Nascent Best Practices of Multilingual Search Engine Optimization

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Gourmet Multilingual SEO Meal
SEO, MSEO, SMO and Social SEO

- Search Engine Optimization (SEO)
- Multilingual Search Engine Optimization (MSEO)
- “On-Site” Search Engine Optimization
- “Off-Site” Search Engine Optimization
- Social Media Optimization (SMO)
- Social SEO: Social Media as part of “Off-Site” SEO (Tweets vs. Incoming Links)
- Difference between SMO and Social SEO
From White SEO to Long Tail MSEO

- White SEO
- Black SEO
- J.C. Penney’s Example
- The Long Tail Concept
- Long Tail Keywords Conversion (Free Translation)
- Long Tail MSEO
- Long Tail MSEO Keywords
Multilingual, International, Geographical SEO

- W3 Language Standards as Basic Rules for MSEO
- Multilingual SEO
- International SEO
- Geographical SEO
- MSEO or International SEO and Geographical SEO
- Domain Names for ISEO, GSEO and MSEO
  - ccTLDs www.domain.it (Local Ip Hosting)
  - Subdomains italiano.domain.com/
  - Folder Language www.domain.com/italiano/
  - Folder Geographical www.domain.com/italia/ (Webmaster Tools)
What Worked for Trusted Translations

• Focus on the Long Tail and Niche Markets
• Think on Conversions and not on Traffic
• Things Change
• Real Success Stories Doing MSEO with our Clients:
  ▫ Large Legal Information Company (Translating with “correct” keywords in mind: MSEO Glossary)
  ▫ Large Health Care Insurance Company (Regionalizing Multilingual keywords: Maryland - Colombian)
  ▫ Large Luxury Hotel Chain (Multilingual keywords focused on Conversions instead of Traffic)
Appendix

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W3 Language Standards

- **HTTP Content-Language header (Server-Side configuration)**
  
  Server: Apache/1.3.28 (Unix) PHP/4.2.3 / (...) Content-Language: en, fr, es

- **Language attribute on the html tag to set the document language**
  
  `<html lang="fr-CA" xml:lang="fr-CA" xmlns="http://www.w3.org/1999/xhtml">

- **Language attribute on an element within the document**


- **Language attribute to define the language destination of the link**

  `<a hreflang="ES" href="http://www.w3.org/es">W3 en Español</a>`

- **Language attribute to define other version of the document**

  `<LINK title="Dutch Manual" type="text/html" rel="alternate" hreflang="nl" href="http://d.com">`

- **Meta element Content Language set with the content languages**

  `<meta http-equiv="Content-Language" content="en,fr,es" />`
W3 Internationalization References

• W3 Language Standards and Best Practices for Internationalization are used in MSEO as BASIC RULES for Users doing White MSEO to follow.

• W3 Language Standards and Best practices:
  ▫ Specifying Language in XHTML & HTML Content
    http://www.w3.org/TR/i18n-html-tech-lang/
  ▫ Declaring Language in XHTML and HTML
    http://www.w3.org/International/tutorials/language-decl/
  ▫ Internationalization and links
    http://www.w3.org/TR/html401/struct/links.html#h-12.1.5
Thank you again!

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