

Global Search Engine Marketing

The image is a composite of two scenes. The upper portion shows the Aurora Borealis (Northern Lights) in a dark sky, with a prominent, bright green vertical streak on the left and a broad, glowing orange and red band across the middle. The lower portion shows a volcanic landscape at night, with a bright orange and yellow lava flow visible in the distance, illuminating the surrounding dark terrain and mountains.

Iceland
320.000

© Sigurður H. Stefniðsson

Preventing bloopers

Don't forget the slang

- The word Handy (slang for mobile phone) is by far search more than the actual German word (mobiltelefon). Even related words like handyshop are search more or equally much as mobiltelefon.
 - Other German words used are:
 - Mobiltelefon
 - Smartphone
 - Smart Phone
 - Handy
 - Natel (mostly in Swiss)
 - WAP-Handy

	Keyword	Competition	Local Monthly Searches [?]	Approximate CPC (Search) [?]	Local Search Trends
<input type="checkbox"/>	handy ▾	Medium	7,480,000	\$1.33	
<input type="checkbox"/>	handys ▾	High	4,090,000	\$1.28	
<input type="checkbox"/>	mobiltelefon ▾	Medium	90,500	\$0.67	
<input type="checkbox"/>	mobiltelefone ▾	Medium	27,100	\$1.18	

The same word for two items, or?

- Another sample would be France, they tend to use the same word for Laptop and mobile phone, or portable.
- But there is a dilemma as the word portable also means something that is transferable. The goal here is to put the word in the right context and by that gaining the momentum needed.
- There are words like téléphone portable or GSM (quite widely used in Europe). Laptop would be natural guess as portative, but portable is more widely used.

			Searches <small>[-]</small>	(Search) <small>[-]</small>		
<input type="checkbox"/>	portable ▾	High	6,120,000	\$0.89		-
<input type="checkbox"/>	téléphone portable ▾	High	823,000	\$1.21		-
<input type="checkbox"/>	portatif ▾	High	49,500	\$0.64		-

But they all speak English!

- In the Nordics “laptop” as a word is easy enough and widely used, but there are local words not to be missed.
- In Sweden the most used single word would be laptop, but if you forget words like “bärbar”, “bärbara”, “bärbar dator” etc you are missing out on well over 50% of searches.
- But non only that, we found that the Swedish are more likely to use English when they are researching but their own language as they are closer to shop.
- In Norway you can not ignore “bærbar PC”, in Icelandic “fartölva”, in Denmark “bærbar computer” and Finland there is always “kannettava tietokone” or “sylimikro”.

In many cases we found that those searching in English are in research mode and those in the native language are in the buying mode.

Translating

- Then there are translations, if you are sending out translated emails then please respect the user enough to do it right.
- The word “Launtilboð” (roughly translated “secret offer”) is not a word that I would use, not even sure what they are translating it from? An easy way to understand if a word is being used is to search for it on the local Google version, does it come up?
- In this case Google finds 2400 results (all from Booking.com) and the PPC campaign that follows is actually about salary payment software (launaseðill).



[Booking.com: Samstarfsaðilar - Hótel - Algengar spurningar. Bókaðu ...](#)
www.booking.com/general.is.html?tmpl=docs/partners...

Breytingar á opnum bókunum; Aðgangur að **Launtilboðum**; Fá aðgang að öllu, alls staðar. Bókunarnúmer: ... Breyta bókunum; Fá **Launtilboð**; Bókaðu hraðar ...

Auglýsing tengd leitinni: Launtilboð

[Launaseðill](#)

www.netform.is/

Excel launaseðill Reikna skatta og gjöld

Goouoooooooooogle >

1 2 3 4 5 6 7 8 9 10

[Næsta](#)

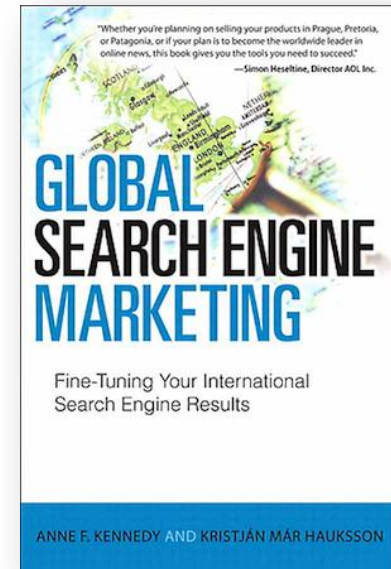
[Ítarleg leit](#)

[Ábendingar um leit](#)

[Gefðu okkur álit þitt](#)

[Google.com](#)

European Market Nuggets of knowledge



Generic or International TLD?

