PERFORMANCE LINGUISTICS FOR WEBSITE, SEO & AMAZON CONTENT

LOCARIA

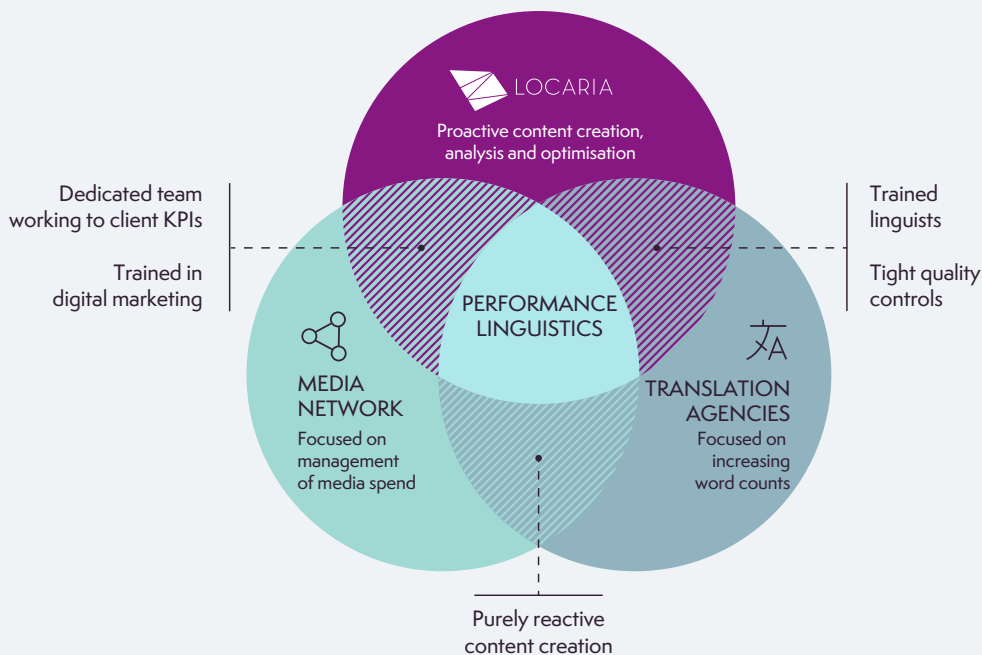# PERFORMANCE LINGUISTICS FOR WEBSITE, SEO & AMAZON CONTENT

Locaria is a pioneer in performance-driven language services for all forms of digital media - paid, owned and earned. The goal of a performance linguistics approach is to incorporate regular analysis and optimisation of all metrics relevant to the different digital channels into your localisation processes.

This approach demands linguists who are well trained in the usage of the latest digital platforms, know how to analyse complex data sets, draw conclusions from data and incorporate findings into their multilingual content generation methodologies.

Our content analysts are able to combine a strong understanding of website localisation technologies and processes with an in-depth knowledge of multilingual SEO and all its tools and platforms required to achieve the performance targets set by our clients.

We combine the understanding of media and marketing, with the nuances of language.

Dedicated team working to client KPIs

Trained in digital marketing

LOCARIA
Proactive content creation, analysis and optimisation

Trained linguists

Tight quality controls

PERFORMANCE LINGUISTICS

MEDIA NETWORK
Focused on management of media spend

TRANSLATION AGENCIES
Focused on increasing word counts

Purely reactive content creation

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Official partnerships with all major search engines

Google Baidu百度 Yandex Bing

Daum NAVER Seznam.cz YAHOO! JAPAN

SEO Tools

Search engine specific keyword and trend tools

DRAGON METRICS

searchmetrics

Google Search Console

Google Baidu百度 Yandex 360 www.360.cn

搜狗搜索 NAVER Daum YAHOO! JAPAN

Clients

adidas asos discover fashion online Hilton AMAN RESORTS GUCCI

CHANEL cult BEAUTY SAMSUNG DocuSign NUANCE

GRAFF MATCHES FASHION.COM AUTODESK tentree RALPH LAUREN

BODY&FIT KERING mollie BRADSHAW TAYLOR AVIS

SCANDIT P&G zendesk MoneyGram money transfer sallyeurope

OptiBac probiotics PRINTEMPS Halma Lendo TOMMY HILFIGER

Certifications

ATC EUATC European Union of Associations of Translation Companies

QMS ISO 17100:2015 REGISTERED TRANSLATION SERVICES

QMS ISO 9001:2015 REGISTERED QUALITY MANAGEMENT

CSA Research TOP 30 Northern Europe LANGUAGE SERVICE PROVIDERS 2019

THE CHALLENGES OF WEBSITE LOCALISATION & SEO

For many years companies of all sizes have taken a similar approach when internationalising their website:

