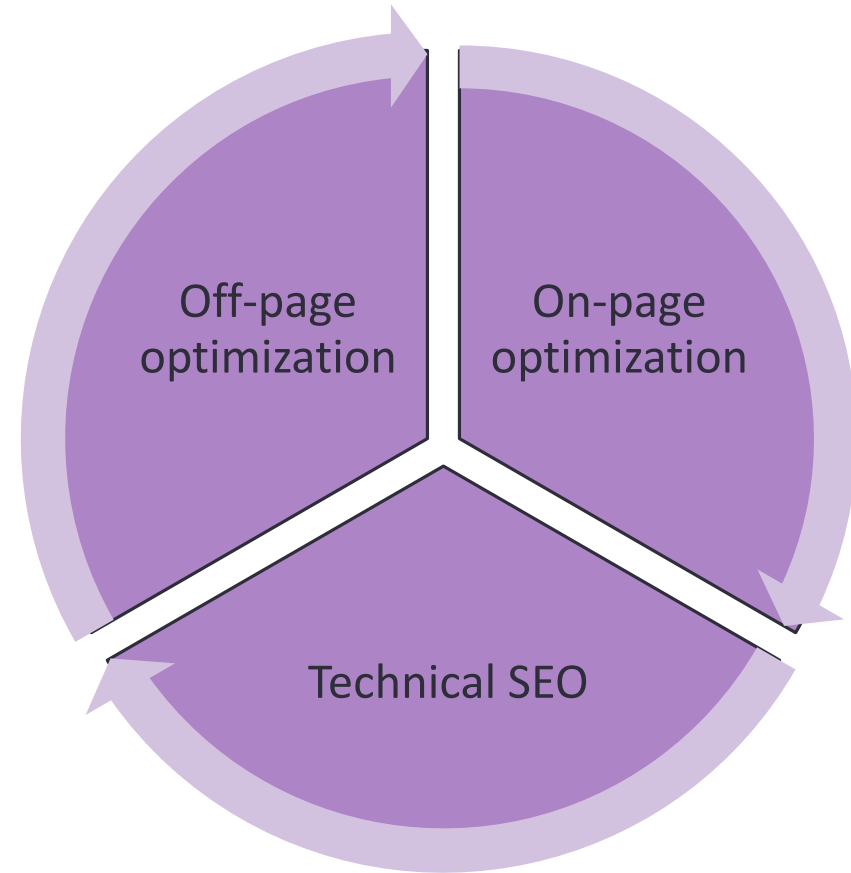
Intro to SEO & iSEO



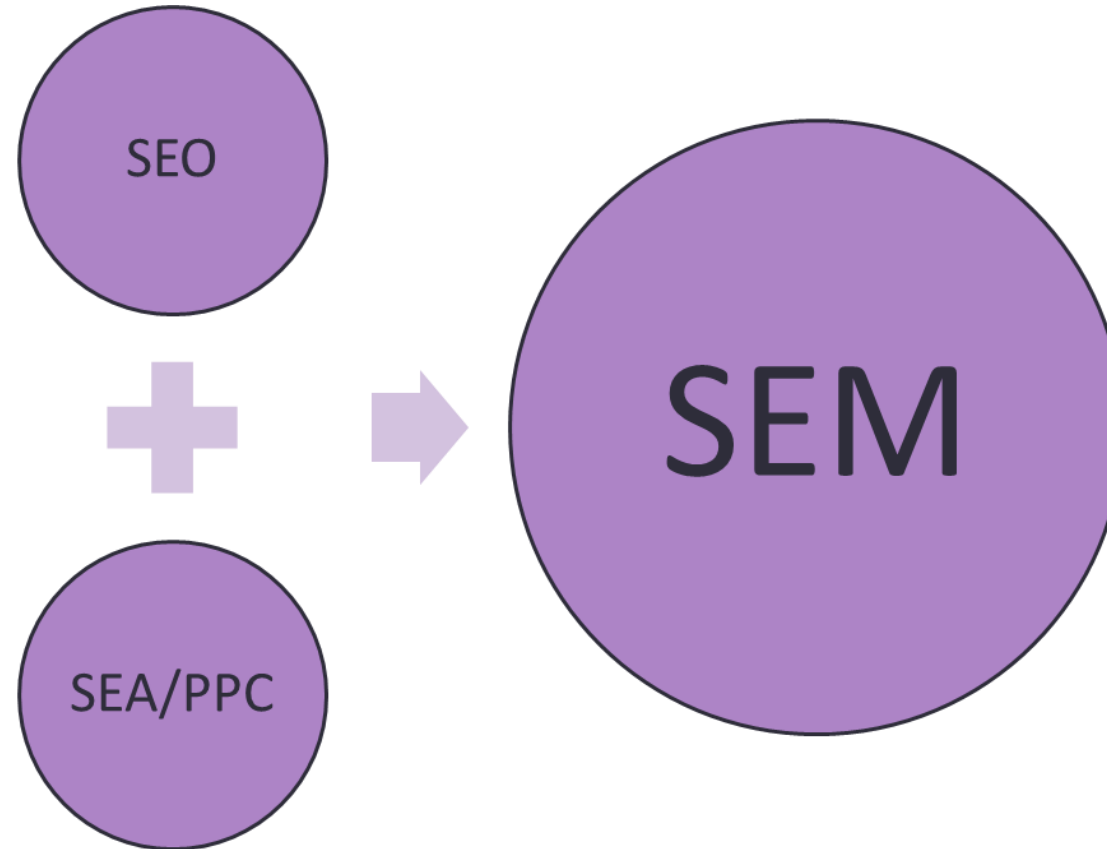
What is SEO?

SEO: All strategic measures that result in a better ranking in the organic* results of search engines and therefore increase traffic to a website.

**organic = without having to pay*



SEO, SEA, SEM, PPC – What's the Difference?



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SEO

travel.usnews.com > ... > Europe ▾ [Diese Seite übersetzen](#) traffic (us): 16.80K/mo - keywords: 497



25 Best Places to Visit in Europe | U.S. News Travel

 23,373  3,248  0 Domain Score: 92 Domain traffic: 7.3m 44 927

Best Places to Visit in **Europe**. From England and France to Italy and Germany, **European** countries are full of vibrant **cities** known for their museums, restaurants ...
[Prague](#) · [London](#) · [Rome](#) · [Amsterdam](#)

www.europeanbestdestinations.com > ... ▾ [Diese Seite übersetzen](#) traffic (us): 3600/mo - keywords: 173

Best places to travel in 2020 - Europe's Best Destinations

 3,958  6,818  0 Domain Score: 74 Domain traffic: 526,158 0 0

Best places to travel in **Europe**. 2020. More than 600,000 of you have voted for their **best European** ...
[Best things to do in Europe](#) · [Colmar](#) · [Most Romantic](#) · [Most beautiful landscapes](#)

www.europeanbestdestinations.com > ... ▾ [Diese Seite übersetzen](#) traffic (us): 2100/mo - keywords: 366

Why is SEO Important?

