TradeTech
Solutions

TTS eGuide to Foreign Language SEO

Part 2 - Multilingual Microsites

Introduction

You should first read the eGuide to Foreign Language SEO – Part 1. This eGuide then sets out how you can significantly improve your website's foreign language SEO in 35 languages at less than £1 per week per week. – The TTS Multilingual Microsite service is to be launched shortly. To pre-register and qualify for a 67% discount on your first years' annual subscription just send us an email - for just £49 + VAT this represents fantastic value. – Requests must be sent by COB 5th September, 2023 to qualify.

Multilingual Microsites – What Are They

Microsites contain a contain a condensed profile of the key elements of your company. They are therefore rich in keywords and phrases which are scanned and indexed by online search engines. This makes it easier for potential partners to find you when making online searches.

Multilingual Microsites are simply different language versions of your Microsite. People will generally make an initial online search in their mother tongue. By having an online presence in these languages, you have a much better probability of being found in any first round of searches.

For more details also see: **Appendix One – FAQs**.

How do they work?

Once the potential partner has found your Multilingual Microsite, they can then quickly see if there is indeed any scope for making contact with you – and if so, are directed either to the relevant person in your company or to the relevant part(s) of your home website.

Why should you consider having a Multilingual Microsite?

If you are considering entering the international market or increasing your presence there, subscribing to multilingual microsites should be one of your first actions.

1. They are very easy and quick to set up.
2. An absolute breeze to maintain.
3. Incredibly low, fixed annual cost (thanks to AI).

Multilingual Sites Benefits

Many think that by publishing their website in their own language and English, then they reach the world. However, less than 8% of the world are mother-tongue English language speakers. Therefore, by not having your site published in all the major languages, you risk missing out on the searches carried out by the 90% of the world who speak another language. (Most people start their internet searches in their mother-tongue.)

6 key benefits

➢ **You Advertise Your Products and Services Globally**

Your foreign language Search Engine Optimisation ("SEO") will lead to increased traffic to your website, which should lead to more sales. The Multilingual Microsites cover 35 languages - giving you a reach to 166 countries with 95% of global GDP.

➢ **Competitive Advantage**

Foreign language content gives you a competitive advantage over other businesses in your industry who simply have English language sites.

➢ **Better User Experience**

You provide a better user experience to your foreign customers.

➢ **Increase Your International Brand Awareness**

Your foreign language profile can help increase your brand awareness in foreign markets. Given the relative lack of competition for foreign language keywords, your products and services will appear higher in search rankings in those languages and their relevant markets.

➢ **Spread Your Business Risk**

Promote your business in multiple markets, and so spread the risk of market downturns and benefit from those that are expanding.

➢ **They represent a Very Low Cost Solution**

The list price is less than 9 pence per language per week.

Other Benefits

1. Direct contacts and analysis of incoming traffic to your website (which can still be left in your own language) will give you valuable insights into the countries where your products and/or services are being sought. This can then help you decide whether you should direct more resources to developing these markets. With hard facts, you can take out the guesswork and reduce the risk of your overseas marketing.

2. Your microsite will be hosted on ExpoWorld.cloud – with at least 140 backlinks to your home site, further improving the SEO of your home site.

Your Critical First Step into International Markets

By first subscribing to the multilingual microsite option, you can make the decision to make any additional investment on a language-by-language, country-by-country basis having first reviewed the results from your Multilingual Microsite.

Languages Covered & Global Reach

TTS Multilingual Microsites are to be provided in 35 languages[1]. These languages cover 166 countries and 31 dependencies, with a combined population of over 7 billion and $124 trillion (95%) of Global GDP.

For a full list of countries and territories covered with populations and GDP figures see Multilingual Microsites - Languages Covered & Global Reach.pdf.

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[1] For the remaining 32 countries and 5% of GDP, the relevant languages are scheduled to be added before the end of 2024. These will be added at no extra charge for existing subscribers.

Conclusion

If you have any interest at all in international trade[2] - no matter whether you are actively trading internationally or just considering taking the first steps -then your Multilingual Microsite will significantly open up your potential.

Assuming that we've convinced you, just [send an email](#) to qualify for a massive 67% discount on the first year's subscription fee. By pre-registering you will only have to pay £49 (+ VAT) for the first year's subscription – instead of the list price of £149.99 (+VAT). Just send the email -no credit card details required – as soon as the service is launched, but before 5th September, 2023. TTs will then contact you to complete the subscription process. At the end of that year, you are free to continue or cancel your subscription.