- Outsourced to a translation agency, or employed in-house translators

- Used a digital agency to implement technical and multilingual SEO strategies

The issue with this fragmented approach has been that translation teams do not communicate effectively with SEO teams. In cases where they do, it happens reactively, often long after the initial website localisation has been completed. This leads to the SEO team having to re-do large parts of the website which have been incorrectly localised, and not in accordance with a well-built long-term content strategy.

Organic performance tactics and website optimisation should be considered decisions, following carefully built strategic roadmaps, with multiple modular elements. It is very difficult and time consuming to align those activations with the work executed by translators (who are often temporary freelancers or external translation agencies). As these partners are reactive, they lack direct access to key parts of data, and don't have the technology to efficiently analyse or draw insights from complex data and content formats.

Locaria has content analysts trained in all aspects of organic performance media, the use of SEO tech and the subtleties of translation and localisation. Our organic performance analysts work collaboratively with the website localisation teams to create strategic roadmaps for internationalisation which are dynamic and are updated regularly following weekly performance reviews.

This structure means that our linguists rarely localise content which is not required, subsequently lowering costs. It also enables them to identify content targeting gaps which may not exist within the source language, and feeding back this insight gives the ability to originate content to meet local search intent.

WEBSITE PERFORMANCE LINGUISTICS

Website translation is often considered to be a reactive piece of work. Clients send source content, the translation agency translates and sends target content back. Mostly this is done following a standard source-to-target direct translation process.

Nowadays, translation is far less straightforward as there are a host of methodologies and complexities to consider when adapting websites, especially those which feature large volumes of pages, fast changing SKUs, plugin features or are subjected to conflicting brand and performance marketing objectives:

- Statistical Machine Translation

- Neural Machine Translation

- Machine Translation and Human-Post-Editing (HPE)

- Straight Translation

- Professional Translation with Review

- Technical/Specialized Translation

- Full-channel Website Localisation

Which methodology to pick will depend on budget, timelines, industry and business objectives of the brand.

Often, the decision boils down purely to price which usually leads to the selection of the wrong methodology and, ultimately, a website that performs badly over the longer term, is not aligned with SEO objectives and struggles to rank on local language search engines. This has negative ramifications for the brand and customer experience in the target market.

Our website content analysts will inform clients about the pros and cons of each methodology, what impact each will have on performance and help clients to develop a localisation roadmap applying a variety of methodologies to achieve the clients' goals within their set budgets.

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AMAZON ORGANIC PERFORMANCE LINGUISTICS

Amazon is the fifth most visited website in the world and is the largest global e-commerce marketplace. Similar to other search engines, it offers its own algorithm called A9. While the search engine algorithm is similar to Google's, there are a number of differentiators that come into place. While search engines like Google carry a wide variety of search intents, Amazon has a major audience with transactional search queries.

Consumer satisfaction is a very important factor when it comes to Amazon optimisation and to allow the best possible exposure internationally, our processes can be handled independently per language or based on English source content.

Optimising for Amazon is a vital task to enable growth by reaching one of the biggest consumer audiences online.

Our work on Amazon includes the following steps:

- Research
- Competitor Analysis
- Keyword Research
- Optimising Product Listing
    - Title
    - Bullet Points
    - Product Descriptions
    - Enhanced Brand Content
    - Back End Search Terms
    - Images
- A/B Testing
- Google Optimisation
    - Content
    - URL Structure
    - Schema/Reviews
    - Q&As
- Performance Analysis
- Ongoing Strategy

HOW OUR ORGANIC PERFORMANCE LINGUISTICS SERVICES DIFFER FROM OTHER AGENCIES

1. Fully Localised Keyword Research

Keyword Research is the first step of most organic performance optimisations. While it is common practice to simply translate English search queries into a target language, we believe there are significant benefits and opportunities in researching markets independently, thus allowing full content adaptation to meet local search intent.

2. Investment into Training Linguists

Rather than working with a large pool of freelancers, like some digital specialists, and the majority of translation agencies, we work more regularly with a smaller group of linguists and invest time into bespoke training to develop their SEO knowledge.
This gives us a considerable advantage when it comes to optimising content on an international scale, from the initial research, through to creating engaging, persuasive and relevant copy.