- **Connects** people who have a specific need with providers who can fulfill it
- **Increases visibility** on the Internet
- **Increases traffic** to a website
- Ensures that **localized content is found** by international target audiences
- Offers growth opportunities and allows **businesses of all sizes** to compete in the global marketplace
- About **70% of online users** click on organic listings vs. paid ads

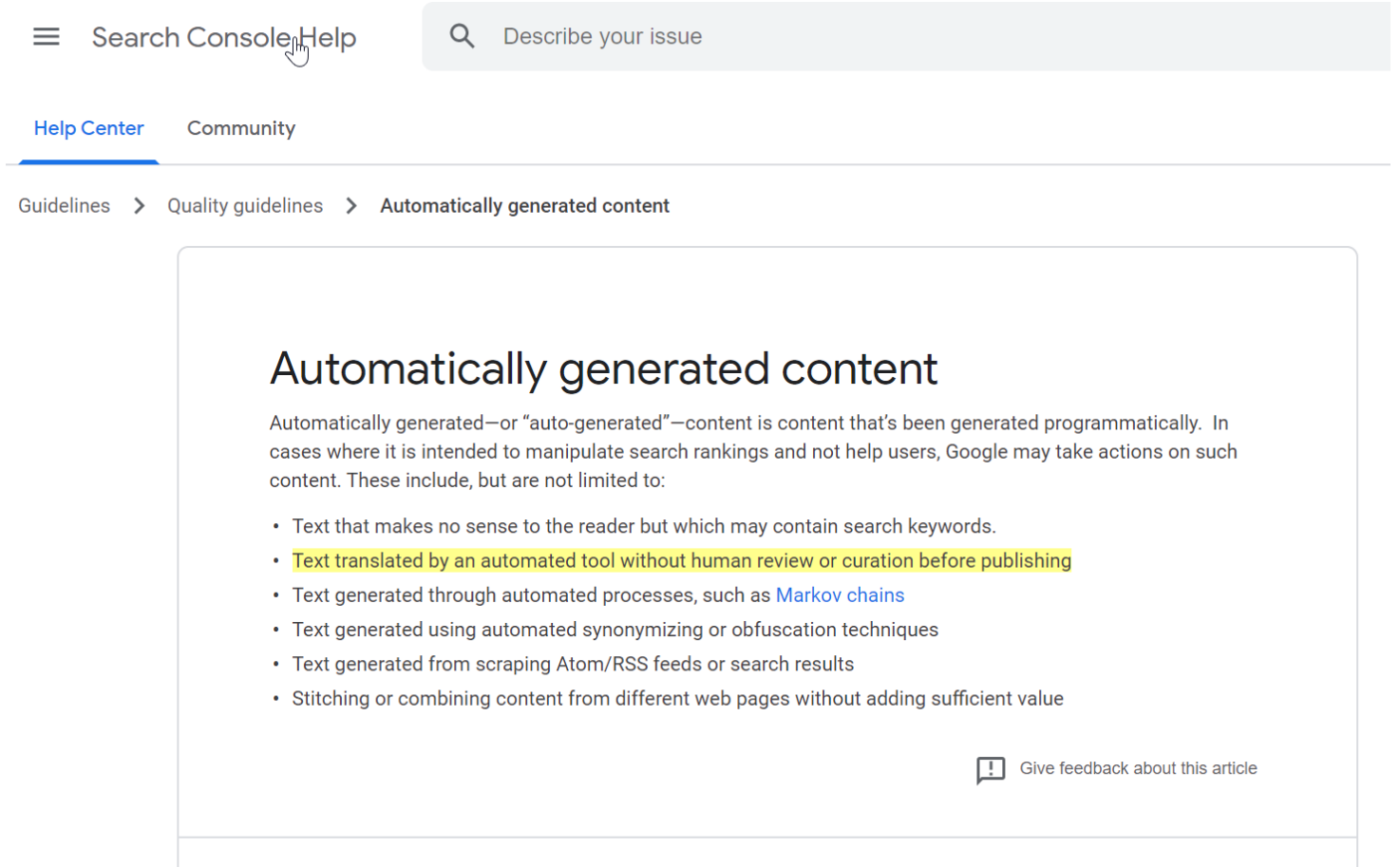
A **well-translated & optimized** website is crucial for international business success!

Opportunities & Required Skills



Opportunities in ISEO

- High demand
- Lack of qualified professionals
- Good earning potential
- No threat from MT
 - context
 - cultural insight
 - text quality



The screenshot shows the Google Search Console Help Center interface. At the top, there is a navigation bar with a hamburger menu icon, the text 'Search Console Help', and a search bar with the placeholder 'Describe your issue'. Below the navigation bar, there are two tabs: 'Help Center' (which is active and underlined) and 'Community'. A breadcrumb trail below the tabs reads 'Guidelines > Quality guidelines > Automatically generated content'. The main content area features the title 'Automatically generated content' in a large, bold font. Below the title is a paragraph explaining that automatically generated content is content created programmatically, which Google may take action on if it's intended to manipulate search rankings. This is followed by a bulleted list of examples: text that makes no sense but contains keywords; text translated by an automated tool without human review or curation before publishing (highlighted in yellow); text generated through automated processes like Markov chains; text generated using automated synonymizing or obfuscation techniques; text generated from scraping Atom/RSS feeds or search results; and stitching or combining content from different web pages without adding sufficient value. At the bottom right of the article, there is a feedback icon (a speech bubble with an exclamation mark) and the text 'Give feedback about this article'.

Search Console Help

Describe your issue

Help Center Community

Guidelines > Quality guidelines > Automatically generated content

Automatically generated content

Automatically generated—or “auto-generated”—content is content that’s been generated programmatically. In cases where it is intended to manipulate search rankings and not help users, Google may take actions on such content. These include, but are not limited to:

- Text that makes no sense to the reader but which may contain search keywords.
- Text translated by an automated tool without human review or curation before publishing
- Text generated through automated processes, such as [Markov chains](#)
- Text generated using automated synonymizing or obfuscation techniques
- Text generated from scraping Atom/RSS feeds or search results
- Stitching or combining content from different web pages without adding sufficient value

Give feedback about this article

What Skills Do SEO Translators Need?

- Excellent grasp of source and target language
- Cultural insight into source and target market
- Basic marketing knowledge
- SEO fundamentals
 - Relevant search engines
 - Keyword analysis
 - SERP analysis
 - Ranking factors
- Web writing skills

The **#1 skill in SEO** is
the ability to put
yourself in the
user's shoes!

SEO Ranking Factors

More than 200 known ranking signals

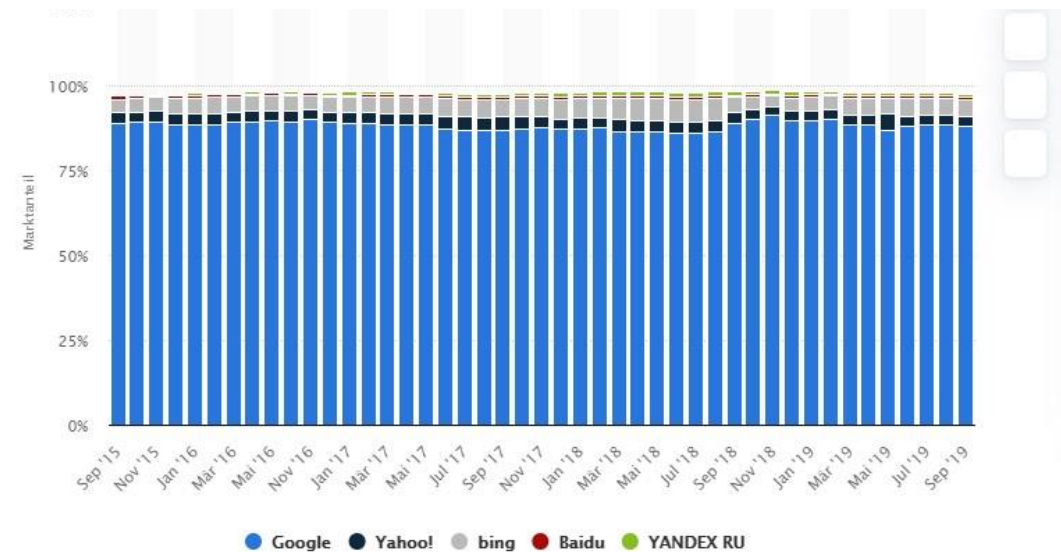


- ✓ Technical SEO
- ✓ UX
- ✓ On-Page SEO
- ✓ Off-Page SEO
- ✓ Social Media
- ✓ Unique Content
- ✓ Responsive Design

