



Cost-effective multilingual SEO & SEM solutions that generate more traffic and sales opportunities globally.



Proud motor mouths.™

## Today what's behind your website has never been more important.

Search Engine Optimization (SEO) is just as important as your website's content. SEO requires a comprehensive approach to managing the back end of your website to improve page ranking and provide a better user experience. Effective SEO improves customer engagement and brand penetration. More than any other channel, SEO and SEM is the fast growing marketing tool today.

While there are big name companies out there that do a great job of SEO, none address international and multilingual SEO effectively. For them it's just an afterthought. For Language Arts & Science it's a core mission. We're passionate about delivering multilingual services that grow your business around the globe.

## Cost effective and better Multilingual SEO and SEM.

We can help. We pick up where your interactive agency leaves off. The fact is multilingual and international SEO and SEM is not a well-served market. That's where we come in. We're not here to replace your agency we're here to fill in the cracks by providing value-added multilingual services. We've assembled a global team of SEO & SEM experts that allow us to provide cost effective multilingual and international SEO and SEM services that deliver results. We can design and deliver Landing Pages and Microsites in every commercial language. Expertly prepared to work with Google and local search engines alike.

From motor vehicle Keyword research, competitive SEO analysis, multilingual Landing page development and optimization to site monitoring, reporting and analysis. Language Arts & Science multilingual SEO and SEM services complement your existing SEO activities.

Language Arts & Science is an approved Google Engage agency.

Language Arts & Science delivers comprehensive SEO and SEM services that help automakers reach their digital channel goals. Our services include:

### **Motor Vehicle Keyword Research**

We'll identify the right languages you should use for your target countries and research the right keywords that will maximize your website and PPC performance and page ranking.

### **Competitive SEO Analysis**

Understanding your competitors search strategies will help you create effective websites and PPC campaigns. We can provide actionable competitive analysis to help you build a strategy of your own.

### **Multilingual Landing Page Development and Optimization**

Language Arts & Science can provide complete Landing Page development from concept & design to fully functional multilingual Landing Pages with the right content and code for optimal performance.

### **Site Monitoring Reporting and Analysis**

SEO is not a static marketing channel. From Search algorithms changes to technology breakthroughs a number of factors can affect your online performance. Language Arts & Science will provide you with accurate Site Monitoring and expert Search performance analysis.

Language Arts & Science provides cost effective Multilingual SEO and SEM services that deliver results.



# 5 Tips to Effective International and Multilingual SEO & SEM



## 1. Use a multilingual Keyword approach.

In most cases you should use your English keywords, their translations and research locally used keywords. A multilingual keyword approach will improve search engine performance and Page Ranking.

## 2. Use Geo-tracking to target potential customers.

Google provides high-quality geo-tracking tools to ensure that correct pages and languages are delivered in search activities. Make sure you identify a site structure infrastructure that meets your business objectives.

## 3. Translate rich snippets, breadcrumbs and other search engine friendly content.

Today what's behind your website is just as important as the content your audience reads. Search engine performance is dependent on several search engine enablers. In addition to translating content that resides on your web pages make sure you translate all the text Google and other search engines will use to rank your site.

## 4. Determine whether country or language sites are best.

Do you need a Spain site or a Spanish language site? Are you speaking to all German speakers (Austria, Germany, Switzerland) or to German speakers in Germany only? Make sure you have a strategy that matches your sales processes, opportunities and goals.

## 5. Time PPC campaigns to industry events.

AAPEX, FENATRAN and other industry events provide a forum for manufacturers to introduce their new products and interact directly with prospective clients. Improve attendance and interest in your Booth by driving traffic to it using a PPC campaign.

Choose Language Arts & Science for effective Multilingual SEO and SEM advice that helps deliver results.

Visit [www.languageartsandscience.com](http://www.languageartsandscience.com) for more information on how we can help you generate more traffic and better sales opportunities globally.



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