3. Technical Understanding of both SEO and Language

High quality content localisation is important to communicate with your international audience and its impact is affected by many nuances and technicalities of SEO activation. It is therefore essential to have a partner that understands both industries and can draw insight from both to optimise campaigns. For example, being able to judge when to use high volume search terms in meta-content to gain traffic, when to use more persuasive and engaging descriptions to drive click through rates, and which pages should be prioritised over others.

4. Measurement

Locaria is a data driven linguistics business. Where possible, we organise tests and build proof of concept frameworks to measure the impact of linguistics changes on performance. We strive to justify and offset the costs of linguistics against increases in core objectives and e-commerce sales, and support clients with expanding activity to compete organically on a global scale.

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PERFORMANCE LINGUISTICS SERVICES

Linguistic
Background research
ToV, style guide, glossary, term base creation and maintenance via our centralised content management database
Source content analysis
Translation, localisation, transcreation of source content
Origination of target content
Localisation website content review, visual checks and bug reports
Translation memory management
Centralised translation management

Strategic
Website tech and content audits
Content gap analysis
Market research
Performance analysis

STRATEGIC ROADMAPS

ORGANIC SEARCH		TASK	MONTH 1				MONTH 2				MONTH 3			
			Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
	SET-UP	Strategy and setup (alerts, tracking)	■											
		Strategy client brief		■										
		Stakeholder comms			■	■								
		Cross-channel database setup			■									
	ON-PAGE	Content gap analysis		■										
		Keyword research		■	■			■	■			■	■	
		Meta optimisation		■	■			■	■			■	■	
		On-page content		■				■	■			■	■	
		Evergreen landing pages												
	TECHNICAL	Technical analysis			■	■			■	■			■	■
		Dev briefing				■			■				■	
		Monthly health checks					■				■			
	OFF-PAGE	Link reclamation: Prospecting					■				■			
		Link reclamation: Outreaching							■				■	
		Content marketing								■				■
	REPORTING	Monthly report					■				■			

OUR LINGUISTICS TECHNOLOGY

Our market-leading project management tools give our clients full transparency on linguistic resources, the live and historical status of projects and project commercials. This software allows us to streamline communications, quickly react to briefs, manage project histories, interact with your finance and billing processes, and act as an extension of your marketing team.

Locate

A centralised project management portal accessible to all stakeholders and linguists.

Benefits

- History for audit, storage, pricing
- API connection to CMS/PIM for delivery
- Full transparency on projects/progress

Translation memory

A database that stores sentences, paragraphs or segments of text translated before.

Benefits

- Faster turnaround times
- Cheaper price
- Consistency with previous translations

Centralised content database

A database that contains a list of approved terms, ToV, Style Guides and related descriptive information.

Benefits

- Reference point for term usage
- Strengthens ultimate content consistency
- Maximise efficiencies

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LOCATE™

Locate is our all-in-one solution to add efficiency to the management of translation and business processes.

Client	Locaria Project Management	Content Linguists
• Place new job orders	• Real-time notifications as new client requests are submitted	• Real-time notifications of new jobs, with clear deadlines, brief, and project documentation
• Submit quote requests	• Fast and easy request processing, thanks to dedicated fields for full project details	• Customisable profile, with working hours and out-of-office calendar
• Track project progress	• In-depth project coordination, based on deadlines and priorities	• Easy access to folders for file receipt and delivery
• Monitor spend and reporting	• User-friendly database to select and rate content professionals	• Easy invoicing system
• Check pricelist agreed	• 100% visibility and control on full project management	
• Check order history		
• Access deliverables anytime, with no need to dig into previous emails or write a new email		
• Centralise in-depth project coordination for small and large teams		
• Get real-time notifications when deliverables are ready		

TRANSLATION MEMORY & TERMBASE SOFTWARE

Another key component of Locaria's technology includes the use of translation memory and termbase-driven software. Both are key to ensure terminology and tone of voice consistency, with the termbase being the evolution of the old-school glossary.

TRANSLATION MEMORY

....

A database that stores sentences, paragraphs or segments of text that have been translate before

TM

- Bilingual
- Grows automatically as content is translated
- Originates from content
- Essential for translation processes in a CAT tool
- Automatically inserts matching translation into target columns
- Each entry can contain single terms, sentences or paragraphs

Benefits

- Faster turnaround times at a cheaper price
- Consistency with previously translated content

TERMBASE

....