Different Countries – Different Search Habits

- Google rules in English-speaking regions
- USA: 1/3 of all searches run through Bing
- YouTube, Amazon & Facebook are also important search engines
- Some countries prefer other search engines:
 - China – Baidu
 - Russia – Yandex
 - Czech Republic – Seznam.cz
 - Korea – Naver

Market share of the most popular search engines used on desktop computers around the globe from Sept. 2015 to Sept. 2019.



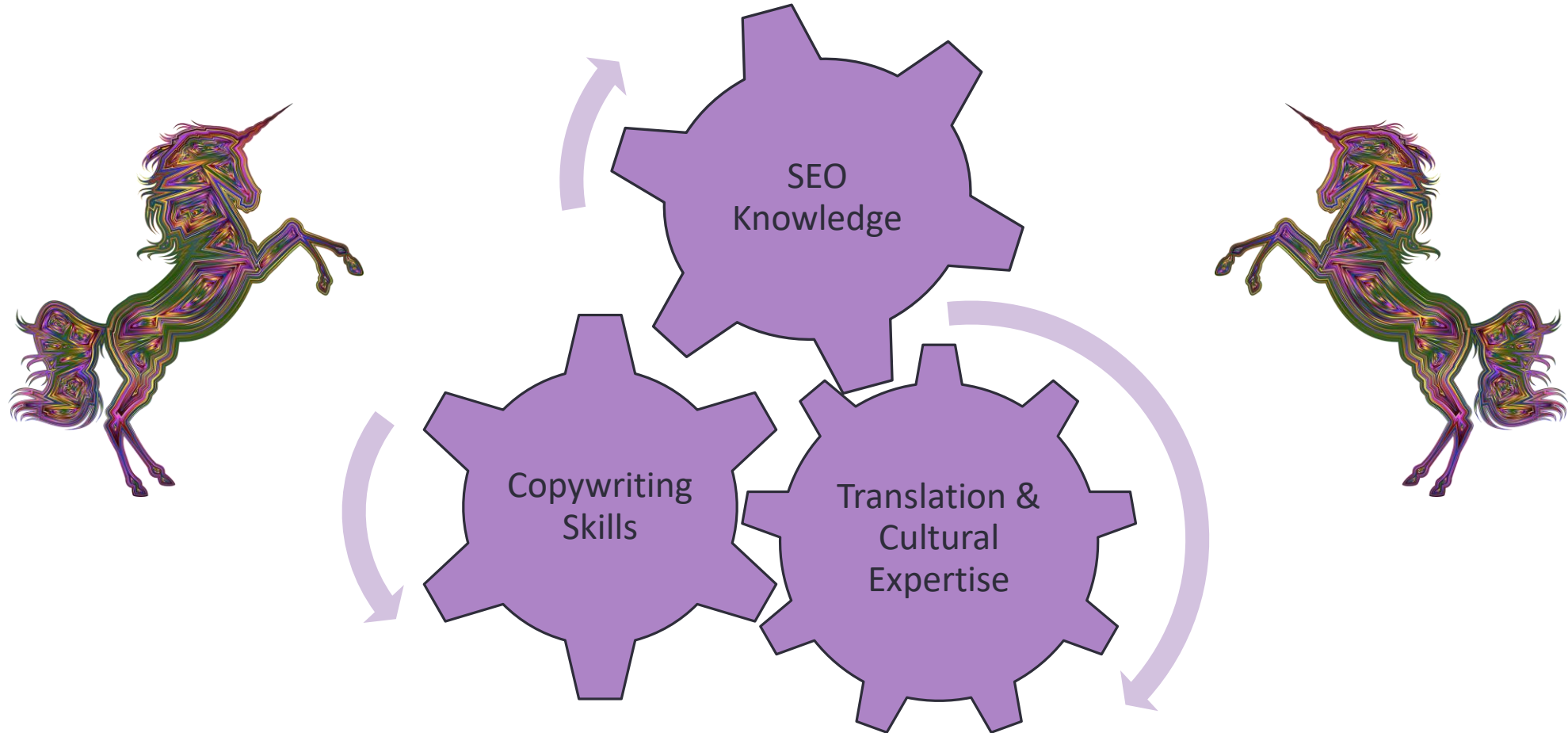
Ihre Daten visualisiert  + a b l e a u

© Statista 2019

Different Countries – Different Search Habits

Language	Cultural/regional differences	Search habits
UK: kitchen faucet (SV 590) kitchen tap (SV 60.500) USA: kitchen faucet (SV 135.000) kitchen tap (SV 60.500)	Pest control company USA: black widows, scorpions DE: ticks, cockroaches	USA: cheap lawnmower (SV 18.100) DE: billiger Rasenmäher (SV 110) günstiger Rasenmäher (SV 390)

SEO Translators are Unicorns



Overview of the Optimization Process



Optimized Translations

SCENARIO 1

Translation followed by optimization

- Different providers = different style
- Interrupts flow & impedes semantic optimization (synonyms, related terms, proof keywords)
- More expensive (time & cost)

