



**SEARCH**

UNIVERSITY



## How to Build a Successful International SEO Strategy

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**11h00 – 11h45**

1. Search is **Local**
2. Target Right **Users** with Right **Products**
3. Target Right **Products** with Right **Search Terms**
4. Help Google Localize your **Content**

# 1. SEARCH IS LOCAL

# Search is Local

- Automatic redirection from international google.com to country specific google (google.be, google.fr, google.nl, ...)
- Automatic detection of user's language
- Option to target results to your language or your country



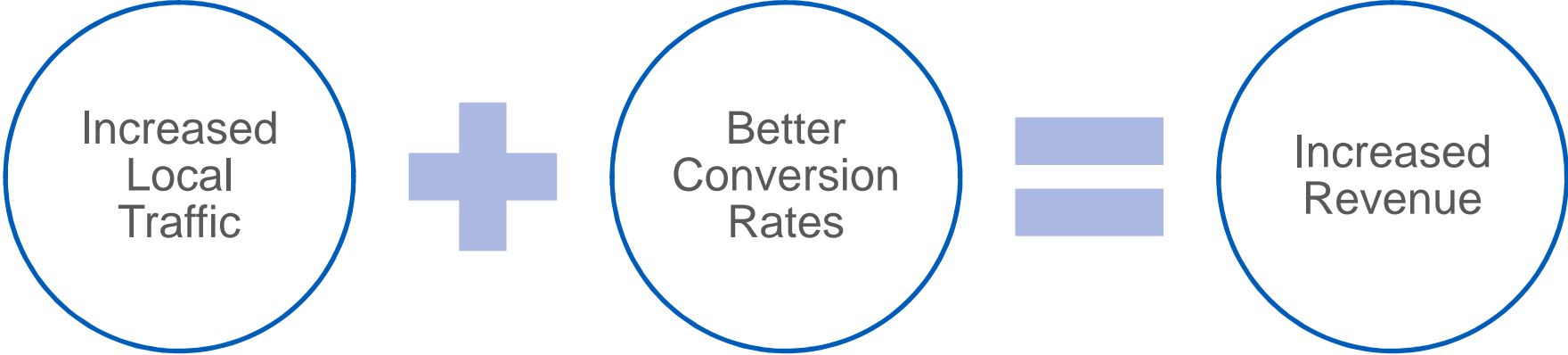
# Search is Local

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- Surfers are often looking for local content:
  - Informative
  - Commercial
- This local content is favored in the search results (considered more relevant by Google)
- Your international site needs to reconcile this local approach:
  1. Target the right users with the right products
  2. Target the right products with the right search terms
  3. Help Google localize your content correctly

