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

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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)

Thank you!

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W3C Workshop:
Content on the Multilingual Web
4-5 April 2011, Pisa, Italy

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
`<p>Chinese <span lang="zh-Hans" xml:lang="zh-Hans">中国科学院文献情报</span>.</p>`

- 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

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Thank you again!

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