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[2] Multilingual Microsites are not just for exporters. There are many opportunities out there for you to improve your supply chain by finding new suppliers.

Appendix One – FAQs

Here we provide answers to the most common questions. However, if you have a question which is not covered here, please feel free to contact us - and we'll do our best to provide an answer.

Why Export? Isn't it risky?

There are certainly more factors to be taken into account when exporting and importing. However, there are support services that can help you deal with these (see: ExportersAlmanac and ExpoUK). In fact, there are good reasons why exporting reduces your risk profile and can help your domestic sales.

- **Risk Reduction**

  If one market goes down there is a good chance that your other markets will at least remain stable if not actually increase.

- **Balancing Production Schedules**

  If your domestic product is seasonal, you can sell it to countries with coinciding seasons or, better yet, whose seasons start when yours ends.

- **Improving Economies of Scale**

  With increased export production and sales, you can achieve economies of scale.

- **Extending Product Life Cycles**

  Pursue exports in markets that still value goods no longer in demand in the domestic market.

- **Gain New Knowledge and Experience**

  Going international can yield valuable ideas and information about new technologies, new marketing techniques and foreign competitors.

How much do they cost?

Your Multilingual Microsite costs just £149 p.a. (plus VAT, if applicable). That works out at less than 9 pence per week per language covered. However, if you register your interest to this eGuide before 5th September, 2023 you will qualify for a massive 67% discount and only pay £49 (+VAT) for the first year's subscription.

Once I have paid my annual subscription, is there anything else to pay?

No. TTS covers the hosting costs and all translation costs. You can make as many changes to your Microsite as you wish – with no extra charges to pay.

If you add any extra languages during my subscription. Will these apply to my Microsite and is there anything extra to pay?

- ➢ Yes, as we add languages, these will be automatically applied to your Microsite.
- ➢ No, there will be no extra charges.

What will be the address to my Microsite?

The address will be in the format:

https://www.ExpoWorld.cloud/GB/Company_Name/fr/

In this example, "GB" indicates a British company and "fr" the language of the specific page in French ("de" would be the German page, "it" the Italian page, "pt" the Portuguese page and so on). The Company_Name is the name of the company indicated on the relevant configuration page.

UK subscribers will have the additional benefit of also having their Microsite being published on ExpoUK with the link format:

https://www.ExpoUK.cloud/Company_Name/fr/

Where the Company_Name is the name of the company indicated in the relevant configuration page (and therefore the same as published in the ExpoWorld address) and "fr" is the language of the specific page in French etc.

Can I see each language version of my Microsite?

Yes, once you have saved and published your Microsite, a few seconds later, you can view each language page; all 35 of them.

Can I edit the text of a specific language?

No. You can edit your Configuration Pages, but the translated pages cannot be edited separately.

What do I do when I am contacted in a language I don't speak?

Initially you can use DeepL or Google Translate to translate incoming and outgoing message. However, should things develop such that you need greater certainty as to the quality of the translation and\or need an interpreter, then we would recommend that you use an outside agency such as PAB.

- For International Users see the Translation Services in The ExportersAlmanac.
- For UK subscribers see the Business Section on Language Services in ExpoUK.cloud.

A Foreign Visitor comes from a foreign language page of my Microsite to my English language Home Site. Is that a problem?

Clearly in an ideal world, they would arrive in your Home Site in a section which Is in the same foreign language as the Microsite page. However, they will be already aware that your company is based in the UK. They should not therefore be surprised to land on an English language page.

6

Also, given that you provide deep links to the relevant sections of your Home Site, they should not have too many problems navigating your site. If they really cannot read English, if they are using Chrome, they have the option of activating Chrome's automatic translation tool by clicking "Translate" on the right of the address bar.

What do I do if I am contacted about an export to a country that is new to me?

You can find help from a number of resources depending on the nature of the help you need.

- For International subscribers see Support Services in the ExportersAlmanac.
- For UK subscribers see the Business Sections on Export Services, International Logistics and Finance in ExpoUK.cloud

If you want to find out more about the country that you may be exporting to, the Country Profiles section in the ExportersAlmanac covers all the countries in the world.

You include a Russian language translation. Isn't Russia subject to international sanctions?

Yes, Russia is subject to international sanctions - but this does not prohibit all trade with the country. Moreover, the Russian language is spoken in many other countries, not subject to sanctions (most of them are former members of the Soviet Union and some are now members of the European Union).

I'm worried about breaking international sanctions – there are so many of them.