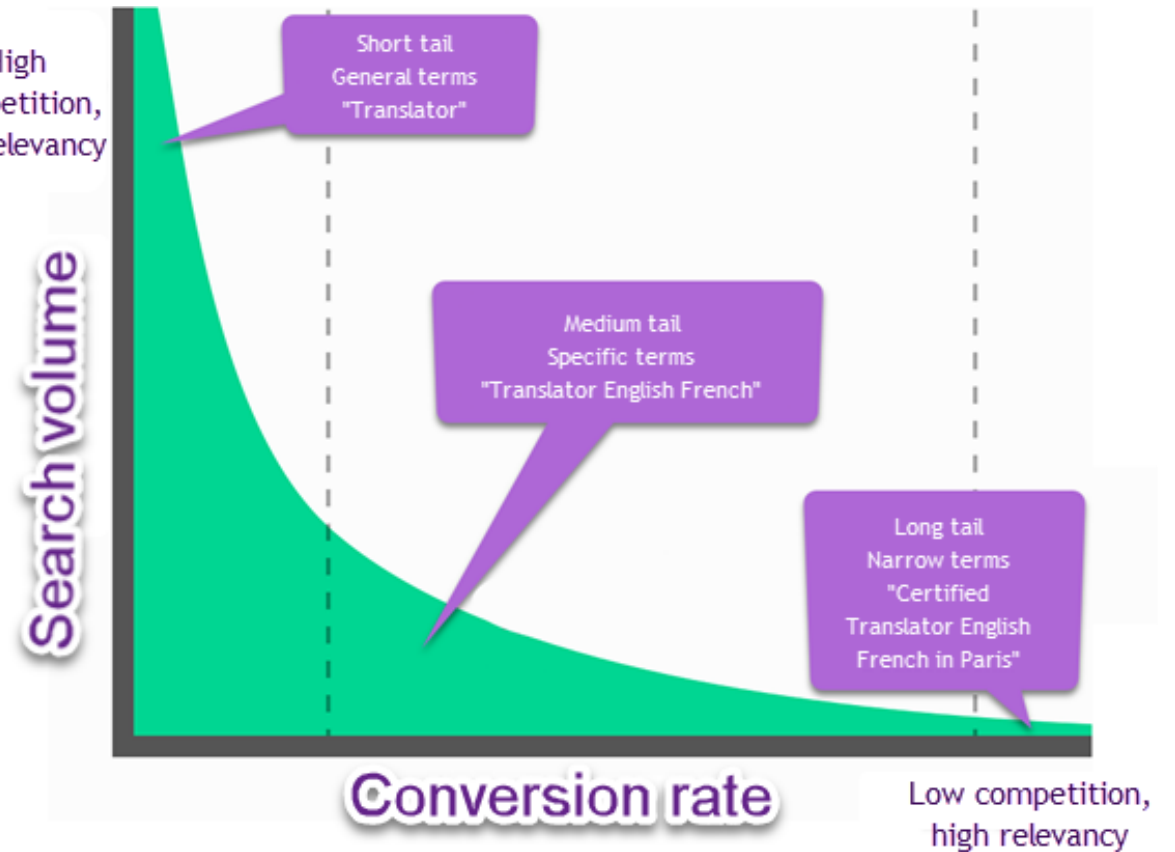
SCENARIO 2

Simultaneous translation/transcreation & optimization

- Natural keyword integration improves readability & flow
- Allows for semantic optimization (synonyms, related terms, proof keywords)
- Cheaper & faster

What are Keywords?

- **Search terms** entered by users into search engines to find information on the web.
- **Keywords** are the basis of search engine optimization and search engine advertising (SEO & SEA).
- **Keywords are still very important for SEO!**
- We differentiate between
 - long tail
 - medium tail
 - short tail (head keywords)



THERE IS NO SUCH THING

AS "TRANSLATING" KEYWORDS!

imgflip.com

Multilingual Keyword Adaptation

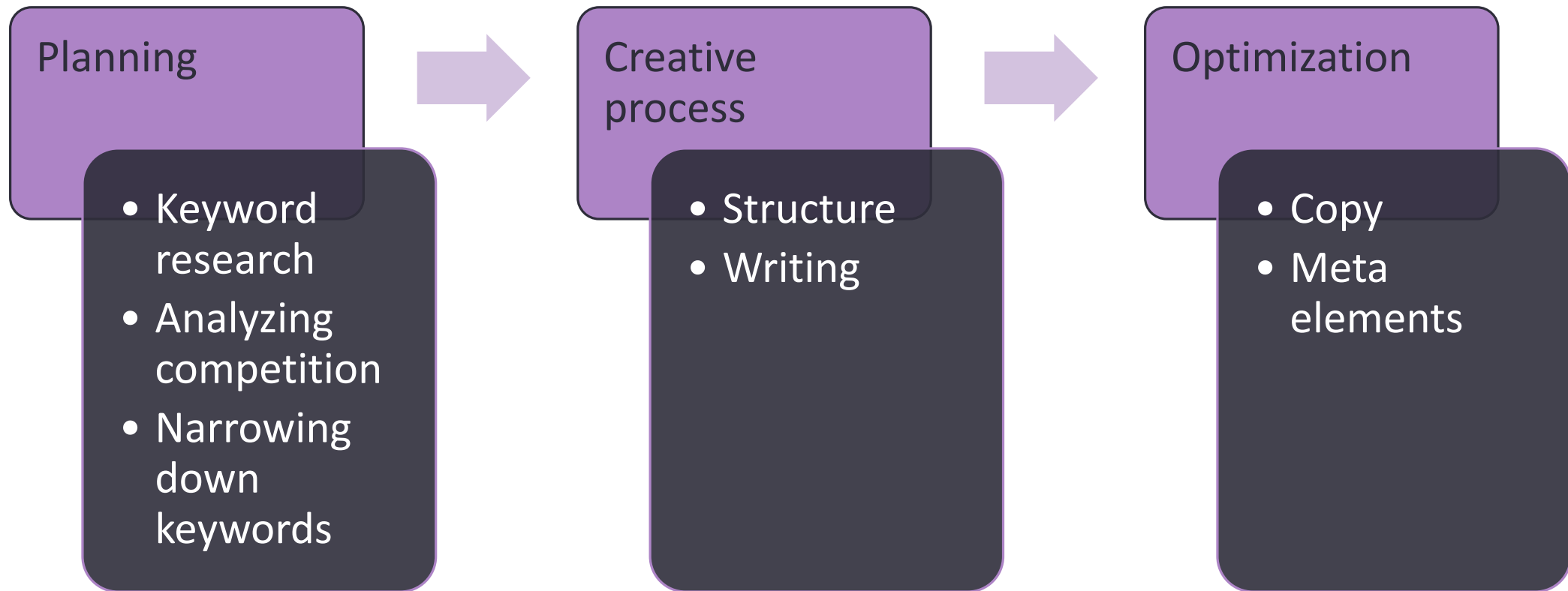
SCENARIO 1

- Client provides keywords in source language
- Keywords are transcreated into local, natural sounding equivalents
- Keyword analysis & documentation

SCENARIO 2

- Client provides topic (brief, source language copy,...)
- Translator analyzes topic/existing copy and determines appropriate keywords
- Keyword analysis & documentation

SEO Translation/Multilingual Content Optimization



Planning: Keyword Research

- Brainstorm all possible keywords that meet search intent
- Identify related queries (Answer the Public, Google „People also ask“ and „Related searches“, Autosuggest)
- Find synonyms & related terms
- Identify helper words (e.g., best, near me, in Boston)
- Analyze the competition

KEYWORD BRAINSTORMING WORKSHEET

Seed keywords & synonyms: Starting point for your keyword research

Seed keyword: _____	Seed keyword: _____
Seed keyword: _____	Seed keyword: _____
Seed keyword: _____	Seed keyword: _____
Seed keyword: _____	Seed keyword: _____

Helper words: Additional information to narrow down the keyword to meet search intent and increase relevance, e.g. seed keyword *lawyer* combined with *best*, *in Baltimore* or *divorce law*.

Helper word: _____	Helper word: _____
Helper word: _____	Helper word: _____
Helper word: _____	Helper word: _____
Helper word: _____	Helper word: _____
Helper word: _____	Helper word: _____
Helper word: _____	Helper word: _____

Possible search inquiries: Combinations of seed keywords and qualifiers.

Planning: Keyword Research

ENTRY LEVEL / FREELANCE

- [Google AdWords Keyword Planner](#)
- [Ubersuggest](#)
- [KWFinder](#)
- [Twinword Ideas](#)
- [SEORCH Ultrasuggest Keyword Tool](#)
- [Woorank](#)

PROFESSIONAL

- [SEMRush](#)
- [Ryte](#)
- [Moz Keyword Explorer](#)
- [AHREFS](#)

Planning: Keyword Research

Google Ads | Keyword plan

Your account isn't active - Your ads aren't running because your account has been canceled.