A database that contains a list of approved terms and related descriptive information

TB

- Multilingual
- Grows manually as key terms are collected
- Originates from glossary
- Optional for translation processes in a CAT tool
- Shows a pop-up message whenever a key term in the source has a target equivalent
- Each entry contains one term

Benefits

- Rules regarding term usage, e.g. by client/team
- Strengths ultimate consistency

MEDIA TECHNOLOGY

Locaria has built a technology stack with the sole purpose of managing language content in digital advertising campaigns. We want our Content Analysts to spend most of their time working on linguistic aspects that deliver the most impact for our clients, which is why we automate or streamline many of the predictable elements in the project cycle.

Our media technology

We have built a system that scans through accounts daily, looking for content mistakes, orthographic errors, anomalies, inconsistencies and areas of low performance across international accounts. The system flags these issues to our analysts in 'cards' which are coloured by priority. This allows our linguists and project managers to quickly investigate issues and make linguistic or tactical refinements, no matter the scale or complexity of the account.

Alerts are SQL dataset queries that are scheduled to run at regular intervals, allowing for automated checks to be made. This is especially useful for monitoring areas of best practice, such as identifying high converting keyword decreases, significant URL changes, PPC and SEO positioning, no index tag changes, spelling mistakes and more. Examples include:

- Share of Voice decreased by x% vs xCompetitor

- Category x rankings decreased x% vs xCompetitor

- Significant ranking drops

- Crawling errors (e.g. 404)

- Site down alerts

Data Imports	Processing & Analysis	Insights & Reporting
Orchestrator - Manage and schedule data imports **Datasets -** Data management, scheduling and analysis using SQL	**Alerts -** Best practice and hygiene **Forge -** Shopping feed optimisation **Serp watch -** Local competitor monitoring	**Reports -** Bespoke dashboards which demonstrate the performance impact of our Linguistic optimisations on digital media campaigns

# HOW CONTENT HAS IMPROVED COMBINED WEBSITE LOCALISATION WITH MULTILINGUAL SEO

WEBSITE LOCALISATION & SEO

ĀMAN

Locaria was approached by the exclusive chain of resorts and tasked with a full round website localisation update project. They wanted to refresh the way they were targeting the APAC market and present a new image in the region. This resort brand owned over 32 properties worldwide at the time and the main challenge in this process was the coordination between multiple stakeholders, localisation specialists, localisation QA experts and multilingual SEO managers. Locaria's approach was to combine website localisation and SEO strategies with synergies in the workflows to ensure a seamless transition to the new site with no loss in visibility whilst reaching prospective new customers.

Using Locaria's origination and localisation optimisation techniques, two new sites were launched in Japanese and Chinese. This included full keyword research and meta descriptions for new pages, and updated content on the front end. The new sites drove exceptional YOY results across both markets with minimal loss of traffic immediately after launch.

Locaria has continued to collaborate with the client and we are now curating new content for the sites, refreshing existing texts and offering localisation support for new hotel openings, including off-site marketing materials and brochures.
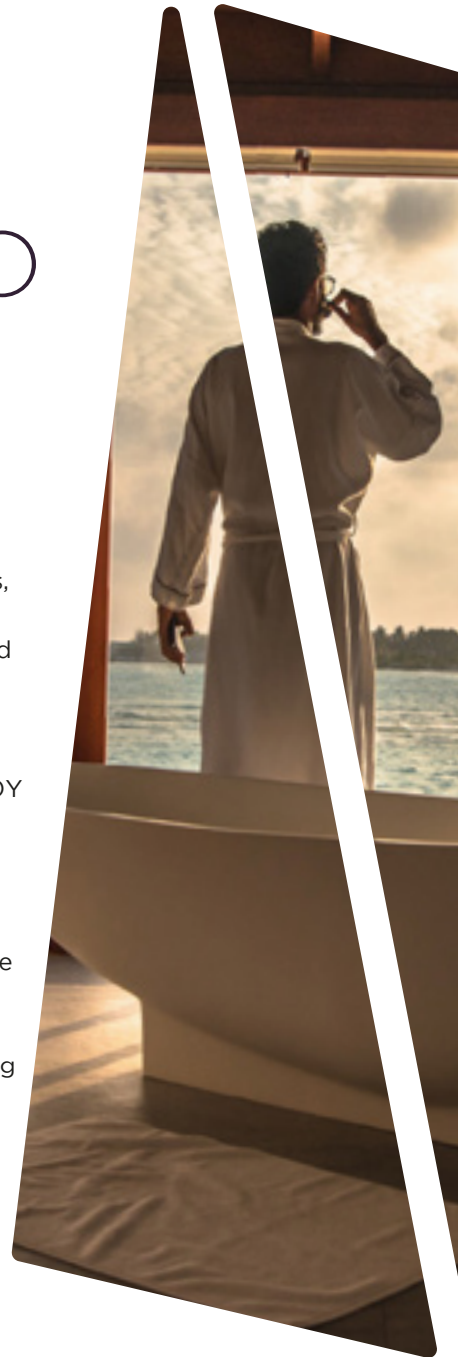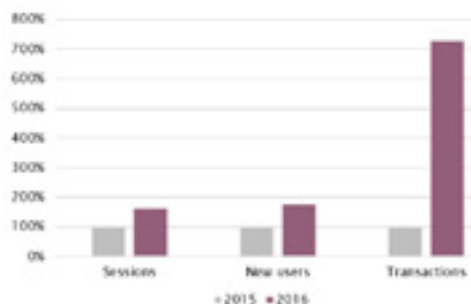
WHAT WAS ACHIEVED?