From Google [Webmasters Forum](#)

Regional top-level domains (rTLDs)

Although these domains are associated with a geographical region, they are generally treated as generic top-level domains (much like .com or .org).

.eu

.asia

Google needs other signals!

- IP Location carries weight for generic domain
 - a .com hosted in Japan is a Japanese site
 - It is a low level signal that can be overridden
 - Webmaster Tools, hreflanguage tags

UK English is Often Different

Keywords in U.S. spelling may not register with Brits online, . . . and many similar words have different meanings.

Web Images Videos Maps News Shopping Google Mail more | iGoogle | Search settings | Sign in

Google airplane Search Instant is on

About 76,800,000 results (0.11 seconds) Advanced search

Everything
Images
Videos
News
Shopping
More

Search near...
Enter location Set

The web
Pages from the UK

Airplane! (1980) - IMDb
★★★★☆ Rating: 7.8/10 - from 62,062 users
Directed by Jim Abrahams, David Zucker. Starring Kareem Abdul-Jabbar, Lloyd Bridges, Peter Graves. An airplane crew takes ill. Surely the only person capable of landing the plane is an ex-pilot afraid to fly. But don't call him Shirley.
Full cast and crew - Memorable quotes - Trivia - Trailer
www.imdb.com/title/tt0080339/ - Cached - Similar

Airplane! (1980) - Memorable quotes
Airplane! Quotes on IMDb: Movies, TV, Celebs, and more...
www.imdb.com/title/tt0080339/quotes - Cached - Similar
 Show more results from imdb.com

Videos for airplane - Report videos

Airplane - Trailer - youtube.com

Web Images Videos Maps News Shopping Google Mail more | iGoogle | Search settings | Sign in

Google aeroplane Search Instant is on

About 11,000,000 results (0.07 seconds) Advanced search

Everything
Images
Videos
News
Shopping
More

Search near...
Enter location Set

The web
Pages from the UK

Aeroplane | Free Music, Tour Dates, Photos, Videos
You fly with Aeroplane once, you don't forget it. In just three years, the Italian-Belgian duo have established themselves as party-starting DJs, ...
www.myspace.com/aeroplanemusiclove - Cached - Similar

Home - Aeroplane Magazine - History in the Air
19 Feb 2011 ... In-depth historical features, preservation news, unrivalled photographic quality and much more ...
www.aeroplanemonthly.co.uk/ - Cached - Similar

aeroplane - Wiktionary
aeroplane. Definition from Wiktionary, the free dictionary. Jump to: navigation, search ...
Retrieved from "http://en.wiktionary.org/wiki/aeroplane" ...
en.wikipedia.org/wiki/Wikt:aeroplane - Cached - Similar

Aeroplane (disambiguation) - Wikipedia, the free encyclopedia

UK Nuggets

- Leverage all SEO tactics, such as using a UK top-level domain and acquiring links from authoritative UK domains.
- The analytics tools you already use, such as Google Analytics and Yahoo! Web Analytics, Webtrends, and Omniture, all work well in the United Kingdom.
- UK journalists use Google News widely for their research. Use ePR to place your news in front of them.
- Google generally rolls out advances and algorithm changes in the United Kingdom at the same time or shortly after rolling them out in the United States, so stay current with updates.
- Ireland is not part of the United Kingdom

Nuggets for Germany

- Be as German as possible on your website to win the trust of German users. Beef up your “About Us” and privacy pages.
- Allow for longer key phrases in German for your tags and text ads, and plan to use many more one-word long-tail variations than you would in English.
- Unleash all your top tactics for the German search market because your competition there is expertly skilled at SEO and PPC.
- Focus on the quality of your products rather than low prices to impress German online shoppers.
- Budget funds to pay for reciprocal links exchanges with German webmasters. But don't confuse this locally accepted practice with mass buying of links from large networks.

