



# Expanding your search marketing into global markets

Paul Langston



Flying ahead of your competition



## 12 years market leading digital marketing experience

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# 10 things you should consider to successfully implement a multi-territory search marketing strategy



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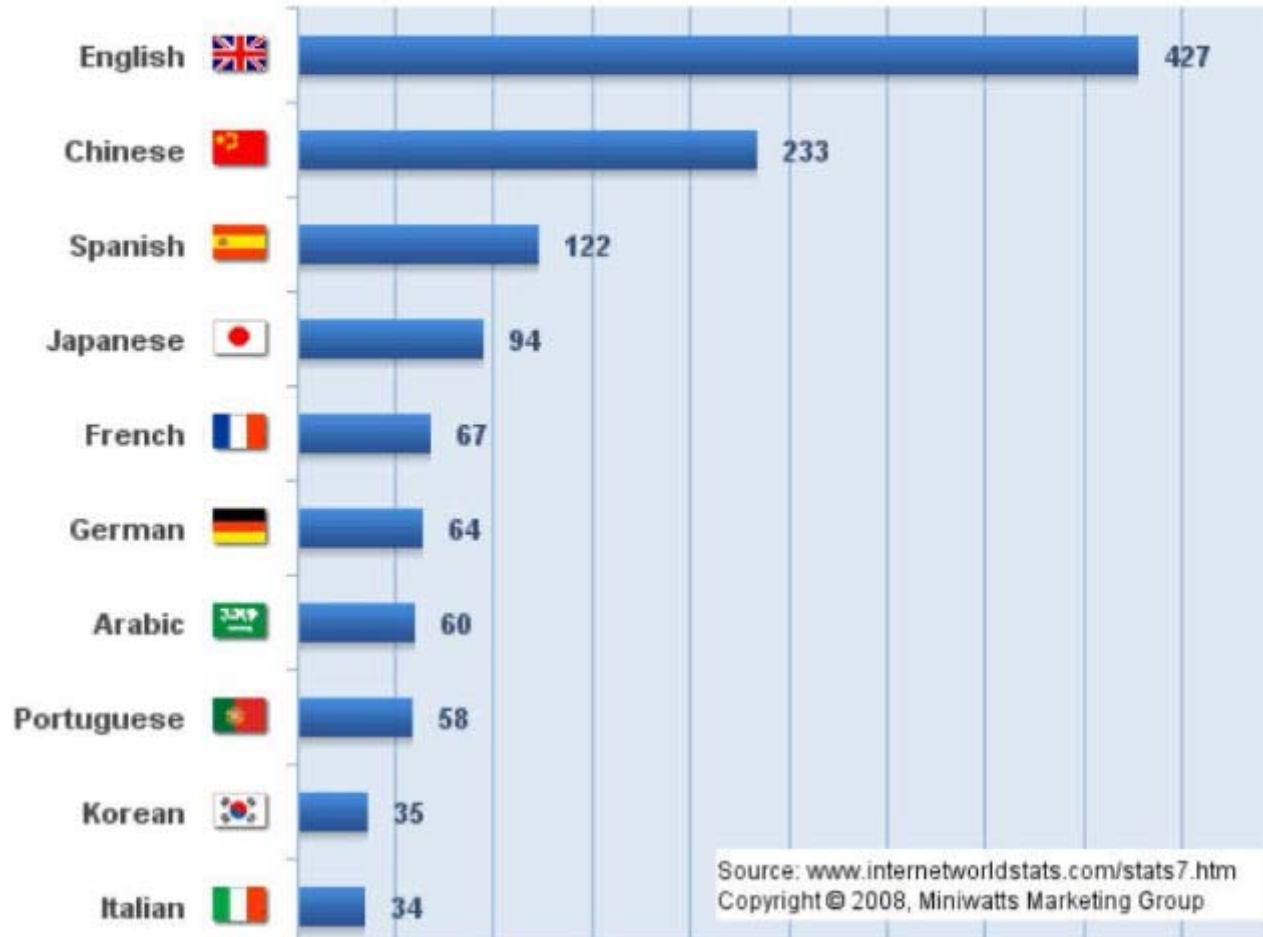
# Top 10 internet languages

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## The challenge

- › **Many countries**
- › **Many search engines**
- › **Many languages**
- › **How do we deploy across multiple countries effectively?**

Point #1

Centralised or localised?

