



IMPROVING ORGANIC INTERNATIONAL PERFORMANCE AND CUSTOMER EXPERIENCE FOR SALLY BEAUTY SEO-LED WEBSITE LOCALISATION



To help beauty product retailer and wholesaler Sally Beauty improve their organic performance in France and Germany, Locaria brought the science of SEO together with the art of localisation.

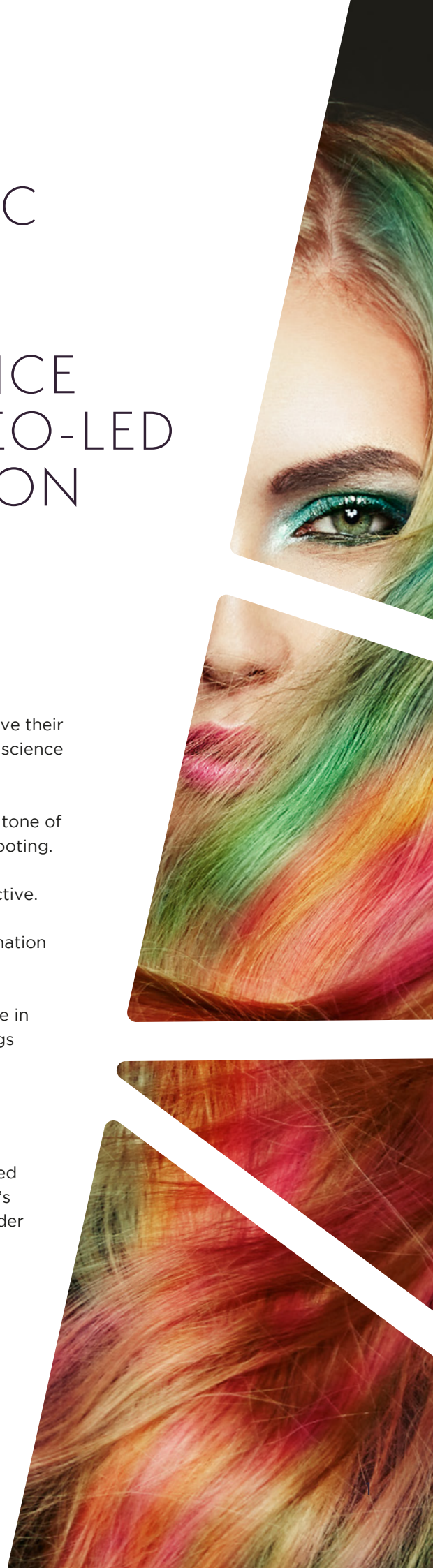
Parallel research into local language keywords as well as linguistic tone of voice was carried out, to give the project a secure and authentic footing. Content was split into several groups and different methodologies applied to maximise impact on organic KPIs while being cost-effective. A combination of human seo-led localisation was used along with machine translation and post-editing, plus pure SEO content origination for key pieces of content that were important for the strategy.

The result was an enhanced customer journey and a 400% increase in page one rankings for Germany, and 164% increase in page rankings for France.

Objective

Sally Beauty provides a wide range of beauty products to both professional and retail customers. Based in the UK, they approached Locaria with the objective of improving their international website's organic performance and their customers' online experience, in order to drive sales in France and Germany.

Sally Beauty wanted Locaria to deliver measurable performance improvements to their organic rankings.





Approach

Locaria combined SEO optimisation of landing pages with scalable localisation of the website using different methodologies, in a combined SEO localisation plan. This consisted of three steps:

- **Research and set-up**

Locaria collected all relevant information regarding brand guidelines, preferred terminology and the target audience. Using both client input and our own background research, we developed a set of client- and market-specific Tone of Voice Guidelines, which were then agreed with the client and used as a base for all subsequent content processes. Before any localisation or SEO work began, all members of the team were fully briefed to ensure complete brand alignment.