Locations: United States Language: English Search networks: Google Last 12 months Aug 2019 - Jul 2020

video call

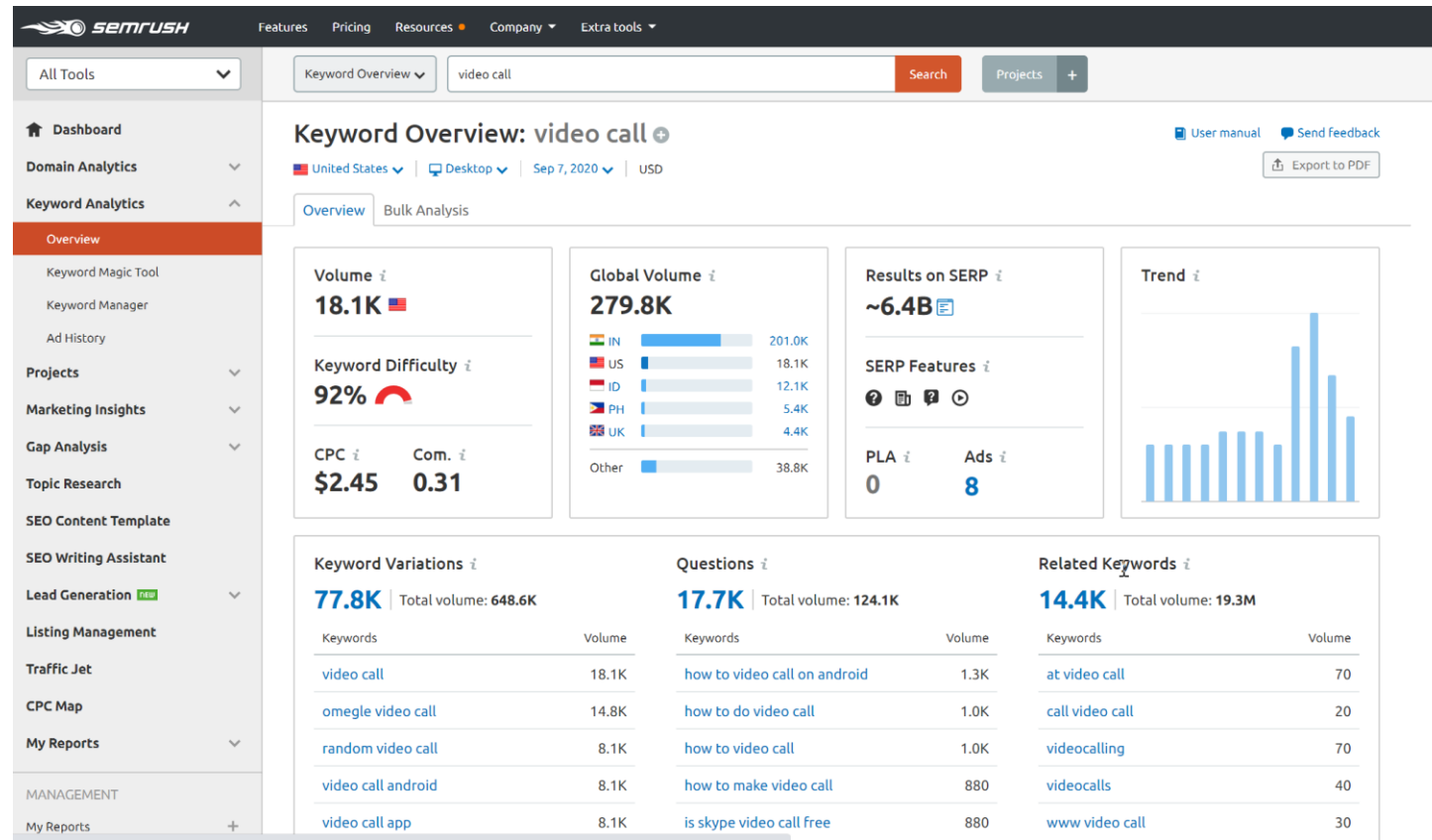
Broaden your search: + chats + app + messenger + video + video chat + video conference + audio call

Exclude adult ideas ADD FILTER Showing 567 of 590 keyword ideas

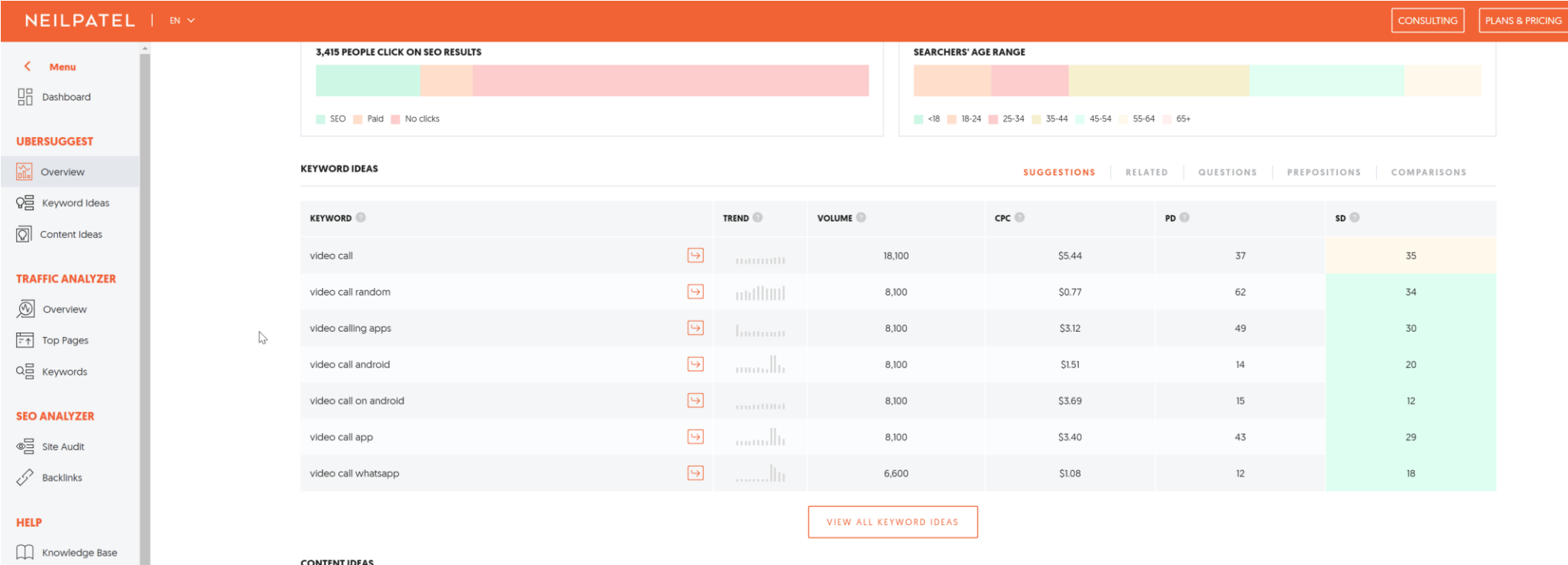
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> video call	10K - 100K	Medium	—	\$0.98	\$7.33	
Keyword ideas						
<input type="checkbox"/> google duo	100K - 1M	Low	—	\$0.22	\$1.01	
<input type="checkbox"/> video chat	10K - 100K	High	—	\$0.60	\$5.00	
<input type="checkbox"/> imo app	1K - 10K	Low	—	\$0.52	\$1.27	
<input type="checkbox"/> random video chat	10K - 100K	Medium	—	\$0.51	\$1.20	
<input type="checkbox"/> free video chat	10K - 100K	High	—	\$0.55	\$1.65	
<input type="checkbox"/> facetime app	10K - 100K	Low	—	\$0.37	\$1.53	
<input type="checkbox"/> online video chat	10K - 100K	High	—	\$0.58	\$2.54	
		Low	—	\$0.63	\$3.48	

https://ads.google.com/aw/keywordplanner/ideas/grouped?ocid=78809660&authuser=0&_u=19046793008&_gs=1775701340

