

# Nascent Best Practices of Multilingual Search Engine Optimization

Gustavo Lucardi, COO  
Trusted Translations, Inc.

#mlwpisa  
@glucardi

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



## 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](http://www.domain.it) (Local Ip Hosting)
  - Subdomains [italiano.domain.com/](http://italiano.domain.com/)
  - Folder Language [www.domain.com/italiano/](http://www.domain.com/italiano/)
  - Folder Geographical [www.domain.com/italia/](http://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!

Gustavo Lucardi  
[glucardi@trustedtranslations.com](mailto:glucardi@trustedtranslations.com)

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



# Appendix

## Nascent Best Practices of Multilingual Search Engine Optimization

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





# 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>



Thank you again!

Gustavo Lucardi  
[glucardi@trustedtranslations.com](mailto:glucardi@trustedtranslations.com)

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

