

# The Key to a Successful SEO Sales Strategy (the Long Tail)

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What if I told you that with an initial investment of \$1,000 you could sell millions on the web....



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134



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10



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“A journey is like marriage. The certain way to be wrong is to think you control it.”

John Steinbeck

“You have to learn the rules of the game.  
And then you have to play it better than  
anyone else.”

- SEO Essentials
  - Key Distinctions
  - 3 Legs of SEO
- Long Tail SEO Strategy
- Examples
- Opportunities for LSPs
- Q&A/ Live Analysis





# Key Distinctions

# PPC vs **SEO** vs **SEM**

The image is a screenshot of a Google search results page for the query "trusted translations services". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, it says "About 13,200,000 results (0.23 seconds)". On the left side, there is a sidebar with navigation links: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "All results", "Related searches", and "More search tools". The main content area displays several search results. A red line is drawn around the entire search results area. A black oval highlights the first search result, which is an advertisement for "Translation Services | translated.net". A green oval highlights the second search result, which is a link to "Translation Services: Professional Translation ... - Trusted Translations, Inc." and the third search result, which is a link to "Over The Phone Interpretation Services- Live ... - Trusted Translations, Inc.". A black oval highlights the right side of the page, which includes a map of a location in Dallas, Texas, and a list of additional search results under the heading "Ads - Why these ads?".

Google

trusted translations services

Search

About 13,200,000 results (0.23 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

All results

Related searches

More search tools

Translation Services | translated.net

www.translated.net/

5-second online quote including price and delivery date.

Ad - Why this ad?

Trusted Translations, Inc. - Direct

Translation Services: Professional Translation ... - Trusted Translations, Inc.

www.trustedtranslations.com/translation-services/

Trusted Translations, Inc. offers fast, accurate and reliable professional translation services. Request a free quote or consultation.

Over The Phone Interpretation Services- Live ... - Trusted Translations, Inc.

www.trustedtranslations.com > Translation Services

Phone Interpretation: Trusted Translations, Inc. is a leader in over the phone language interpretation services. Call to request a free quote or consultation.

Document Translation Services - Trusted Translations

www.trustedtranslations.com > Translation Services

Trusted Translations, Inc. is the leader in document translation services. We translate all types of documentation. Request a free quote or consultation.

Dallas Translation Services - Trusted Translations

www.trustedtranslations.com > ... > Contact Information

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+ Show map of 17304 Preston Road, Dallas, TX 75252

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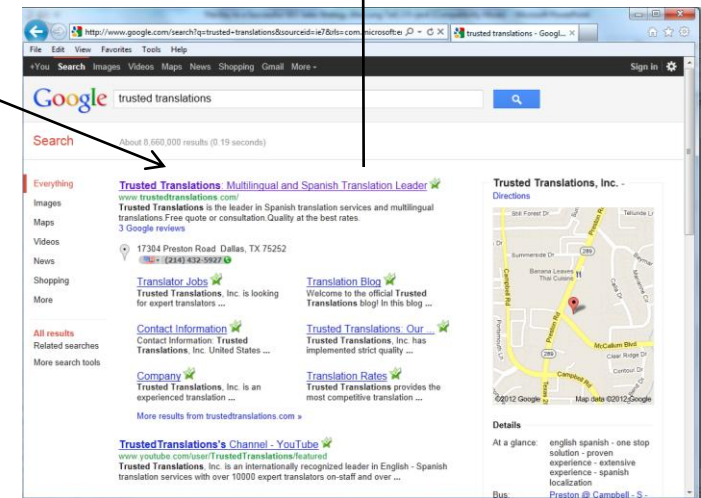
Localize Software

