

Global Search Engine Marketing (SEM) Launch Services

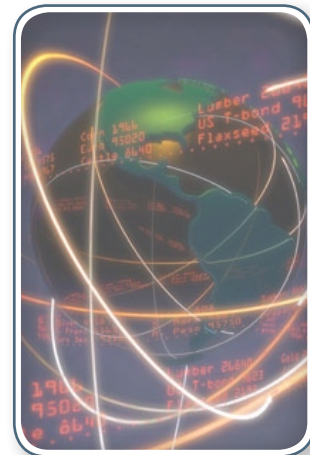
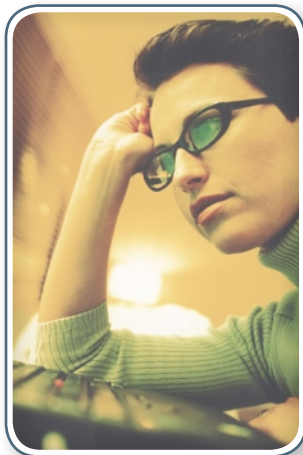
Globalization Partners International (GPI) provides one of the most comprehensive website globalization offerings in the marketplace. Much more than just translation, if a client chooses, GPI can perform complete cultural correctness assessments, cultural customization reports, in-country consumer web testing in over 75 locales worldwide, and locale-specific search engine marketing (SEM).

Since GPI wants to make sure your new language version sites are well received and well visited by your target audiences, we highly recommend that after you localize your site into other languages, you perform some initial and ongoing Search Engine Marketing (SEM) including both organic search engine optimization and pay-per-click (PPC). Whether you have a full time Search Engine Marketing Agency or if your marketing team provides these services in-house, GPI's "Global SEM Launch Services" will make sure your new language version sites get properly and professional launched!

Whether facilitating and easy hand off to your agency, or guaranteeing your new site's SEM activities are headed in the right direction, GPI will complete the foundation SEM activities necessary to ensure a proper launch for your new language site. GPI's SEM Launch services will help you achieve basic indexing with a multitude of country-specific search engines and directories, as well as provide you with optimized localized web pages, translated key word lists and meta data, and guidance on full site optimization.

To learn more about our SEM Launch Services please visit us at:

www.globalizationpartners.com/services/search-engine-marketing.aspx



Basic SEO Tasks (provided per locale "country")	Description
Keyword research	Research of the terms (phrases) entered by people into the search engines when searching.
Initial keyword position report	Initial report to check the position of your company in the SERP with the keywords provided.
Major directories presence (Yahoo, DMOZ, etc)	Report to check the presence of your company in the major directories.
New content suggestions	In order to ensure your content is optimized for search engines, GPI will review source content and recommend changes to the original content (if necessary).
SEO optimized phrase page creation	Creation of optimized submission pages to work with your site and enhance indexing/ranking.
SEO optimized meta tags creation (title, description and keywords)	Creation of SEO optimized meta tags based on the content provided by the client. Suggest alternative optimized content (meta data) for localized sites.
Internal link building review	Analysis of the internal linking structure. If necessary, GPI will suggest changes in order to clarify the internal link structure of your website.
Title modification	Title meta tag content review and modification.
Keyword tag modification	Keyword meta tag content review and modification.
Description tag modification	Description meta tag content review and modification.
Image alt tag modification	Image alt attribute review and modification.
Link alt tag modification	Link alt attribute review and modification.
robots.txt creation	Creation of robots.txt file allows you to specify what pages you want to include or exclude from the SE.
Sitemap creation for Yahoo!	This file provides information to the SE to crawl your website more effectively. Include information like priority of crawling, last modified date and change frequency.
Sitemap creation for Google	This file provides information to the SE to crawl your website more effectively. Include information like priority of crawling, last modified date and change frequency.
Google analytics account creation	Google Analytics account creation.
Google sitemap account creation	Google Sitemap account creation.

*All services above are to optimize sites for organic listings on country specific search engines. An array of Pay-Per-Click, Paid Inclusion and Ads can be planned and included as part of a company's overall Search Engine Marketing (SEM) plan as well.