



# TTS eGuide to Foreign Language SEO

## Part 1

April, 2023

## Introduction

According to [Ethnologue](#), a database of world languages, as of 2021 less than 8% of the global population speaks English as their mother-tongue. As most people carry out searches all in their own language, without foreign language SEO you are missing out on 92% of your potential.

## The Benefits of translating your website into languages other than English

Translating your website into languages other than English can have several benefits, including:

1. **Improve SEO:** Translating your website into other languages can significantly help improve your search engine optimisation in those languages.
2. **Reach a wider audience:** By translating your website into other languages, you can reach a much larger audience (see above).
3. **Increase engagement:** When your website is available in multiple languages, visitors are more likely to engage with your content and spend more time on your site.
4. **Enhance credibility:** Having a multilingual website can also enhance your credibility and reputation, as it shows that you are committed to serving a diverse and global audience.
5. **Gain a competitive advantage:** Depending on your industry and target audience, translating your website into other languages may give you a competitive advantage over other businesses that only offer English-language content.

Overall, translating your website into languages other than English can help you reach a wider audience, increase engagement, improve SEO, enhance credibility, and gain a competitive advantage.

## Tips to Improve your Foreign Language SEO

1. **Use the right keywords:** Make sure you use keywords that are relevant to your content and are commonly used in the language you are targeting. You can use keyword research tools to find the most popular keywords in your target language.
2. **Translate your content:** Translate your website content into the language you want to target. Use a professional translator to ensure accuracy and to avoid grammatical errors. Avoid using automatic translation tools as they can produce poor quality translations.
3. **Use language-specific meta tags:** Make sure your website's meta tags (title tag, description tag, and header tags) are translated into the language you want to target. Use relevant keywords in the meta tags to improve your website's visibility in search results.
4. **Create language-specific URLs:** Use language-specific URLs for your website pages to make it easier for search engines to index your content. For example, use "example.com/es" for Spanish language content.
5. **Build language-specific backlinks:** Build links to your website from other websites in the language you are targeting. This will help improve your website's visibility in search results in that language.
6. **Localize your content:** Adapt your content to the local culture and customs of the language you are targeting. This will help improve user engagement and increase the likelihood of your content being shared on social media and other platforms.
7. **Use structured data markup:** Use structured data markup to help search engines understand your website's content. This will help improve your website's visibility in

search results and increase the likelihood of your content being featured in rich snippets.

## Resources Needed

There is no doubt that translating your website will require a significant level of resources not just for the initial translation but also for website maintenance. Every time you make a change to your English language site area, it is likely that you will have to make corresponding changes to the foreign language sections.

You must also consider what resources you will need to deal with any queries you get in foreign languages – and how to operationally deal with any potential export requests.

In these cases, you can use Google Translate to help with any ad hoc translation requirements – and [ExpoUK](#) provides a wealth of advice and service support for importers and exporters; you are not alone.

## First Steps?

Therefore, it may be prudent to take a measured approach i.e. first of all translate your website in to the one or two languages you think will create the greatest level of traffic – and perhaps just for a limited section of your website e.g. the area where you describe your products and services. On the basis of the results that you generate here, you then can then consider:

1. Expanding the area that you have translated.
2. Adding more languages.

## Conclusions

It is important to note that providing translated versions of your website requires investment and resources, both in terms of translation costs and website development. It's important to carefully consider the costs and benefits and develop a strategy that aligns with your business goals and budget.

In Part Two of this eGuide we will explain how you can cover more than