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# Key Distinctions

# Social Media Optimization (SMO) vs Social SEO

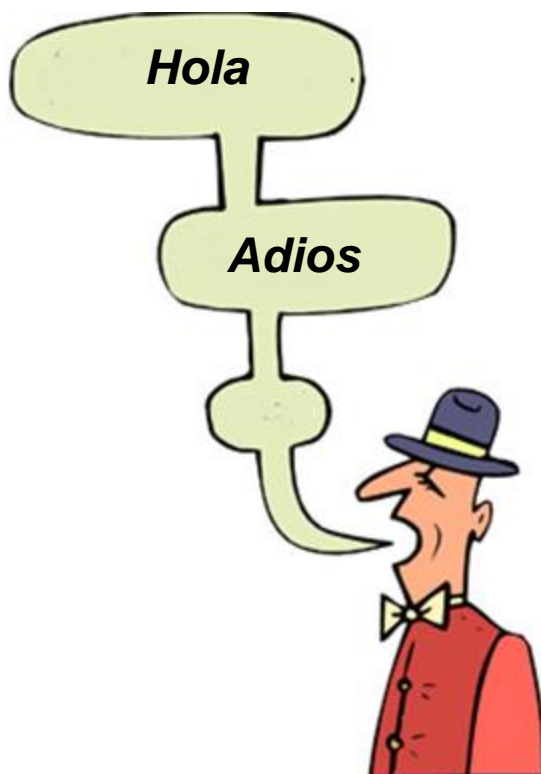




# Key Distinctions

## Multilingual vs International SEO

### Multilingual



### International



[www.trustedtranslations.co.uk](http://www.trustedtranslations.co.uk)

When one has finished building one's house, one suddenly realizes that in the process one has learned something that one really needed to know in the worst way - before one began. *Nietzsche*