In addition, our multilingual SEO content specialists conducted in-depth keyword data research, to maximise performance improvements and align data and content with the respective search intent.

Finally, we also set Sally Beauty up on our multilingual content intelligence platform, Locate, enabling all information to be centralised and easily shared with market-based stakeholders during every project. This minimised asset fragmentation, creating a smooth workflow and a single cloud-based location for the client to review their account status at any point.

- **SEO-led activation and delivery**

Once the initial research and briefing stage was completed, we adopted a nuanced and strategic approach to the client's international performance needs, based on the type of content and its potential for driving growth:

LEGACY CONVERSION CONTENT / ORIGATION

SEO optimisation was carried out in order to maximise performance improvements for legacy page content that was not performing to the required level. During our optimisation push, we targeted pages on a product category level with high conversion potential. The process involved a number of strategies, from originated on-page content and page titles, to meta descriptions and re-working of existing content to allow improvements to the organic share of voice. Origination was selected as the optimal methodology for core website pages and blog posts, plus email marketing.





EVERGREEN CONTENT / AUTOMATED META OPTIMISATION

Evergreen pages such as product pages, which are typically not optimised due to their transient nature, were re-worked by providing improved meta content based on syntax-based automation, written and reviewed by in-market analysts, as a cost-efficient but still effective measure. This allows for a consistent content structure in often-overlooked pages that can still drive traffic from the top funnel.

EFFICIENT VOLUME CONTENT / MACHINE TRANSLATION +

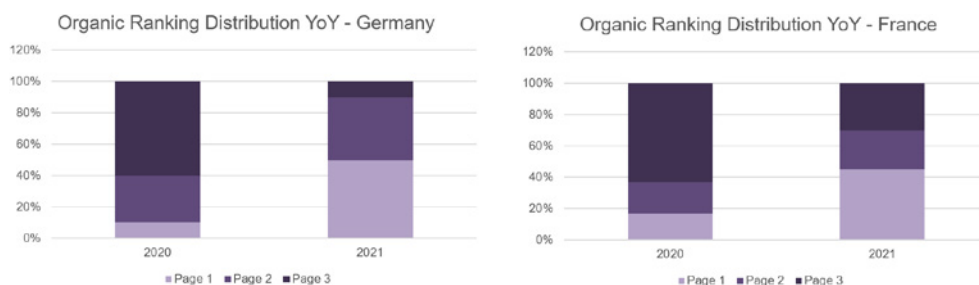
We applied our neural machine translation engine to process over 800,000 words of product descriptions at speed while keeping costs down. However as machine translation is still imperfect, to ensure brand alignment and also guarantee linguistic accuracy, we implemented human post-editing as a final step.

Outcome

The combination of our SEO expertise with our localisation technology and scalable platform ensured a holistic approach through which we generated hyper localised content that would also perform from an organic ranking standpoint.

With Locaria's help in devising and delivering an effective cross-channel localisation plan, Sally Beauty was able to localise their entire website, using different methodologies and approaches depending on the prominence and traffic associated with each web page.

Between March 2020 and March 2021, the percentage of targeted keywords that ranked on the first Google page rose from 17% to 45% in France and from 10% to 50% in Germany.



Source: SEMrush

In addition, keywords that were not targeted before our work, and are therefore new to the brand, have seen an increase of 16% in first page rankings in France and 33% in Germany.





Sally Beauty were also pleased with Locaria's responsiveness, consultative approach and mix of service mentality and technical know-how. After one year of working with us, they said:

"We have been working with Locaria for over one year now and our collaboration has been a value-adding experience. They have been providing us with all-round, data-driven linguistic support on all segments of our marketing campaigns, from email marketing and blog posts to multilingual organic performance and on-site copy. Their advanced Performance Linguistics and streamlined localisation offering aligns well with our internationalisation and market-entry requirements."

Sian Nash, Brand Marketing Manager