On the road to success with search engine optimisation (SEO)

If you and your company want to be successful on the Internet, it is essential to optimise your content for search engines, a process known as search engine optimisation (SEO). Fantastic offers on their own are not enough. Your web content has to be placed high in the search engine rankings for customers to actually find you.

How to perform even better in search results:

Define your target: What are you looking to achieve with each particular page or site? Do you want to highlight your expertise, for example with specialist articles or insights into the company? Or do you want to advertise your online shop? Define which products or services are the most important in your strategy and should therefore be found on the net.

Tailor texts to your target group: Good web texts should not just please a search engine and its algorithms. Instead, they should deliver tailored content for defined target groups. Are you addressing private customers, business customers or direct clients? What benefits are you offering? Can you solve problems? Or to put it another way, what could simplify or improve their lives?

Check what tone best suits your target group and thus best reaches its communication goal. Is your content purely informative, or should it be couched in emotional language to achieve its aim? Images and videos add vibrancy to your text, while graphics imbue it with credibility and clarity.

Use keywords: The right keywords are crucial for successful ranking. Start off with your own product knowledge – nobody knows the industry terminology better than you. But make sure in particular that you never lose sight of the user perspective. What are (potential) customers likely to be looking for? Incorporate slightly varying keywords into your text to cater for a variety of search terms.

Tip: Unique professional texts

Write your own, corporate-specific content. Because search engines reward distinctive content. You are not a born copywriter and don't have the time it would take? Then commission text professionals to take care of it for you – it'll be worth your while!

Glossary: SEO (or search engine optimisation)

SEO refers to all measures that ensure a website is listed as high as possible in the search engines and thus receives more hits.

How Apostroph can help

As a Language Intelligence Company, we would be happy to be your partner and help you make your web content even more successful.

We have expertise at three levels: if you wish, we can write, optimise and translate your content to drive your website even higher up the rankings.

Content check: Our experienced content assistants will put your texts to the acid test.

- **Content: Is the text correct in terms of content and spelling?**
- **Target group: Do the tone of the text and its complexity suit the target audience?**
- **Readability: Are the lengths of the sentences and paragraphs right?**

SEO check: Our experts use state-of-the-art SEO tools to determine the best keywords, extract further keywords based on sector analyses and check the following points:

- **Does the text contain the keywords in the appropriate density?**
- **Do these keywords correspond to what potential customers are looking for?**
- **Which keywords do your competitors use?**
- **Has the metadata, such as page description and title, been properly maintained?**

SEO translation: An optimisation by our language professionals can be particularly valuable if you work in a multilingual sector or are even active on international markets. As SEO specialists and native-speaking professional translators they know exactly what to look out for to ensure that your web texts are successful in the target market. We offer:

- **Keyword search adapted to the cultural area**
- **Use of specialised SEO technologies**
- **SEO-compliant translations in 90 languages**
- **Search-engine-optimised adaptation of metadata**
- **Focus on the dominant search engine in the target country**

Give us a call – we would be happy to advise you!

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.