

# Search engine optimisation: influence your website's ranking with good texts

How your target group finds you online.



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Do you want to be found on the Internet? Do you want your website to be among the top search engine results? We'll show you what you need to consider when creating the content for you to achieve this objective.

Do you want to be found on the Internet in order to bring your products or services to your target group?

If so, you won't be able to avoid SEO, keyword searches, meta texts, etc. This is because in addition to the technical aspects that Google & Co. observe in order to create the search engine ranking, the content has gained more and more weight in recent years. It is therefore worth ensuring that the texts are well written and translated as well as being search engine optimised.

## What good is that to you?

You move up the SEO ranking in all relevant search engines. This is because potential clients will only click on your entry if you are prominently placed in the search results. And only then will you attract more and more interested people and your target group to your website or online shop.

## Sounds good, doesn't it?

But what do you need to consider? And what is the best approach? You will find out in this white paper.

## Keywords are everything

In the initial phase of a website project or when writing a new blog article, a thorough keyword search should always take place. Product and service names, as well as all keywords you would like to be found under online, are compiled in a list. A keyword can be a single word, such as an "umbrella", or a combination of words, such as "printing a logo on an umbrella".

### Company

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### Only the right keywords come up trumps

When searching for keywords, you naturally start with your own product knowledge. No one else knows as well as you the standard, industry-specific specialist terminology that is common in your home market and exactly which terms and topics are important for your business. The only thing missing is the view from the outside, which is decisive where SEO is concerned: what are potential customers likely to be looking for? And what keywords do competitors use? Finding out is easier than you may think: a Google search, as we are all familiar with, will take you to your competitors' search results. With Google Trends, you can also find out how the keywords that are essential to your industry have developed over the past few months and years.

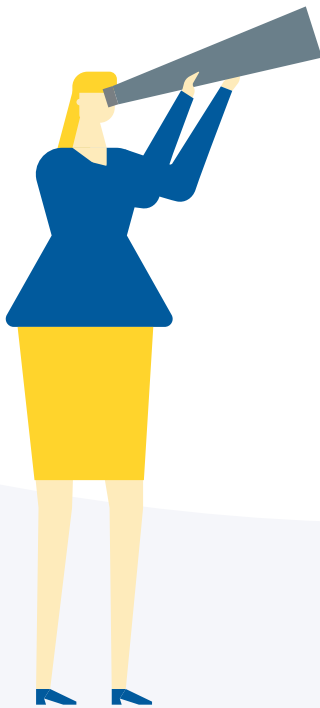
The most important point in keyword research is to find exactly the terms that are entered by the target group. Thus, it may be that even a technically incorrect term has a higher search volume than the correct technical term. In Switzerland, probably nobody will search for a *"Mobiltelefon"* (the technically correct term for a mobile phone), but much more likely for a *"Handy"* (the colloquial term for a mobile phone). So if you now want to be found with this search term, you will have to use it on your website as well.

### Each market is different

Don't forget to define the market precisely and analyse your target group. What terms does your target group use? Are there regional differences? For example, whereas in Switzerland, we search for a *"Damenvelo"* (women's bicycle), our German neighbours are probably more likely to enter the equivalent term *"Damenfahrrad"* in the search field. You must consider whether you want to primarily address a Swiss or a German target group – or whether it is even worth setting up two country-specific websites and addressing the target group accordingly.

### Is multilingualism a challenge?

If your text is to be published online in several languages, the same procedure must be repeated for each language and every target market. The list of keywords can be translated in a first step. However, it is important that all possible variants are included in the list. In order to choose the right search terms, it's important to work with native speakers who know the language and the habits of the target group, and who can change perspectives. The search terms on this list must then be analysed in terms of their search volume, so that you can decide which terms should be defined as keywords.



#### Conclusion

Only by integrating keyword research into your localisation processes can you effectively target your international customers in the online age. This allows you to identify the best search terms for each country and language and incorporate them into your content. This ensures that your website not only ranks highly in your home market, but also in all other target markets.



### What should I do with my keyword list now?

Define a main keyword for each individual page and at most one to two additional keywords. Only one page can be optimised for a keyword. This is because if you optimise multiple pages for the same keyword you create competition between these pages and cannibalise yourself.

Many companies build their entire website structure on the basis of strategically relevant keywords, in order to optimally respond to the search behaviour of their target group and get as much benefit from the clicks as possible.