Keywords



On-Site SEO  
(On Page)

**Basic Legs  
of SEO**

Off-Site SEO  
(Off Page)



"Amazed at how you understood our requirements"

The Coca-Cola Enterprises

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Search...



Trusted Translations has over 10,000 linguists with expertise in almost every subject matter

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Government Translation

Home > Professional Translation

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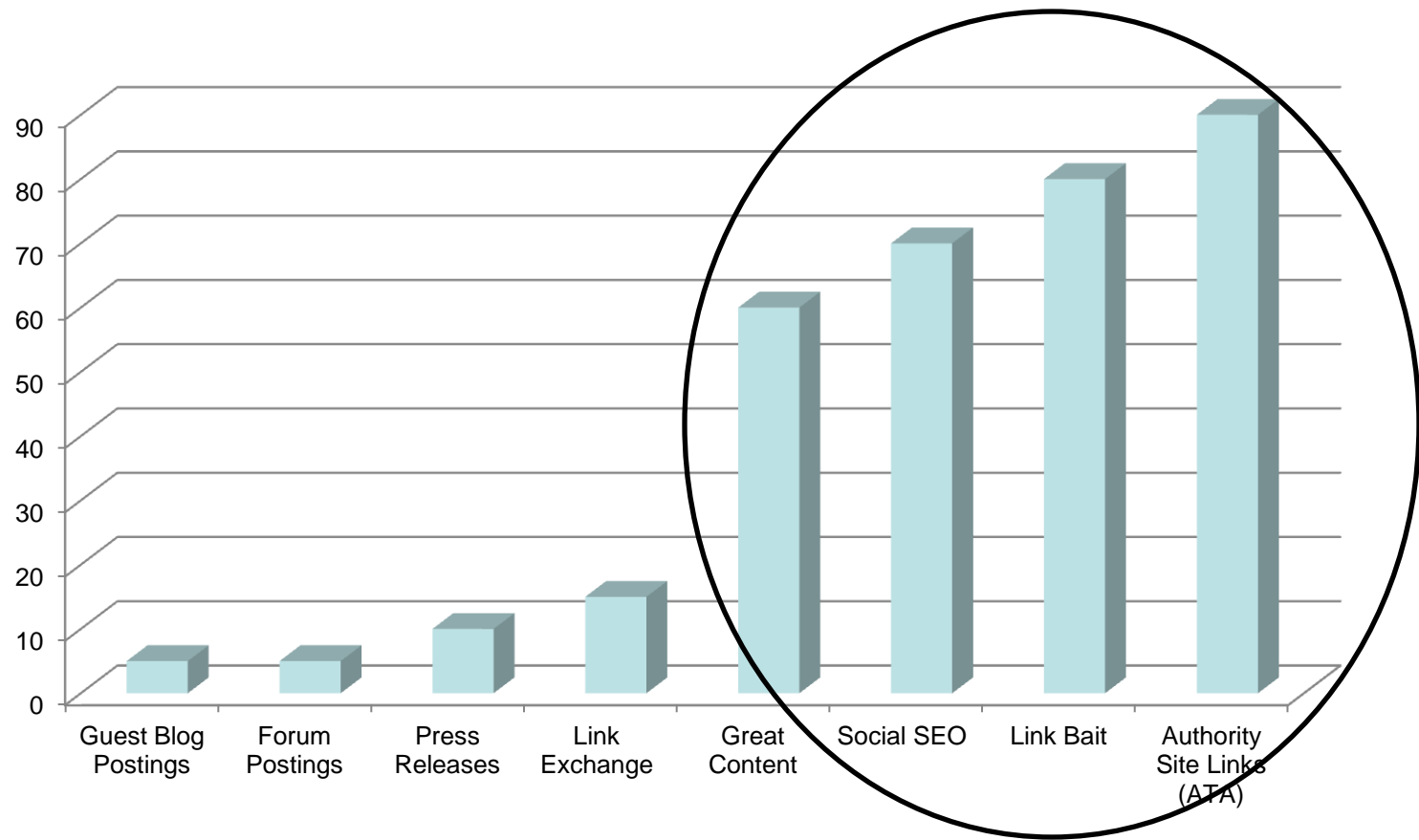
Name:

E-Mail:

Phone:



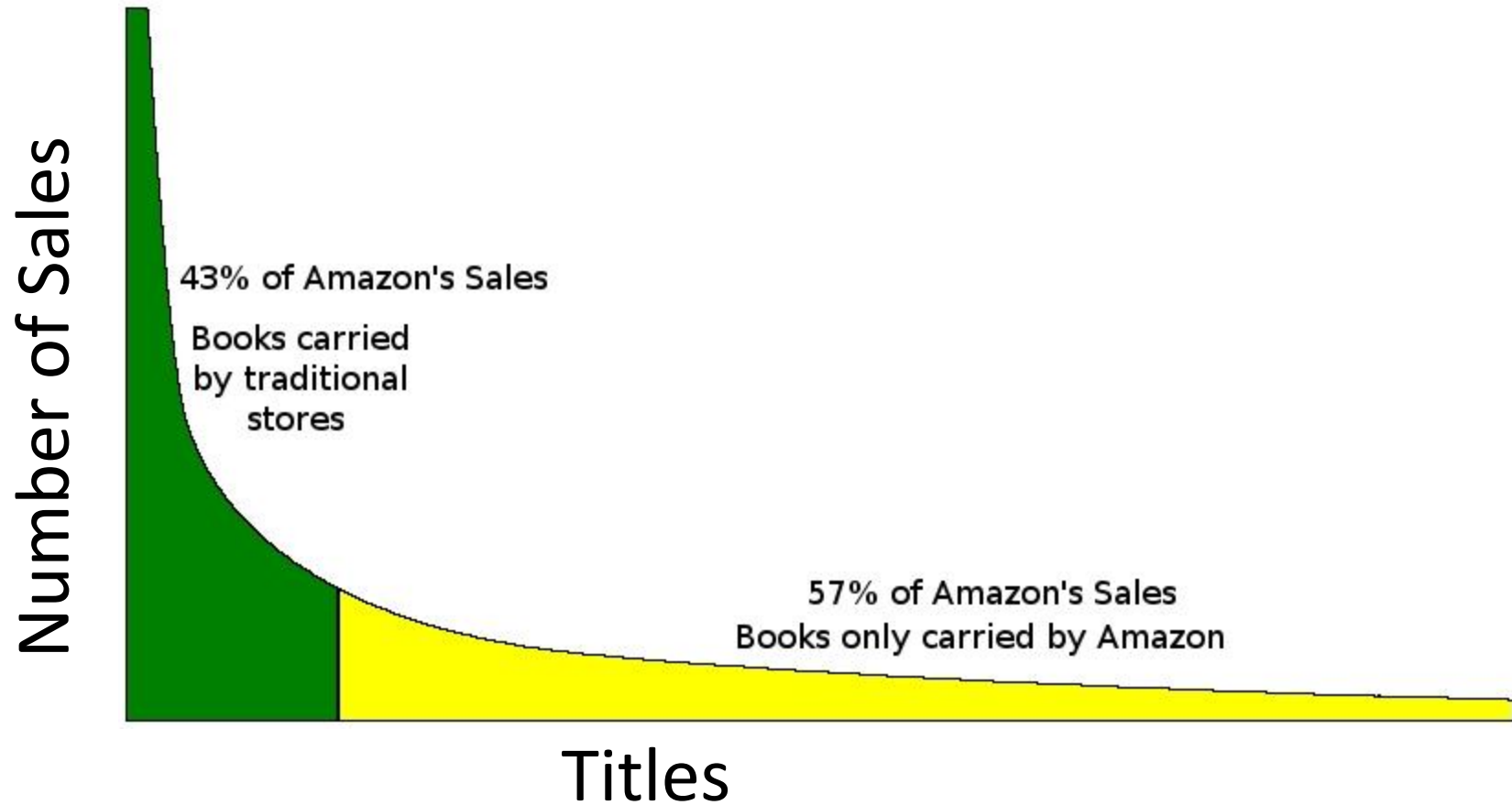
# Offsite SEO - Leg 2



# Keywords

- Keyword selection and placement are probably the most fundamental elements of this entire process
- Keywords that bring the most traffic are normally not the same keywords that bring sales
- It is an ongoing process where trial and error is often necessary to find the right keywords that convert

# The Long Tail





# Google Long Tail and Long Tail for Google

***"The surprising thing about The Long Tail is just how long the tail is"***

**Long Tail is part of the Google Business Model**

***"The surprising thing about The Long Tail is just how long the tail is, and how many businesses haven't been served by traditional advertising sales"***

Said Eric Schmidt, Google CEO in 2005, when describing Google strategy to Wired referring to the ads market

**If Google relies on the Long Tail, beat them at their own game**

# Sizing Up the Long Tail Search Traffic

- Top 100 terms: 5.7% of the all search traffic
- Top 500 terms: 8.9% of the all search traffic
- Top 1,000 terms: 10.6% of the all search traffic
- Top 10,000 terms: 18.5% of the all search traffic

*“This means if you had a monopoly over the top 1,000 search terms across all search engines (which is impossible), you’d still be missing out on 89.5% of all search traffic”*

Source: Experian Hitwise Blog ,Bill Tancer's post, Sizing Up the Long Tail of Search