Planning: Keyword Research



Planning: Keyword Research

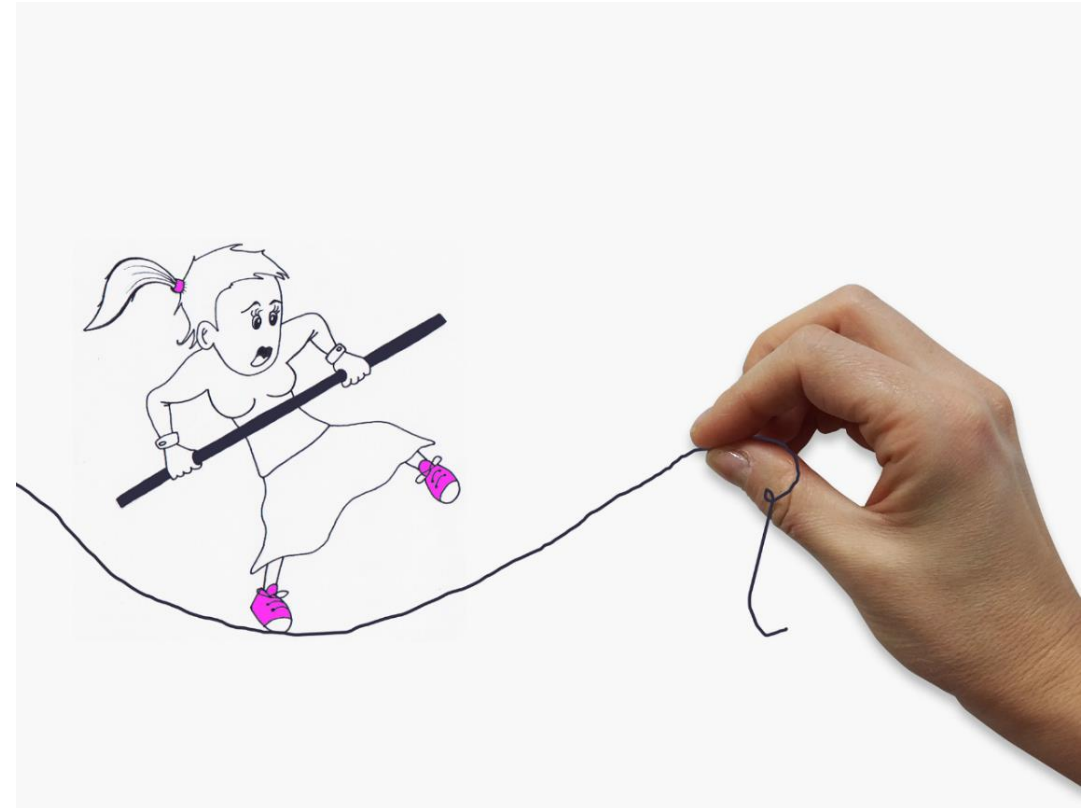


Planning: Keyword Mapping

German Keyword	Backtranslation into English	Search Volume as per Google keyword tool	Designation: (Primary, secondary, tertiary)	Current Keyword rank on live German SERP for [redacted] (any page) - give rank position	Position 1	Position 2	Position 3	SEO Team comment
conversion rate optimieren		320	primary					This is the primary subject of the article: The reader wants to know how they can turn visitors into buyers, and [redacted] provides the answer: video. While not the highest SV, this KW offers the greatest specificity. It also includes the term "conversion rate" with a very high SV of 8,100. The primary target audience is marketers and sales people, who are familiar with
video marketing		880	secondary					This is the secondary subject of the article: Video marketing as the key to increasing conversions. In combination with the primary KW, this covers the essence of the article. It also offers people who are looking into the subject of video marketing the additional insight that this can help increase their
video ads		260	secondary					This term has a relatively high search volume and can be applied towards several of the ways in which to use videos to increase conversions.
konversionsrate		880	secondary					This synonym for the primary term "conversion rate" has a high SV and should therefore be included to capture those readers searching for the German term.
web videos		590	secondary					This term has a high search volume and can draw in readers in combination with the other keywords.
video marketing strategie		50	tertiary					This refers to the overall context of the article and offers a chance to capture readers who are looking for ideas on how to improve their video marketing strategy. Its low SV makes it a tertiary choice, though.
konvertierungsrate		70	tertiary					This is a synonym for conversion rate and should at least be mentioned to capture those using this term
conversion rate steigern		70	tertiary					This is a synonym to the primary keyword and has a high enough SV to deserve mentioning due to its
conversions steigern		50	tertiary					This is a synonym to the primary keyword and has a high enough SV to deserve mentioning due to its
video werbung		90	DISCARDED					Too general.
video landing page		40	DISCARDED					Not specific enough to warrant inclusion at low SV.
			DISCARDED					

Creative Process: Content

- SEO copy must **attract search engines**
- SEO copy must **appeal to readers**
- Unique content is key
- Ideal length: as long as necessary, as short as possible
- **No automatically generated content!** (incl. MT)
- Keyword density (around 2-5% - pinch test)



Creative Process: Keyword Strategy

Old – Keyword Stuffing



These slip-resistant Men's Chelsea Rain Boots by totes Cirrus™ feature revolutionary Everywear™ technology, making them 60% lighter than ordinary rain boots. With a modern pull-on design and a seamless 100% waterproof, lining-free shell, these lightweight rain boots will keep your feet dry year-round. Lifetime durability and comfort that lasts with simple styling you can wear to work—never worry about wet feet during those rainy day commutes again.

2020 – Relevance



Your favorite Hunter rain boot gets a sleek update from thinner, more flexible rubber in a streamlined silhouette with an equestrian vibe. The curve of the toe has been pared down to be less prominent and the sole has been molded for a more classic appearance.

Toe style: closed toe

- 1 1/4" heel (size 9)
- 8 1/2" shaft
- Pull-on style
- Handcrafted
- Molded footbed
- In hot or humid weather, natural latex rubber releases a protective wax film; simply wipe it off with a damp cloth
- A pristine finish and shine are easily restored with regular use of Hunter Boot Buffer or Instant Boot Shine
- Rubber upper/textile lining/rubber sole
- Imported
- Women's Shoes

Creative Process: Good SEO Content

- Content localization / transcreation
- Seamless integration of keywords
- Write with variety – synonyms rule!
- Keep readability (audience) in mind
- Text architecture
 - inverted pyramid
 - easy to scan
 - short sentences, short paragraphs
 - subheadings
 - bold & italics
- Include images/videos/links/downloads
- Relevant & descriptive anchor text
- End with a CTA

SEO translation: A highly specialized field for tech-savvy translators

Marion Rhodes December 2, 2019 0 Comments

Over the last few years, the demand for SEO translations has increased. While English is still the most important Internet language, other languages are gaining ground. Chinese and Spanish are currently in second and third place, according to [Internet World Stats](#).