### The right keywords

1. Collect all possible terms.
2. Perform a competitor analysis.
3. Analyse the search volume.
4. Select keywords.

Specify different keywords for each page.

Each market is different. Engage mother-tongue SEO professionals.

### Content is king

In addition to the master keywords, other search terms that could be strategically important are often discovered during keyword research. Therefore, it is advisable to define the website structure using the keyword list. This allows you to add content to these additional search terms and strengthen your profile in the target market. The target group perceives you as proficient and builds trust in your company, so consider what additional topics might be important in the local market.

Once the strategy and keywords have been chosen, it is a matter of writing and optimising the content, i.e. using main and secondary keywords as well as other important keywords in the relevant sections of the website and in the right proportion.

### Company

Apostroph Group is the leading language service provider in the DACH (Germany, Austria, Switzerland) region with a total of 10 sites across Switzerland and Germany. Today, more than 5,000 companies and institutions rely on Apostroph's expertise. With 160 employees, including 40 linguists, and over 2,000 certified specialist translators, Apostroph offers language services in all disciplines and 100 languages, providing all industries with products tailor-made for the local markets. Extensive experience in language technology and process digitalisation, as well as the targeted collaboration of man and machine are the core components ensuring the quality and efficiency of Apostroph's services.



### **Length, layout and structure**

Be sure to publish your own content on your website. The search engines immediately recognise texts copied from other sources and penalise your website with a worse ranking. For blog articles, you should write 300 to 500 words, whereas for product descriptions, 100 to 150 words are sufficient. The more competitive the market and the greater the competition in respect of a keyword, the longer and more detailed your content must be.

A clear layout and structure helps users to find their way around your website. Divide the texts into different sections, set subheadings and also provide skim readers with lists or quotations.

Internal links can be used to take users to pages with related topics. Put yourself in your target group's shoes. Which keyword is used to get to the page? What might interest them? What should the user journey look like? People especially enjoy reading blog articles on suitable topics, and the latter entice users to stay on the website longer.

Try to make the links SEO-friendly as well. Search engines don't like "more", "continue" or "click here" very much. However, use the main keyword directly in the anchor text: "Learn how to write SEO texts here."

Write your own content!

Analyse the top three search results where your keyword is concerned and you'll get an indication of the keyword density you should follow.





### **Final optimisation including SEO check**

To get the most out of your texts, we recommend an SEO check. During this process, a mother-tongue SEO specialist revises the text and checks, for example, that the keywords have been incorporated into the text often enough – but not too often. Depending on the industry, a keyword density of one to three per cent is recommended.

Using SEO tools, the text is compared with competitors' texts, and other secondary keywords relevant to the topic and of interest to the target market are filtered out and incorporated.

In this step, the ease of reading, the difficulty of the text and the length of the text and sections are checked and edited if necessary. The overall length of the text is also assessed on the basis of a competitor analysis, and a recommendation for additional text or less text is made.

### **Multilingualism: localisation instead of just translation**

No matter which target market you would like to translate your content for, the competition on Google & Co. is fierce and the higher you appear in the search results, the more visitors end up on your website. This applies to all languages. We therefore recommend that you not only translate the website correctly into the target language in terms of both technical and stylistic aspects, but localise it and adapt it to the customs of the target group. This applies to keywords, but also to phrasing, call-to-action and button labels.

## Meta texts

In order to ensure that the text for your website is displayed in the search results the way you want it to be, the meta texts can be stored in most content management systems. The meta texts are divided into meta titles and meta descriptions:

<https://apostrophgroup.ch> > ... > Specialist translations

### **Annual report translations by Apostroph Group**

Top-quality translation of annual reports is our business. Every year, Apostroph translates the annual reports of numerous listed Swiss companies.



## The Language Intelligence Company

If no meta texts are stored, the search engines compile the texts themselves from the existing content. It is therefore worth investing an appropriate amount of time in this area.

It is advisable to use the main keyword at the beginning of the title. Since search engines truncate headers that are too long, make sure that your headings are no longer than 50 to 60 characters (512 pixels wide).

The meta description is a short teaser text. Here you can briefly and succinctly state why the user should click on the search result. Here, too, excessively long texts are shortened by the search engines. Do not exceed 156 characters including spaces.

### **Be successful thanks to good search engine optimisation**

SEO is not witchcraft. Just by following the few tips above, you can achieve a great deal and catapult your website up the search results after a few weeks. Go on – it's worth it!

Our SEO language professionals and our marketing department are happy to assist you.



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