# Long Tail Search Traffic

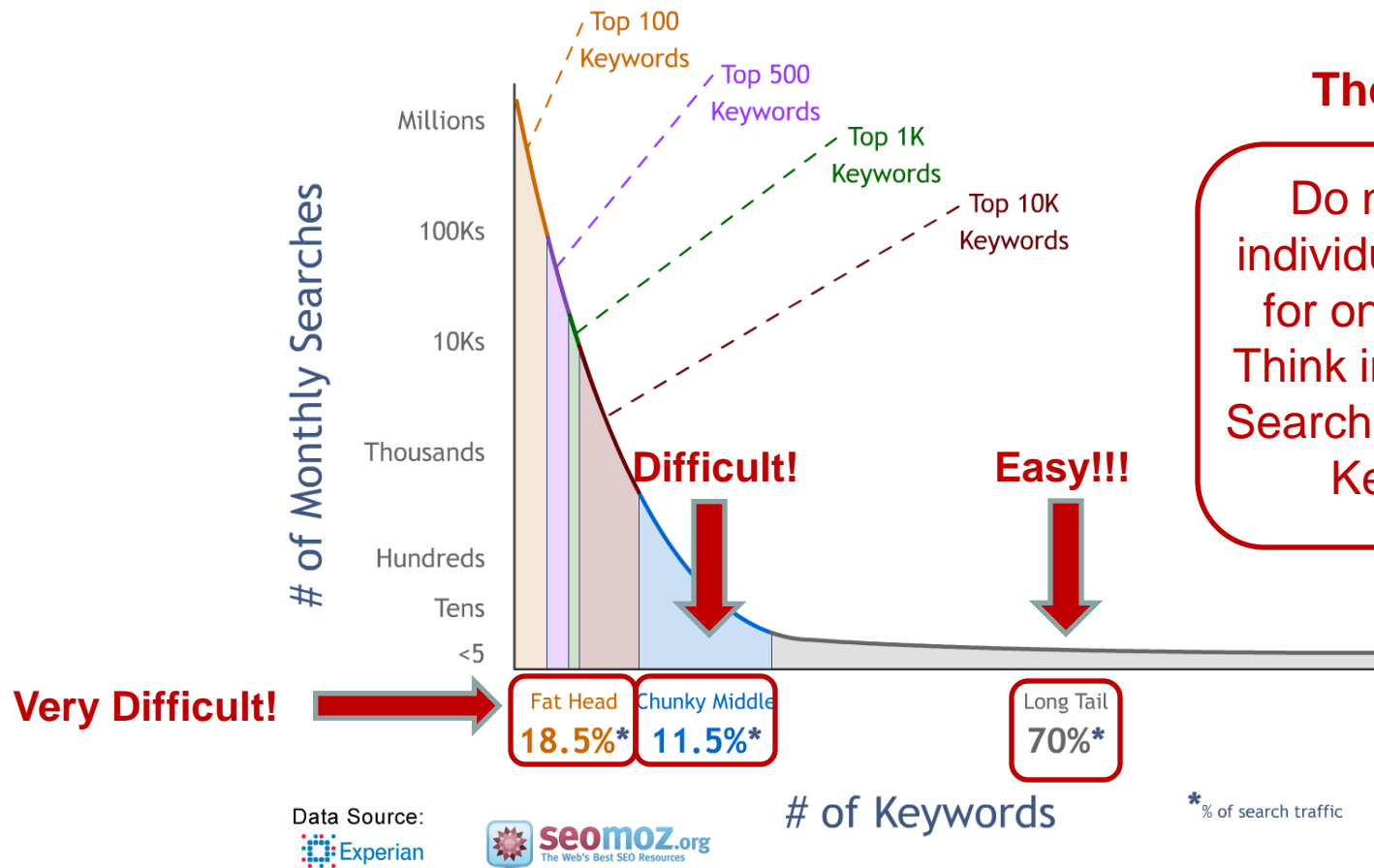
## Popular Keywords vs. Long Tail Search Traffic