## Centralised or localised?

- **What factors should be considered when deciding on the most effective way to structure your search marketing?**
  - **Business structure**
    - **Where is the marketing/search resource located?**
    - **Budget – Where do marketing/search budgets originate?**
  - **CMS – does your technology accommodate local, dynamic content updates?**
  
- **Hybrid model – central direction/search expertise with local marketing support**

## Point #2

Develop quality content

## Develop quality content

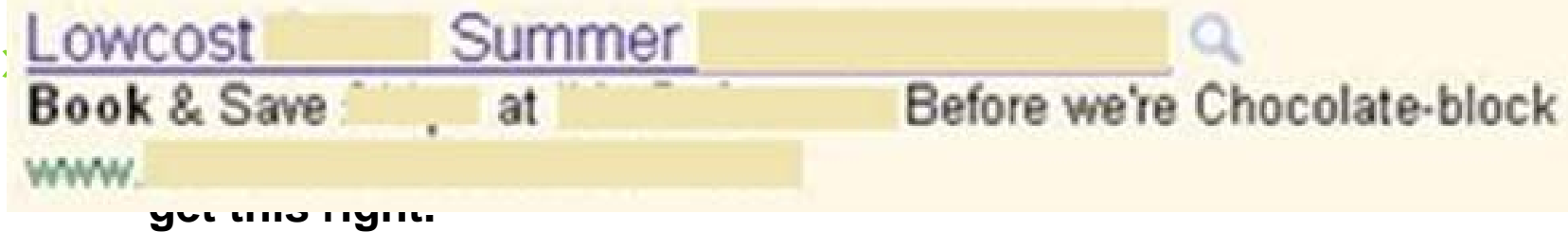
- › **Quality content is central to an effective search strategy**
  - › **For Paid Search, Ad copy should be:**
    - › **Compelling enough to differentiate your business and drive relevant traffic**
    - › **Regularly refreshed and rotated to identify the ads with best performing CTRs**
  - › **For Organic Search, develop a content strategy:**
    - › **On site content targeted at longer tail keywords**
    - › **Creative off site content targeted at higher volume, link building keywords**
    - › **High quality content means it is helpful to the user, not simply written for search engines.**
  
- › **Delivery requires creative resource who understand the principles of search marketing**

## Point #3

# Content creation - localisation vs translation

## Content creation - localisation vs. translation

- › The content must originate from search savvy, native speakers or the opportunity to maximize its impact is compromised.



- › Being able to speak a language is not sufficient, you still need the ability to write and think creatively.
- › Not simply translation - localised content required.
  - › Certain keywords have no direct translation so are difficult
    - › “City breaks” isn’t easy to translate into many European languages
    - › “10% off” cannot be directly translated into Polish, the localisation would be “10% less”

## Content creation - localisation vs. translation

- **Keyword research must be carried out independently in each market – a simple translation process cannot be relied on.**
- **Belgium has three official languages: Dutch, French and German**
- **Dutch spoken in Belgium is a different kind of Dutch than that spoken in the Netherlands. And the same goes for the French compared to what is spoken in France.**
  - In France, dîner is “evening meal,” but in French-speaking Belgium and Switzerland it means “lunch”.
  - Similarly, déjeuner is “lunch” in France, but “breakfast” in Belgium and Switzerland
- **In Spain Castilian Spanish is the official language, spoken by 74% of the population but the Spanish also speak Catalan, Galician and Basque**

## Content creation - localisation vs. translation

- There are clear differences between standard German and Swiss German too.
- For example, the Swiss don't use the "ß" (Eszett) symbol, choosing to use "ss" instead.
- Switzerland sometimes uses a different grammatical gender to that in Germany (e.g. "das E-Mail" instead of "die E-Mail").
- **The point is: your customers and the search engines will place more trust and confidence in your brand if your content is well written and localised!**

