

SEO AND CONVERSION-RATE OPTIMIZED TRANSLATIONS

Finding the right partner for SEO and Conversion-rate optimized translations for French, Norwegian and English-speaking markets

We are an online performance marketing agency and we are heavily focused on results-based marketing campaigns. As our clients come from different markets and run campaigns in multiple countries, being able to translate blogs with SEO in mind and landing pages that convert well is a necessity.

However, it's really hard to find such a partner and therefore we maintained this process internally for a long time. There is a lot of work involved – doing the keyword research and managing individual freelancers translating the content. If the keyword research is done by one person and then the content is translated and proofread, it means, that you have to deal with three different people for every language.

We met with the founders of Localization Guru at one affiliate marketing conference in Berlin. While we were talking about our businesses, I started to think about delegating the translation part of this process to them.

I proposed this cooperation in our company and we decided to give it a try. We picked a marketing campaign project for one of our customers who owns a dating site. This campaign should have ran in three languages – French, Norwegian and English. I submitted the materials in German with keywords for individual languages and they covered the rest!

We also asked them to translate the landing pages for that campaign and we were really happy with the results. The conversions even increased by 0,2% – 2,3% compared to campaigns before.

This cut my time needed for one campaign from 2 hours to 30 minutes for every language! Since then, we cooperate with Localization Guru on several projects and I must say that starting this partnership was a wise decision.

- **SEO OPTIMIZED BLOGS**
- **CONVERSION-RATE OPTIMIZED LANDING PAGES**
- **3 MARKETS – NORWEGIAN, FRENCH, ENGLISH-SPEAKING**
- **DECREASED ADMINISTRATION TIME FROM 2 HOURS TO 30 MINUTES**
- **INCREASED CONVERSIONS BY 0,2% – 2,3%**

FLORIAN ECKELT CMO and Member of the Executive Board

"Finding and managing copywriters for multiple markets was a time eating process. Since we work with Localization Guru, the time needed to manage a campaign translation decreased from 2 hours to 30 minutes and conversions even increased by 0,2% to 2,3% compared to previous campaigns."