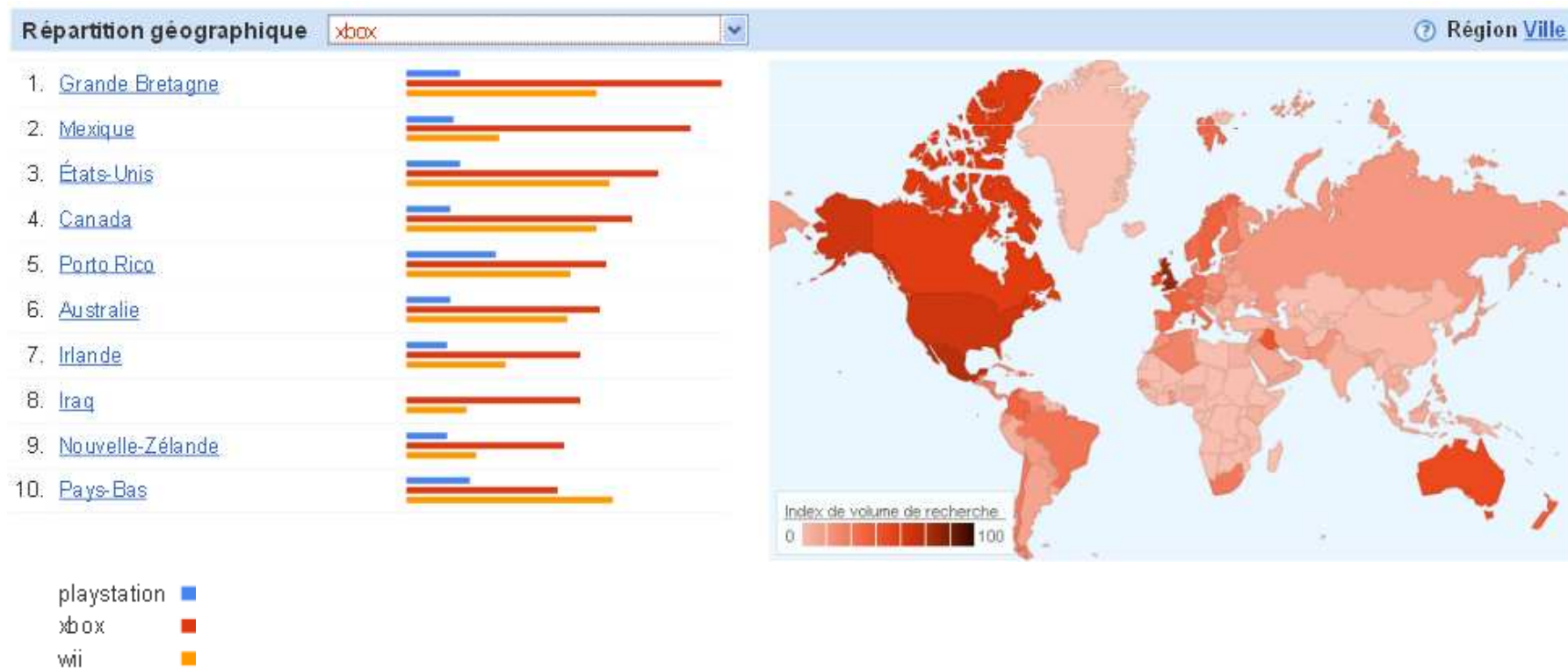
# Search is Local



## **2. TARGET RIGHT USERS WITH RIGHT PRODUCTS**

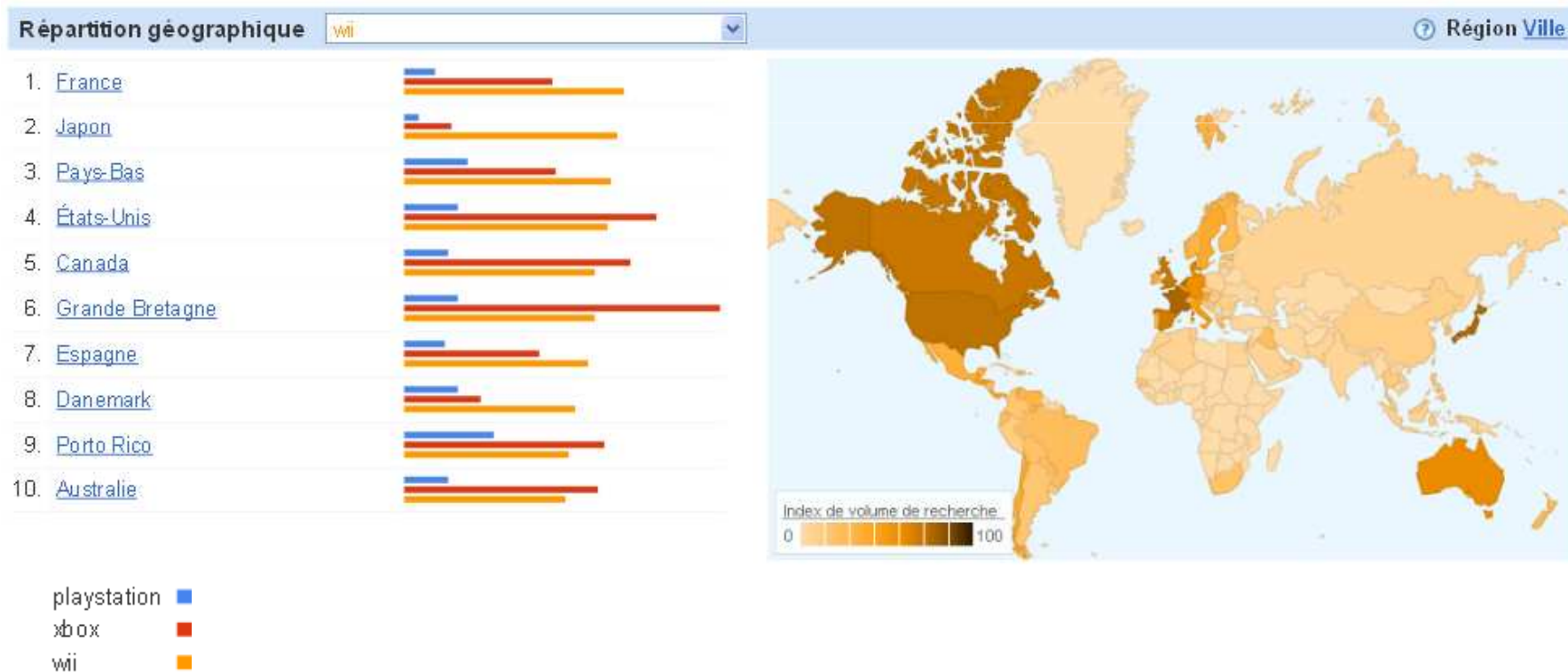
# Target Right Users with Right Products

- Which gaming console/games should an international gaming store put forward prominently to which users?
- UK is very actively searching for xbox. Even more than US.