The following are the official sanctions lists which you can check – taking into account where you are registered and where you have any trading interests:

- The UK.
- The European Union.
- The United States.
- The United Nations.

What do I do if I am contacted but I'm not interested in the proposal?

You can of course just ignore it. However, politeness never hurt anyone and you can simply draft a brief email response of "thanks but no thanks, at least for the moment." - You can even quickly translate your response into the correspondent's language using Google Translate. You never know how this may pay off in the future. Karma may apply ;-)

How do you classify Industry Sectors?

We provide an Industry Sector hierarchy on 4 levels. These groupings and hierarchy are based on those used by most international Industry Sector classifications (e.g. SIC, ISIC and NACE codes). We made the decision to provide a simplified hierarchy because:

1. We believe that the industry hierarchy tree is relatively self-explanatory and easy to use.
2. We doubt that online searches are made on the basis of international industry codes – but rather by industry and/or activity descriptions.

We also recognise that the industry sector descriptions used in the international product classification systems are there because they are widely used and therefore more likely to be used for online searches. Furthermore, there are internationally recognised translations of these industry sector descriptions which are particularly useful when automating the translation of the Microsites.

How do you classify Products?

We provide a Product Hierarchy on 3 levels. These groupings and hierarchy are based on those used by most international (e.g. HS and CN Codes). We made the decision to provide a simplified hierarchy because:

1. We believe that the product hierarchy tree is relatively self-explanatory and easy to use.
2. We doubt that online searches are made on the basis of international product codes as such, but rather by product descriptions; and these descriptions are reasonably standardised across the different system.

We also recognise that the product descriptions used in the international product classification systems are there because they are widely used, and therefore more likely to be used for online searches. Furthermore, there are internationally recognised translations of these product descriptions which are particularly useful when automating the translation of the Microsites.

What do I do if I cannot find a Product or Industry Sector Description which applies to me?

International Product Definitions are largely the result of international trade negotiations from the 19th and 20th centuries. Therefore, we recognise, that they:

➢ Can, in some instances, seem archaic.
➢ May not cover the detailed descriptions and definitions you require.

The same situations may also be found for the Industry Sector definitions.

In the cases where there is something which either does not cover or only partially covers your activities, products or services you should:

1. Choose the options closest to your activities and products;
2. Use the Brief Description in Section 1 of the Configuration Page to list the information which is not covered by the Industry or Product sections; and/or
3. Use Section 6: Other Meta Data Keywords to publish the missing information.

N.B. In the case of service providers, you will not find Product Descriptions for services, so you should leave these blank – and then cover your situation with points (2) and (3) above.

How do Multilingual Microsites compare to Google Ads?

Although both services are designed to channel traffic to your website, they differ in how they do this. This does not mean that they offer competing services, but rather that they are complementary.

The differences can be summarised as follows:

Service Summary

The Multilingual Microsites offer a much wider reach in terms of the number of keywords and phrases covered. Google Ads is focused on a small number of keywords and phrases and is part of a suite of Google's advertising services & tools to help companies create, manage and analyse their online marketing and advertising campaigns.

Cost

- You pay Google Ads on the basis of an agreed cost per click to your website from the Google Search results page to an agreed ceiling. Once this ceiling has been reached, the service stops.
- You pay an annual subscription The Multilingual Microsites. That's it. There is no limit to the number of clicks to your website.

Keywords & Phrases

- With Google Ads you choose a single keyword or phrase for the basis of the service – in a single language. (You can of course have a number of contracts covering multiple keywords or phrases.)
- The Multilingual Microsites are in effect pages crammed with keywords and phrases – replicated in each of the 35 languages offered.

We would suggest that you first try the Multilingual Microsites. When you have a clearer idea which keywords and\or phrases – and in which language – are the most effective for you, you can then use Google Ads to further promote these keywords or phrases in a dedicated advertising campaign.

My Multilingual Microsite is generating genuine interest from a particular country. What should I do next?

Typically, the next steps to be taken are:

1. Translate some or all of your Home Site and marketing collateral. ([PAB](#) can give you a no obligation quote for this.)
2. You initiate a direct marketing campaign in that country by:

   - Contacting [Kompass](#) requesting a quote for a list of relevant companies in that country – with contact details.
   - Checking to see if there are any [relevant trade events](#) in the country concerned.
   - Checking what support your local [Chamber of Commerce](#) or government agency***** can provide.

*UK companies can also check [ExpoUK\Support Services\](ExpoUK\Support Services\)