Nuggets for Nordic Countries

- Google is your main point of entry for Scandinavian countries for both SEO and PPC.
- Although Scandinavian languages are quite similar, be aware of differences in popular search keywords.
- Scandinavians are big social networkers and YouTube video consumers. Be sure to include them in your online marketing strategy.
- Similarly, they have a high adoption of broadband, especially mobile, so go ahead and use rich media and streaming video to reach them.
- Learn consumer regulations for each Scandinavian country, especially regarding privacy, so that your marketing efforts do not risk being blocked

Netherlands Nuggets

- Dutch people have a wide-ranging global focus, but you will get a bigger response if you appeal to them in Dutch.
- Netherlands is not just Holland. North and South Holland are two of 12 provinces in the country. Some people in the Netherlands are offended when their country is referred to as Holland.
- The Dutch love a good deal, so be sure to make your offers and calls to action clear and appealing. •
- The most popular payment systems are iDeal and AcceptGiro; PayPal and credit cards are much less preferred.
- There are many smaller directory sites, such as Startpagina.nl, which make good link sources. Use Google Translate to navigate sites.
- The Dutch online are active Tweeters and engaged heavily on other social networks, including their local social media network, Hyves. Use these to boost your visibility in addition to Facebook.nl.

France Nuggets

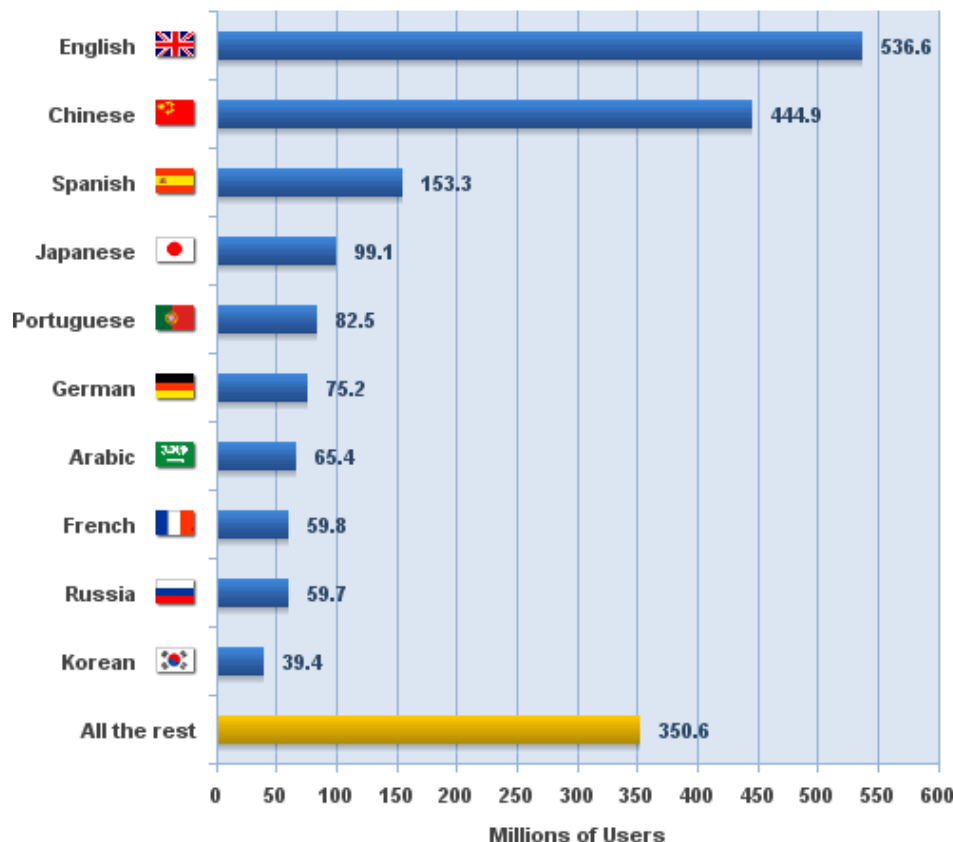
- Understanding and respecting French pride in their language and culture is the key to success.
- Sixty percent of French online shoppers use price comparison websites, such as Shopzilla, Kelkoo, and local favorite, Acheter-moins-cher. •
- French webmasters are likely to exchange links with you, more so if you approach them in French.