# Target Right Users with Right Products

- France loves the Wii. Even more than Japan.



# Target Right Users with Right Products

- Brazil loves the Playstation. As does Latin America.



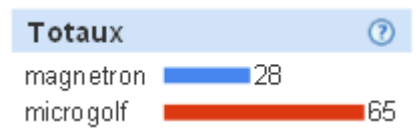
# **3. TARGET RIGHT PRODUCTS WITH RIGHT SEARCH TERMS**

# Target Right Products with Right Search Terms

- Some everyday products are named differently by our neighbors sharing the same “language”

● magnetron  
● microgolf

België

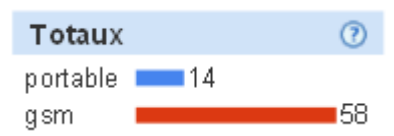


Netherlands



● portable  
● gsm

Belgique



France



# Target Right Products with Right Search Terms



- Translation tools can not give you sufficient information on these cultural aspects when identifying the right search terms
- You should depend on local presence when possible, ideally familiar with your target products, to establish a good list of candidate search terms
- This list can then be expanded and fed into keyword tools:
  - Google Insights for Search (<http://www.google.com/insights/search> )
  - Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal> )
  - Proprietary SEM Agency Tools
- Don't forget to look at local search volume and local competition !

# **4. HELP GOOGLE LOCALIZE YOUR CONTENT**

# Help Google Localize your Content

- One country can have several languages

Dutch, French, German



- One language can span several countries

Dutch



French



- When organizing your international sites you should follow a technical strategy that helps Google correctly localize your content.

# Help Google Localize your Content

- Google will try to localize content by:
  - Looking at Top Level Domain Name extension (.be, .nl, .fr, ...)
  - Looking at IP address of server (.com, .org, .eu, ...)
  - Other factors (phone numbers, addresses, local linking, ...)
- You can help Google associate the right countries to the right parts of your .com or .eu site using the Google Web Master Tools (<http://www.google.com/webmasters/tools>)

- [Dashboard](#)
- [-] [Site configuration](#)
  - [Sitemaps](#)
  - [Crawler access](#)
  - [Sitelinks](#)
  - [Change of address](#)
  - Settings**
- [+] [Your site on the web](#)
- [+] [Diagnostics](#)

## Settings

### Geographic target

If your site targets users in a particular location, you can provide us with information that will help determine how your site appears in search results, and also improve our search results for geographic queries. You can only use this feature for sites with a neutral top-level domain, such as .com or .org. Country-specific domains, such as .ie or .fr, are already associated with a country or region. If you don't want your site associated with any location, select Unlisted. (Note: If you do this, your site will probably receive less traffic from Google.)

[Learn more about setting a geographic target](#)

Your site's domain is currently associated with the target: France

# Help Google Localize your Content

- For Brussels Airlines we follow this domain name strategy (using ISO 639-1 two letter codes) :
  - [www.brusselsairlines.com/nl\\_be/](http://www.brusselsairlines.com/nl_be/)
  - [www.brusselsairlines.com/fr\\_be/](http://www.brusselsairlines.com/fr_be/)
  - [www.brusselsairlines.com/nl\\_nl/](http://www.brusselsairlines.com/nl_nl/)
  - [www.brusselsairlines.com/fr\\_fr/](http://www.brusselsairlines.com/fr_fr/)
- The country specific domain names redirect permanently to these sites:
  - [www.brusselsairlines.fr](http://www.brusselsairlines.fr) => [www.brusselsairlines.com/fr\\_fr/](http://www.brusselsairlines.com/fr_fr/)
- A splash page will be used on the main .com domain with links to all languages/countries combinations.
  - User choice is stored in cookies
  - `<a href="..."></a>` links will be used



Country	Belgium
Language	Angola
Preferred airport	Austria
	Belgium
	Burundi
	-

# Help Google Localize your Content

- Google will try to identify the language of your page by:
  - Looking directly at the text.
  - Meta Lang attributes are ignored.
- You can help Google identify the right language for your multi-lingual content by:
  - Only using one language per page; never use side-by-side translations and always translate menus, headers, footers in addition to your body text !
  - Always present links in menu to switch languages/countries; never redirect automatically based on perceived user language (user's IP, user's browser setting, ...)
  - Only use UTF-8 character encoding. Also for links.

