



Boost your international online visibility

Global Search Engine Optimization (SEO) services



SEO doesn't automatically translate

There's a huge opportunity created by the fact that more people are shopping and interacting online than ever before. But making your business visible to your target audience in all of your target markets isn't as simple as translating your keywords globally. Unfortunately, search engine optimization (SEO) activities don't translate automatically in a straightforward way.

That's why we've developed our global SEO services, designed to help you optimize the performance of your websites, digital content assets and advertising across language and cultural borders.

Rank higher, get more clicks and sell more

RWS has a global network of in-market SEO specialists to support you with your search strategy. Because we're also the world's largest employer of native-speaker translators and transcreation copywriters, we offer a hard-to-beat combination: in-house teams of translators, writers and SEO specialists working closely together to optimize your content.

Choose from one or more of the following services to ensure that your brand is both visible and relevant to your target audiences, wherever they are in their buying journey:

Keyword research

What sells as a baby-food mixer in one country might be better positioned as a cocktail maker in another. Our in-market SEO specialists will research keywords in the target language to ensure that your content and your pay-per-click advertising give you the rankings and results that you need.

Content optimization for SEO

With keyword research done, we'll implement the relevant terms in the metadata and on-page content according to best practice.

Why RWS for global SEO

- **Ideal mix of expertise** with SEO specialists, translators and copywriters based in-market
- **Broad range of services** from keyword research and content optimization to market, technical and content advisory services
- **Support for different content types** including voice and video SEO, and optimization of search engine marketing (SEM) content
- **Centralized account management** helping you maintain a consistent global strategy and execute it effectively
- **Performance monitoring** to ensure that the optimization efforts go the distance

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Competitor analysis

We'll conduct local research in your chosen markets and benchmark you against your main competitors there, giving you essential data-centred insights to use for improvement.

Local market insight and content gap analysis

Going beyond the content you already have, we'll use SEO research to identify any important content gaps that, if filled, will help you to perform better in specific markets.

Technical audit

Country by country, we'll identify any technical site issues that may impact the ability of search engines to crawl your sites – to the detriment of your rankings. You'll come away knowing what needs attention to optimize your SEO performance.

Content tiering and mapping

When you want to take a phased approach to localizing SEO, we'll help you identify the most important content that you should prioritize.

All managed by RWS

Whatever your international SEO needs, we're there for you. Your RWS account management team will:

- Help you with your global SEO strategy
- Implement your programme
- Monitor performance over time and make recommendations to keep your content optimized in each market