# Long Tail Search Demand Curve

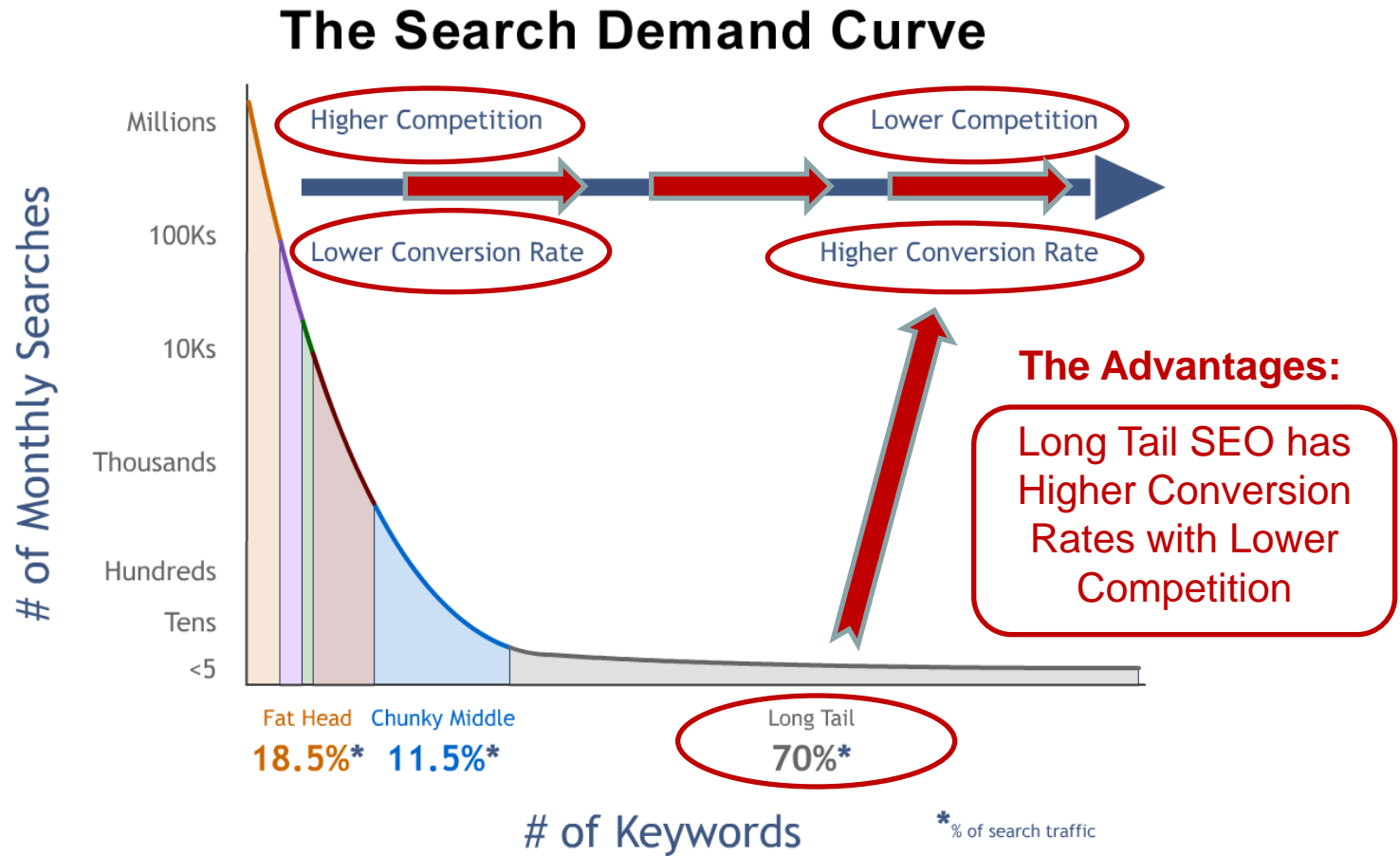
## The Search Demand Curve



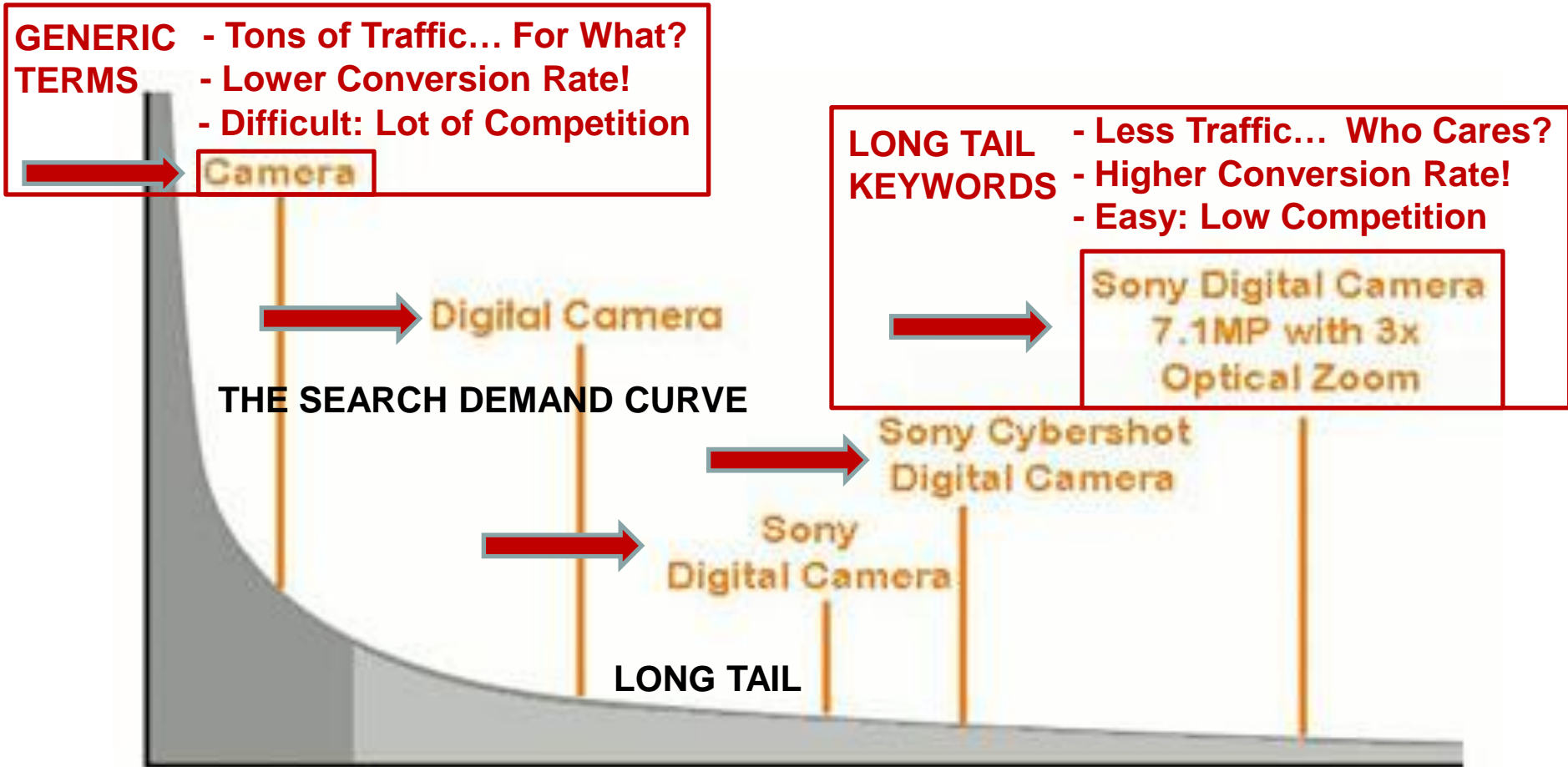
### The Secret:

Do not think in individual Searches for one Keyword. Think in aggregated Searches for several Keywords.

# The Advantages of Long Tail SEO



# Long Tail Keywords VS. Generic Terms






# Long Tail Keywords Research Process

- Test new Long Tail keywords through PPC
- Find New Long Tail Keywords
- Retargeting on Site SEO for New Keywords
- Retargeting off Site SEO for New Keywords
- Look at your statistics to find possible New Kws
- Look at your competitors to find New Kws
- Brainstorming, other sources
- Starting again with the PPC test (Easier than SEO)

## Long Tail Keywords are more than Long Keywords

- Long Tail keywords are not only long keywords
  - Long Tail keywords can be short:
    - “Monaco McDonalds” (Only One)
    - “Monaco Starbucks” (No relevant results)
    - “DTP Bentley Manuals” (Specific enough)
    - “Monaco DTP” (No relevant results )
    - Not need to add a third Word like:
      - “Monaco DTP Guide” or “Monaco DTP Services”
  - Long Tail *Short* Keywords results are more effective
- 



# Long Tail SEO is more than Long Tail Keywords

Target: “Ferrari Car Dealer”

Multilingual Long Tail SEO:  
“Concesionario Ferrari” (Spanish)

International Long Tail SEO:  
Servers, Domains, On Site and Of Site SEO for Spain

Local Long Tail SEO: Local Listing in Barcelona



[Concesionario FERRARI y MASERATI en Barcelona y Valencia ...](#)

[carsluxes.es/](#) - Translate this page

Los **concesionarios** oficiales de **Ferrari** y Maserati en Barcelona y Valencia,  
**concesionarios** de coches de lujo coches y vehiculos gama alta. Venta de coches ...