# Help Google Localize your Content

- For Brussels Airlines we follow this page language strategy :



```
<meta content="text/html;charset=UTF-8" http-equiv="Content-Type" />
```

# Help Google Localize your Content

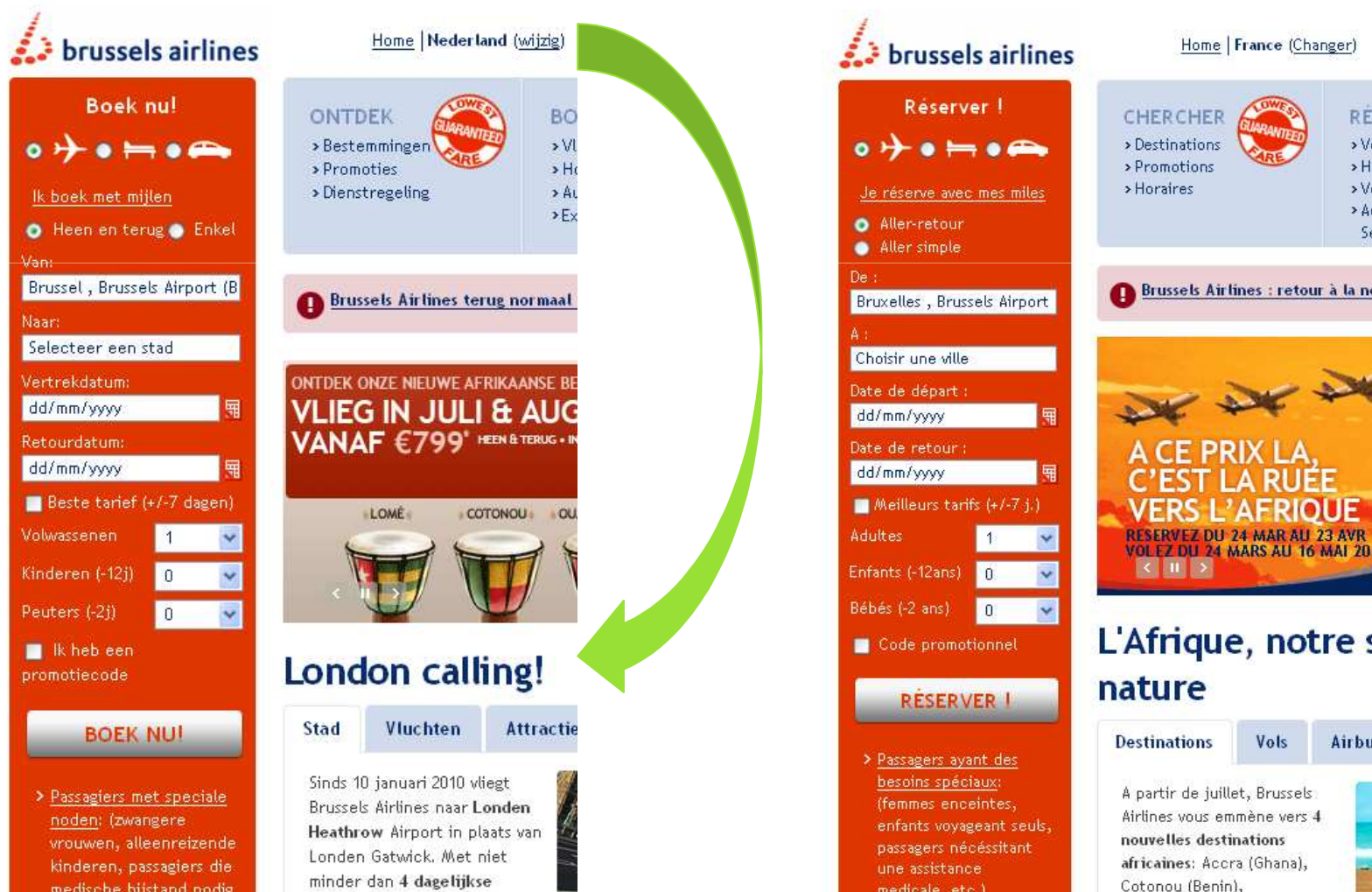
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- Avoid duplicate content when possible by presenting the right products to the right users with the right search terms
- If same content is used in same language spanning several countries, you can help Google identify your preferred version by:
  - Redirecting duplicate content to the preferred version
  - Use the « rel=canonical » link attribute on duplicate versions

# Help Google Localize your Content

- For Brussels Airlines, different markets are presented with different products



The image displays two side-by-side screenshots of the Brussels Airlines website, illustrating localization for different markets. The left screenshot is for the Dutch market (Nederland), and the right is for the French market (France). Green arrows indicate the flow of content from the Dutch version to the French version.