Providing multilingual web content increases a company's reach and positively affects

time spent on page,
conversion rates,
user experience, and
trust.

But the best translated website is useless if it doesn't rank in the target market. Businesses are increasingly realizing that their foreign language content needs to be optimized with local search engines and user habits in mind.

What many of them don't know is that an **effective SEO strategy** requires more than incorporating relevant keywords. Today's search algorithms are looking for unique content that answers readers' questions. The following article lays out the requirements for optimized translations – and the skills required to create them.

SEO translations are transcreations

There is no such thing as translated SEO copy. Traditional translations take a source text and render it as faithfully as possible in the foreign language. A good translation will sound as if it was written by a native speaker, but it will do so while staying as true as possible to the original.

In contrast, content designed to appeal to search engines may need significant re-writing in the target language. Why?

Reader preferences vary between countries and cultures. If online content is to rank high, it needs to capture the readers' attention as long as possible. Depending on the target culture, this may require some changes in the wording and/or structure of the text.

Keywords cannot be translated. Period. Each keyword (phrase) needs to be researched and verified with local search habits, search volume, competition and trend in mind.

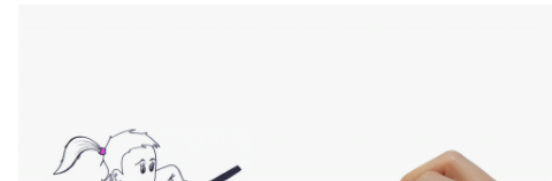
Search engines not only look for keywords but also expect to find proof keywords and synonyms within the page. For example: An article on how to build a fence should include supporting terms such as posts, panels, and screws. In some cases, information may need to be added to create an optimized translation.

The process of taking a liberal approach to create compelling copy in the target language is known as "transcreation." A transcreation focuses on the message rather than the words. It recreates rather than translates a text. SEO translations fall under this category, with the added challenge of incorporating keywords.

A SEO translator thus requires the triple expertise of language, copywriting, and SEO skills.

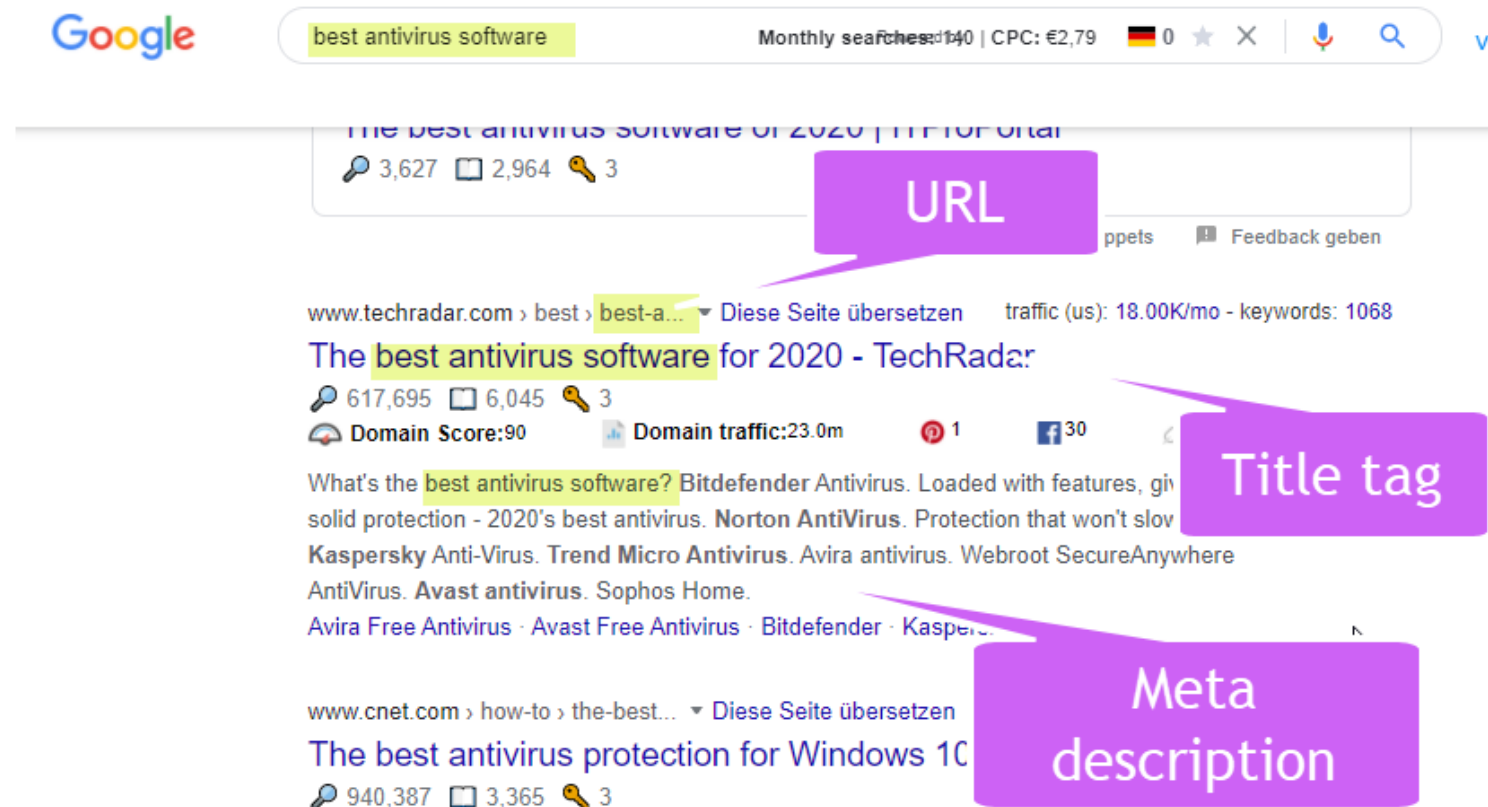
Optimized translations need to appeal to humans and machines

Crafting SEO translations is a balancing act. On the one hand, they need to appeal to machines (search engines). On the other hand, they must appeal to human readers. The old way of simply littering a text with keywords no longer works for modern search engines. In fact, it may lead to penalties.



