

Keyword Localization for E-Commerce Sites



Key benefits

- ➔ Increased visibility online
- ➔ Better quality web traffic
- ➔ Improved conversion rates
- ➔ Consistent, trustworthy online presence

Consider how much organic traffic your E-Commerce site receives in your home market. It's likely that a great deal of focus at your company is placed on optimizing this through targeted keyword selection. Milengo's keyword localization service for E-Commerce is designed to help you maintain this focused approach when localizing for markets further ashore.

Going global with your keywords

Understanding the terminology that your customers are using when browsing for products is an important step in correctly targeting your products to them. This deep understanding is also usefully applied in all of your global target markets.

To support your efforts in these markets, Milengo works with in-country, native speaking linguists that specialize in the tools and techniques used to research and identify optimal target keywords.

Key features

- Keyword research performed using analytics tools
- Comprehensive search engine research of industry terms
- Provision of suitable keyword synonyms for target language
- Linguistic consultation on impact of cultural influence on keyword selection

Remember

Keywords must be localized to suit each market. The manner in which customers are searching in your home market could differ greatly to markets further ashore. Customers at home might search based on current trends; in another market, the focus may be more on other attributes, such as affordability.

Performing thorough keyword research means understanding how consumers are looking for products. Similarly, the implementation of this keyword research in your store will help search engines understand what you are offering, and in turn deliver your site as a relevant result for the searches that your customers are performing.

Product page localization

The target-language keyword list created during the earlier stages of the localization process is also closely relied upon when localizing individual product pages for your site. All Milengo linguists work with this keyword list integrated into the standard computer-aided translation tool workflow to guarantee that the correct keyword combinations are implemented on each page, including within page meta elements.

Milengo understands the important role that keyword searches can play in bringing visitors to your site and driving conversions. Our goal is to help turn these visitors into return customers and put your webshop on the map in your target markets.

By working with linguists specializing in E-Commerce localization, we can ensure that your store delivers consistent, compelling content to global users while maintaining the local flavor that only professional linguists with extensive experience in their home market can provide.

Glossary creation and maintenance

Milengo incorporates industry-standard glossary creation processes into the keyword localization workflow. Once a full keyword list has been created for each target language, a bilingual glossary of source and target-language keywords is generated in order to serve as a central database that can be integrated into the translation tool environment and easily referenced by our linguists.

The creation and maintenance of a central glossary ensures consistent application of your keywords in each future stage of optimizing your multilingual website for search engines. Such consistent application of keywords – or terminology – can make finding you online a much smoother process for potential customers and contribute to an increased perception of your company's authority and brand position.

→ To learn more about Milengo's keywords localization solutions for e-commerce sites, please contact sales@milengo.com