**Left Screenshot (Nederland):**

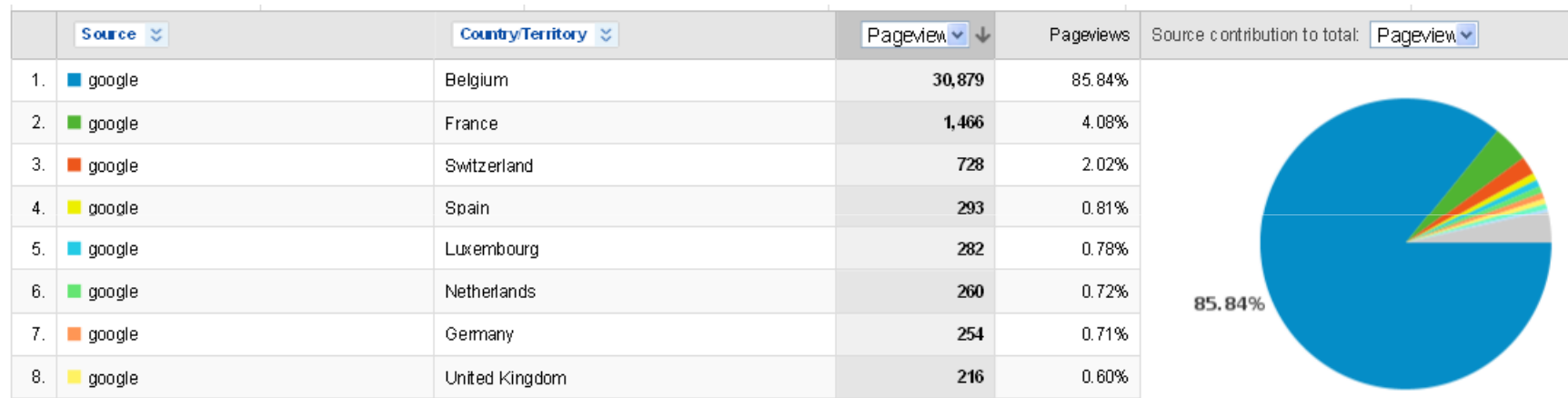
- Header: Home | [Nederland \(wijzig\)](#)
- Navigation: ONTDEK (Bestemmingen, Promoties, Dienstregeling)
- Search: CHERCHER (Destinations, Promoties, Horaires)
- Form: "Boek nu!" with fields for "Van:" (Brussel, Brussels Airport), "Naar:" (Selecteer een stad), "Vertrekdatum:" (dd/mm/yyyy), "Retourdatum:" (dd/mm/yyyy), and passenger counts (Volwassenen: 1, Kinderen: 0, Peuters: 0).
- Content: "Brussels Airlines terug normaal" and "ONTDEK ONZE NIEUWE AFRIKAANSE BE... Vlieg in Juli & Aug... VANAF €799".
- Section: "London calling!" with a table for "Stad", "Vluchten", and "Attractie".

**Right Screenshot (France):**

- Header: Home | [France \(Changer\)](#)
- Navigation: RÉS (Vo, Hô, Vo, Au, Se)
- Form: "Réserver !" with fields for "De:" (Bruxelles, Brussels Airport), "A:" (Choisir une ville), "Date de départ:" (dd/mm/yyyy), "Date de retour:" (dd/mm/yyyy), and passenger counts (Adultes: 1, Enfants: 0, Bébé: 0).
- Content: "Brussels Airlines : retour à la no" and "A CE PRIX LA, C'EST LA RUÉE VERS L'AFRIQUE".
- Section: "L'Afrique, notre s... nature" with a table for "Destinations", "Vols", and "Airbus".

# Help Google Localize your Content

- Measure the origin of your website traffic and analyze how it behaves throughout your international site. Identify problem areas
- Example for one /fr\_be/ page:



- Localization correct in at least 85% of cases
- Language correct in at least 92% of cases

Thank You



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