

CASE STUDY



SEO-OPTIMIZED TRANSLATIONS



The Challenge

7 websites

SEO Optimization for multiple regions

Transform Text from technical to marketing language

Smartwares Group markets a wide range of consumer goods under various brands. They were faced with the challenge of setting up a new website for each brand and optimizing existing content for all product groups for improved online findability and online presence.

GOALS:

- Renew existing websites and provide product content in seven languages.
- Optimize product descriptions to make them look as good as possible for search engines, both for their own websites and for external retailers webshops.
- Convert fairly short technical product descriptions into longer promotional texts.
- Limit translation costs.
- Provide large volumes of content with short lead times.
- Set up a new PIM system.

The Solution

4 steps

Brainstorm Session



Tailored process preserving file formats



SEO research for each product & product group



Text written for 7 languages



The Result

32% cost savings

1,542,025 words translated

Following this approach, the online findability of the Smartwares Group products has been optimized, the quality of the texts improved, the speed of time-to-market has been reduced, and the brands are well represented in target countries.


Cost Savings
Translation memory is leveraged so duplicate phrases are not paid for twice and similar phrases are discounted.

SEO
Achieve a balance of reused text which brings down cost via translation memory and unique text needed for optimal SEO.




Efficiency
A good file transfer system for new texts and translations ensured that all documentation could be published quickly in all languages.

The Right Translation Teams
Translators were selected based on their subject matter expertise and briefed on target markets.




Good Communication
Smartwares Group and Argos regularly hold face-to-face consultations on location.

What They Say

"I really have the feeling of working with a partner, instead of a company where I only schedule assignments."

"I really enjoyed receiving tips and tricks during the writing process, making the translation process more efficient and reducing costs."

"You are flexible in both the peaks and valleys."

Contact Argos: info@argosmultilingual.com www.argosmultilingual.com