+ [Show map of C/ Comte d'Urgell, 165, 08036 Barcelona](#)

↳ [Storage](#) - [Ubicación](#) - [Merchandising](#) - [GranCabrio](#)

# Long Tail Strategy Combinations

- Long Tail Keywords
- Multilingual Long Tail SEO
- International Long Tail SEO
- Geographical Long Tail SEO
- Local Long Tail SEO
- Niche Long Tail SEO
- Media Long Tail SEO (Mobile, Youtube)
- Long Tail concept can also be applied to SMO and PPC
- Long Tail Strategies are not mutually exclusive
- Combine these Long Tail Strategies

# Long Tail Opportunities For LSPs

- As Multilingual SEO is one Long Tail strategy, LSPs have the opportunity to leverage their knowledge of languages by:
  - Utilizing Multilingual SEO to rank better in other languages
  - Selling Multilingual SEO, SMO and SEM to their clients as a service
- As Geographical, International and Local SEO are also Long Tail strategies, LSPs can also leverage their presence in different countries and offices by:
  - Utilizing International SEO, Geographical SEO and Local SEO to sell more
  - Selling International SEO and International PPC to their clients
- If you decide to sell SEO services along with your localization offering, we suggest you either learn the process first on your own company or partner with a company that can help you.



# Q & A from GALA Connect

*“what is new around in SEO strategy, any new trending to be aware of, or just keep up with current (good) SEO plans” (From Jose Palomares)*

Clearly the more important new tendencies are Long Tail SEO and Social SEO. Social SEO is going to increase if Google+ is more successful.

*“hear about specific results from the presenters. Are they selling more thanks to SEO, or just selling better/easier due to having more info available to potential buyers?” (Also from José Palomares)*

We are selling more thanks to SEO. SEO was our first strategy to compete with the Big Boys and is still our best lead generation strategy. But SEO has become more complex so to maintain our competitive advantage we have to focus on Long Tail SEO strategies.

# Other Q & A and Live Analysis



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**THANK YOU!**

# Appendix I: Domain Names

- Country code top-level domain (ccTLDs )  
[www.domain.it](http://www.domain.it) Tip: Local Ip Hosting.  
(Geographical and International SEO)
- Subdomains  
[italiano.domain.com](http://italiano.domain.com)  
(Multilingual SEO)
- Folder Language  
[www.domain.com/italiano/](http://www.domain.com/italiano/)  
(Multilingual SEO)
- Folder Geographical  
[www.domain.com/italy/](http://www.domain.com/italy/) Tip: Webmaster Tools.  
(Geographical SEO)

# Appendix II: W3 Language Standards

- HTTP Content-Language header (Server-Side configuration)  
Server: Apache/1.3.28 (Unix) PHP/4.2.3 / (...) Content-Language: en, fr, es
- Language attribute on the html tag to set the document language  
<html lang="fr-CA" xml:lang="fr-CA" xmlns="http://www.w3.org/1999/xhtml">
- Language attribute on an element within the document  
<p>Chinese <span lang="zh-Hans" xml:lang="zh-Hans">中国科学院文献情报</span>.</p>
- Language attribute to define the language destination of the link  
<a hreflang="ES" href="http://www.w3.org/es">W3 en Español</a>
- Language attribute to define other version of the document  
<LINK title="Dutch Manual" type="text/html" rel="alternate" hreflang="nl" href="http://d.com">
- Meta element Content Language set with the content languages  
<meta http-equiv="Content-Language" content="en,fr,es" />