## Point #4

# Local search behaviour



## Local search behaviour



## Point #5

# Local technology adoption

## Local technology adoption

- › **Technology adoption - not all markets will have the same level of technology support.**
  - › For example setting an AdWords account up in Switzerland means you will not have access to a number of ad extensions, such as products and ratings.
- › **The web in each market is also at differing levels of sophistication.**
  - › For example, this affects the type of link building techniques you might deploy in each country.
- › **Using someone with expertise in what already works and what does not will save time and maximise budget efficiency.**

Point #6

Search engines



# Search engines

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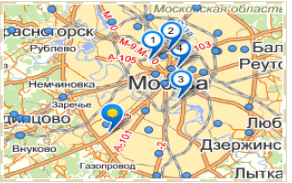
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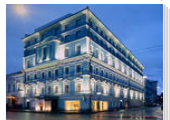
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## Point #7

# Domain structure deployment



## Domain structure deployment options

- › **Separate country TLD's vs. central site with country subfolders**
- › **Use one site with sub-folders for each language (ie. .com/language)**
- › **Use a separate country tld for each country (.fr .be .de .ch)**

## Local TLD's (.co.uk, .fr, .de etc.)

### Pros

- Instantly relevant for the appropriate Google search engine
- The domain could potentially be hosted in the specific country
- In some locations a local TLD has a demonstrable increase in PPC ad CTR

### Cons

- Can create duplicate content (.fr .be .ch)
- Cannot benefit from centralised link trust (links go to each separate domain)
- Can create a negative impact if a German speaking Belgian lands on your .be site written in French

## Central domain (.com/language)

### Pros

- All inbound links build relevance to one site, maximising authority
- Limits duplicate content (ie. French in .fr, .be and .ch)
- Avoids nationality issues (flags) and concentrates on language

### Cons

- The .com is not instantly recognised as relevant for the different country search engines
- The server/IP can only be located in one country
- For geo-located services this can pose a problem (A car hire page in German may have to serve many markets)

## Point #8

# Technology/tool selection



## Technology/tool selection

- › **Technology/tool selection - choose technology and tools which will help drive campaign efficiency**
- › **For example, selecting a bid management tool**
  - › **Ability to manage multiple languages and importantly character sets**
  - › **Integration with the local search engines.**
- › **If you have a tool being deployed across multiple countries you might want an interface that can be displayed in multiple languages.**

## Point #9

# Campaign tracking and measurement

## Campaign tracking and measurement

- › **Consistent analytics implementation for all country campaigns**
- › **Each countries performance can be accurately measured against each other**
  - › Reliable data enables intelligent budget allocation decisions
  - › Drives the highest possible ROI
- › **Global, centralised reporting is efficient and accurate**
  - › Provides instant global snapshot
  - › Admin overheads minimal
- › **Conversions are awarded to the correct marketing channel/partner**
  - › Enhances confidence in decision making
  - › Cross territory, cross channel attribution

## Point #10

# Agency/partner selection

## Agency/partner selection

- › **Select partners who have the infrastructure, experience and expertise to add the most value.**
- › **Ensure your partners understand the complexities of multi-country projects.**
  - › Make sure they're not simply proposing a one off translation exercise of your English keyword portfolio. You can't optimise effectively in this way i.e. search query reports.
- › **Ensure your agencies/partners are communicating with each other regularly in each country.**
- › **Make sure your search agency has relationships with the relevant local search engine offices.**

# Summary

## Summary

- 1. How will you structure your search marketing?**
- 2. How will you develop quality content?**
- 3. How will you localise your content?**
- 4. How will you understand local search behaviour?**
- 5. How sophisticated is the web in the markets you want to target?**
- 6. Which search engines will you focus your time and budget on?**
- 7. How will you deploy your domain structure?**
- 8. Which tools will you adopt to support your search marketing?**
- 9. How will you accurately measure the success of your campaigns?**
- 10. How will you determine which partners to select in each country?**



**Thank you!**

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Flying ahead of your competition