Italy Nuggets

- Don't make your website look and sound like a party animal wearing a Hawaiian shirt. Italians are classy and sophisticated and take being stylish seriously.
- Don't get too familiar too soon. Stick to the formal address "il lei" for "you" to show respect.
- . Work to build trust with the Italian webmasters you contact for links . . . and don't give up. Italians are a bit standoffish until they get to know you.
- If you are selling online, be sure to offer PayPal as an option; many Italians do not use credit cards online.
- Consider paying the fee to news site archives to prevent losing a link because your press release expired.

Languages Without Borders

Top Ten Languages in the Internet
2010 - in millions of users



For example:

Spanish is the native language of 332 million people in the world,

- official language of 22 countries
- widely Canada, Morocco, the Philippines, and the United States.
- But fewer than half those speaking Spanish are in Spain

General Dont's for Europe

- Don't market only in US English
- Don't ignore other native speakers living in EU countries -- Brits in Spain, Arabs in UK
- Don't use auto-generated translations
- Don't make up your own extensions for countries or regions--show google list and disclaim region ext

General Do's for Europe

- Do use a country coded domain, sub domain or sub directory
- Do localize your content
- Do geo-target in webmaster tools
- Do use Hreflang tag, unless you have a really big site
- Do get inbound links from sites in target country to your I'm country page
- Do have you content written by a native speaker and edited by another
- Do have someone who knows the target language review your pages after insertion in your CMS
- Do set up Adwords in separate campaigns for each country
- Ditto analytics.

Short Case Study

Over

translating

Over translating

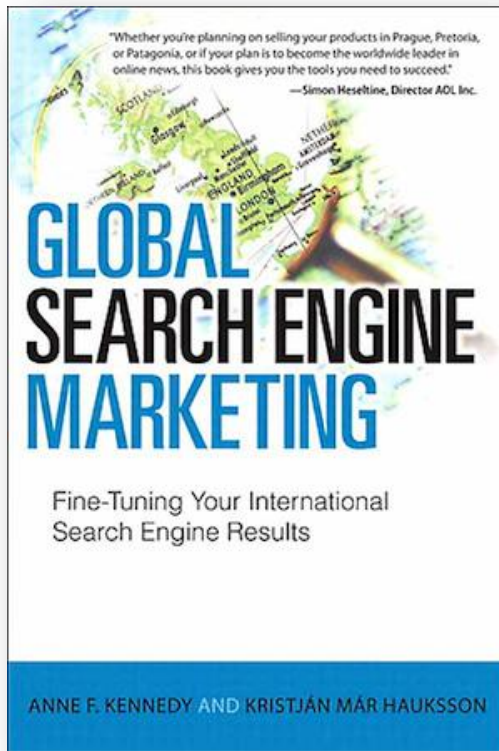
- In some cases, English phrases have superior search volume compared with corresponding phrases in the targeted language
- Some page elements in most cases have a nice way to accommodate English search phrases.



cloud	0.26	16,600,000	823,000
oem	0.11	4,090,000	246,000
migration	0.1	6,120,000	368,000
virtualisierung	0.37	49,500	40,500
geschäftsprozesse	0.19	18,100	18,100
it outsourcing	0.28	2,240,000	90,500
massenspeicher	0.08	22,200	22,200
managed services	0.53	165,000	6,600
it solutions	0.16	30,400,000	550,000
großunternehmen	0.16	9,900	8,100
it lösungen	0.09	2,240,000	1,830,000
software solutions	0.55	450,000	27,100
it service provider	0.39	1,000,000	22,200
betriebsabläufe	0.14	720	590
geschäftsberatung	0.16	73	46
oem lösungen	0.08	46	36
it business solutions	0.23	550,000	12,100
outsourcing it services	0.58	74,000	1,600

- Comments
- Jargon busters

Before you start your SEO work make sure you understand the culture and their use of “technical” terms



Thank you!

Kristjan Mar Hauksson

Nordic eMarketing – kmh@nem.is

Director Internet Marketing / Founder

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