Localisation Impact YOY - China

2015 2016

Localisation Impact YOY - Japan

2015 2016
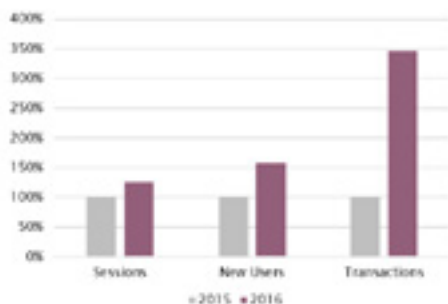
Impact YOY - China

Sessions up by **31.45%**
New users up by **27.02%**
Transactions up by **134.02%**

Impact YOY - Japan

Sessions up by **57.58%**
New users up by **50.47%**
Transactions up by **111.54%**

ORGANIC MEDIA | ON-SITE CONTENT OPTIMISATION

eventbrite

Objective: Increase Eventbrite's organic visibility across the main three B2B landing pages in France, Italy and Austria
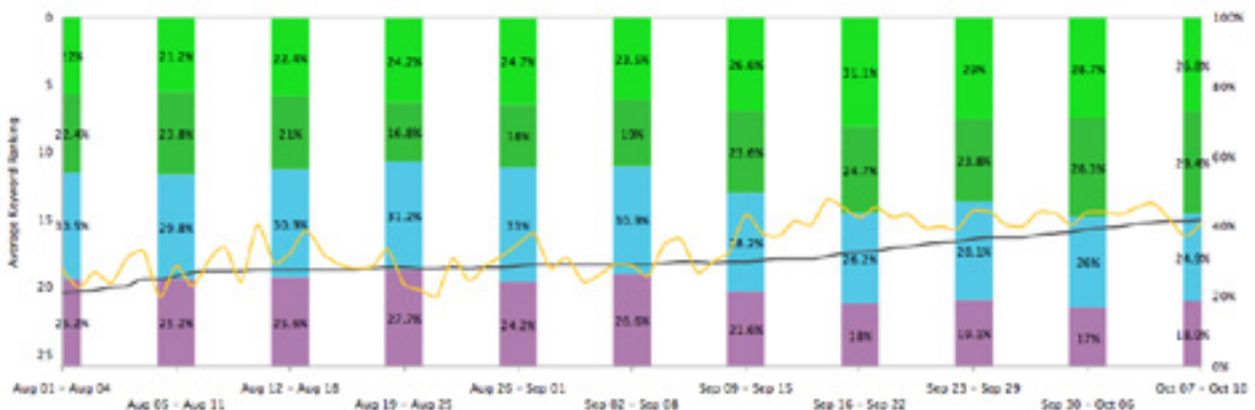
Approach: The first obstacle we faced when starting the optimisation process was duplicated content across the three market pages. To tackle this issue:

- We decided to keep the initial content on the page with the highest traffic, optimising it with more relevant keywords.

- For the other two pages, we decided to do a content gap analysis to find out which keywords Eventbrite

was not ranking for compared to its competitors. This allowed us to identify missed opportunities and create new content targeting highly relevant keywords for each page.

- Finally, we provided Eventbrite with new meta data for each page and internal linking recommendations.

Outcome: 1 month after implementation the total number of ranking keywords (black line on the graph) and the number of keywords ranking in position 1-10 (yellow line on the graph) increased by 20%. 4 months after implementation organic sessions increased by 125%.

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