



# Crossing Borders

The opportunities and dangers of exporting your search model.

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**SiteVisibility**  
Think *beyond* the click

# International SEO plan



**Targeting your international audience**



**Technical investment**



**What's in a word?**



**Content is still king**



**Winning hearts and minds and links**

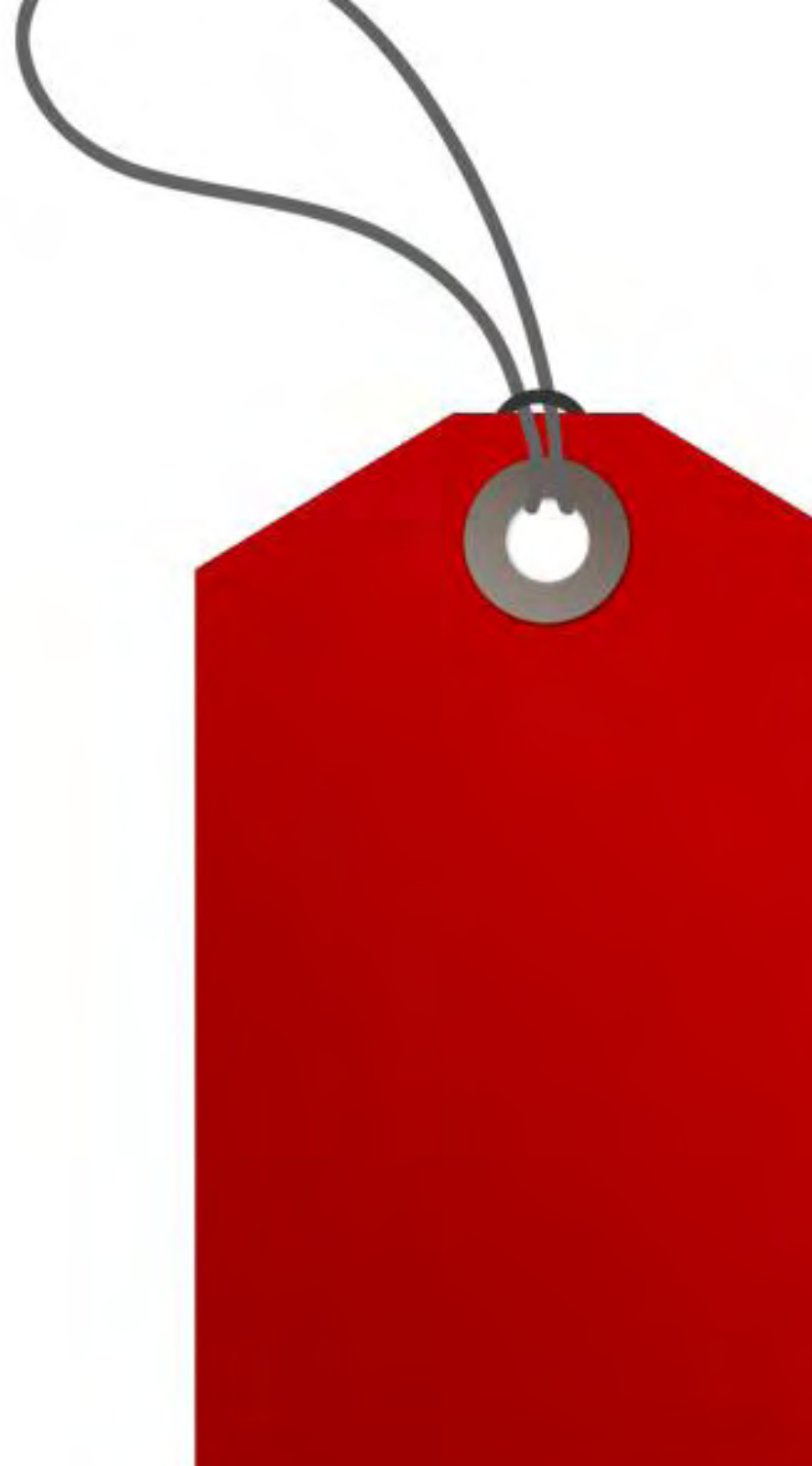
# Targeting your international audience

A globe on a stand is the central visual element, positioned on the right side of the frame. It is partially obscured by a dark, circular object in the foreground, which appears to be a lens or a part of a camera. The globe shows continents in various colors (blue, green, yellow, red) and is set against a dark background.

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# Considering locations to target

- 🦋 Existing audiences
- 🦋 Competitor research
- 🦋 Understanding search behavior
- 🦋 Search market share



# **Existing international traffic**



**What international traffic is already visiting your site?**

**What potential audiences are not currently using your site due to language barriers?**

**Enable new audiences or grow existing?**

# Understanding search behavior

Measure high performing key terms

Research the communities surrounding your audience and their language

Understand the context of search behavior



# Gauging competition

Identify areas of weakness in competition

Leverage advantages over local competition

Remain agile to identify intelligent keyword opportunities



# Search engine market share

Identify top local search engines

Remain cautious of alternative algorithm perks



# Technical investment



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# Localised hosting

- 🦋 How & where will the localised content be hosted
- 🦋 URL considerations



# Hosting options

There are 3 ways to host new, localised content.

- 🦋 Country Specific Domains
- 🦋 Subdomains
- 🦋 Subfolders

Each option has pros and cons:



# Country specific domains

**Example: [www.example.de](http://www.example.de)**

## Positive

The strongest  
geo-location indicator

A great opportunity to  
create unique, optimised  
content

## Negative

Requires additional  
resources - Hosting,  
Marketing

Can require a physical  
address in specific  
country

# Subdomains

**Example: de.example.com**

## Positive

Easy to implement

Can be hosted separately

Can use Google  
Webmaster geotargeting  
& sitemaps

## Negative

Subdomains are not as  
strong an indicator as a  
top level domain

Your top level domain  
should be international

# Subfolders

**Example: [www.example.com/de](http://www.example.com/de)**

## Positive

Very easy to implement

Benefits from existing marketing and search activity

## Negative

Not a geo-locational indicator

# URL translation

Translate page file names and directory structure

Unicode transliteration is becoming better supported

Keep your URLs short & sweet





# What's in a word?

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# Keyword translation

Direct translation often misses context

Get a native / fluent speaker trained in SEO

Leverage local popular knowledge to cover niches and forecast upcoming trends



# Keyword research

Use traditional keyword research to confirm strongest head terms

Use on-going data to identify potential long-tail terms

Improve insight with attribution modelling



A black and white photograph of a thick stack of books. The pages are tightly packed, and a person's profile is visible through the center of the stack, looking towards the right. The lighting is dramatic, with the right side of the image being very bright and the left side being dark.

**Content  
is  
still  
king**

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# Quality over quantity

Create new, targeted content for new sites, never reuse content

Avoid duplicate or thin content - both key issues with Aggregator / booking engines



# Localised content

All content should be new and unique

Do not rely on direct translation

Base new content on local keyword research

Contact & news pages should be specific to the localisation





# Link Building

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# **Building links**

**Different search engines value different links**

**Syndicate & promote valuable  
localised content**

**Identify local business  
directories etc.**



# **Link profile**

**Focus on links from  
relevant CCTLDs**

**Aim for contextual sites  
in terms of both content &  
language**



# Thank you!

@mrgraeme

Resources available at  
[sitevisibility.co.uk/blog](http://sitevisibility.co.uk/blog)



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