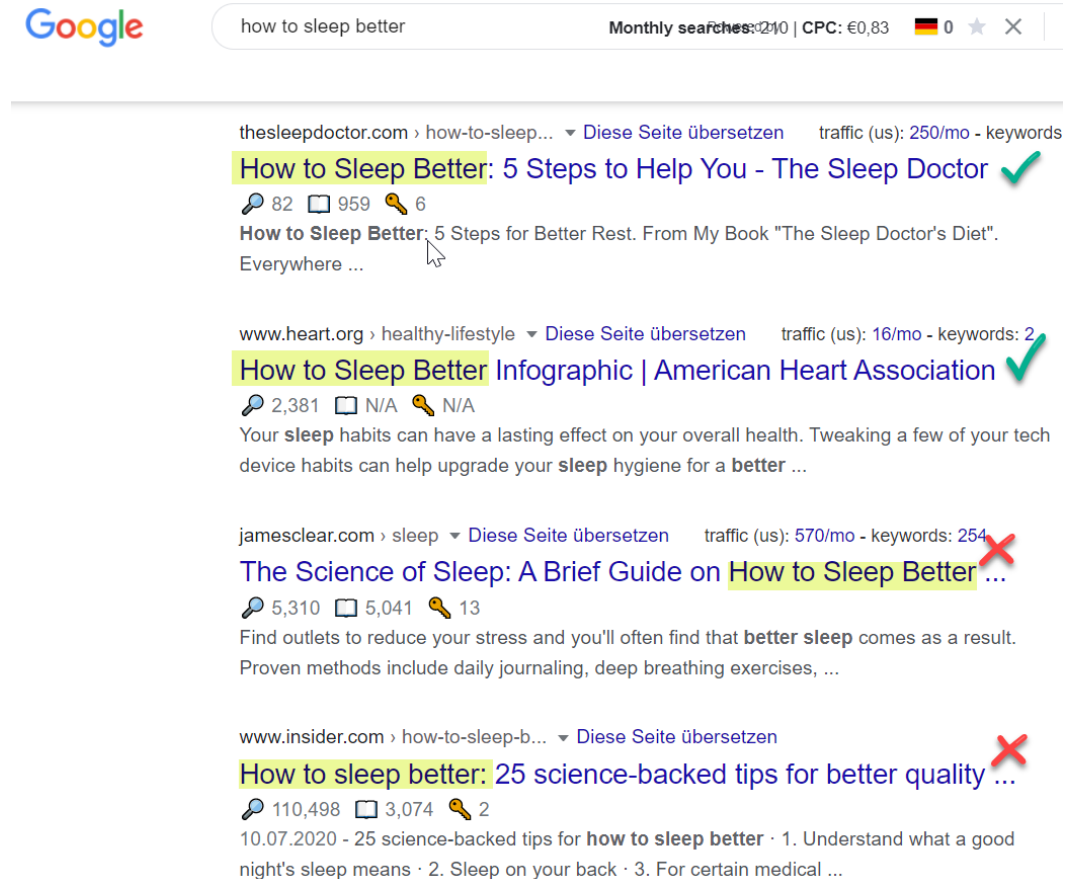
Optimization: On-Page

- Copy (Content)
- Meta title (title tag)
- URL
- Meta description
- ALT tags
- H1 heading
- H2 subheadings
- Captions
- File names



On-Page Optimization: Title Tag

- Concise description of content
- Must be unique for each URL
- Max. 55-60 characters (35 for Asian languages)
- Include primary keyword, possibly secondary
- Try to place keywords at beginning
- Should sound natural and entice people to click on the page
- Good: How to..., 5 Reasons..., Tips for...
- Ideal format: Keyword – text | Brand



Google search results for "how to sleep better". The search bar shows "how to sleep better" with monthly searches of 210, CPC of €0.83, and 0 stars. The results are as follows:

Source	Title Tag	Traffic (us)	Keywords	Rating
thesleepdoctor.com › how-to-sleep...	How to Sleep Better: 5 Steps to Help You - The Sleep Doctor	250/mo	keywords	✓
www.heart.org › healthy-lifestyle	How to Sleep Better Infographic American Heart Association	16/mo	keywords: 2	✓
jamesclear.com › sleep	The Science of Sleep: A Brief Guide on How to Sleep Better ...	570/mo	keywords: 254	✗
www.insider.com › how-to-sleep-b...	How to sleep better: 25 science-backed tips for better quality ...	110,498	3,074	✗

On-Page Optimization: Meta Description

- 155-160 characters (80 for Asian languages)
- Short summary
- Text must be unique for each page
- Arouse interest – get the click!
- NOT a Google ranking factor
- Indirect ranking signal (CTR)
- Include keywords to attract readers' eyes
- Must sound natural & flow with title
- Should include strong CTA

www.insider.com › how-to-sleep-b... ▾ Diese Seite übersetzen

How to sleep better: 25 science-backed tips for better quality ...

🔍 110,498 📄 3,074 🔑 0

10.07.2020 - 25 science-backed **tips** for how to **sleep** better · 1. Understand what a good night's **sleep** means · 2. **Sleep** on your back · 3. For certain medical ... ❌

wa-health.kaiserpermanente.org › ... ▾ Diese Seite übersetzen traffic (us): 5/mo - keywords: 6

Sleep and aging: Sleep tips for older adults - Kaiser Permanente

🔍 14 📄 869 🔑 2

Sleep and aging studies show that older adults need 7-8 hours, but insomnia increases with age. Get **tips** on tackling **sleep** problems in older adults. ✅

On-Page Optimization: Heading Tags

- H1 most important (title), H6 least
- Each page should have one H1, several H2s
- No character limits but should be short
- Primary keyword in H1 & one H2, other keywords in other H2s
- H3s etc. do not affect SEO
- Summarize following paragraphs to make content skimmable
- **Important:** Don't go overboard with keywords!

Heading 1

Content

Heading 2

Content

Heading 3

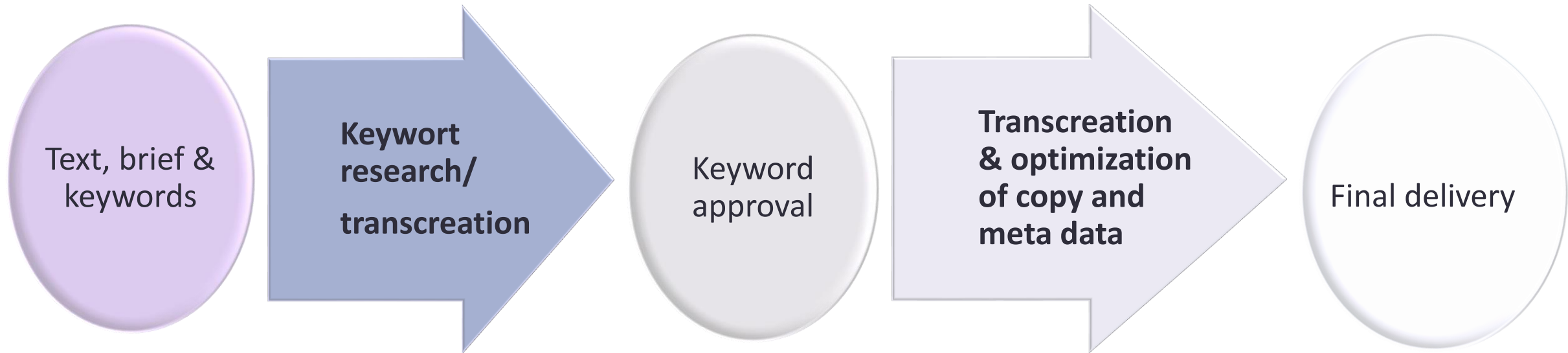
Content

Heading 2

Content

Content

SEO Translation/Optimization Process



Getting started

Independent study

- MOOCs
 - Coursera: [Search Engine Optimization Specialization](#)
- Webinars
 - [Neil Patel: SEO Unlocked](#)
- Podcasts
 - Experts on the Wire
 - Search News You Can Use
 - SEO Podcast
- Twitter: Google Search Liaison (@searchliaison)
- Blogs & online articles
 - [Google SEO Starter Guide](#)
- Books
 - [Jason McDonald: SEO Fitness-Workbook](#)

Client acquisition

- Optimized website
- LinkedIn
- Agencies
- Blog articles (own website and guest posts)
- Webinars
- Word of mouth

**IT'S OK TO TOOT
YOUR OWN HORN!**



Questions?



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