



SEO, globally

In today's digital landscape, businesses must go beyond mere translation to ensure their content is optimized for search engines across multiple languages, thereby expanding their global reach. Alpha CRC addresses this need by offering comprehensive multilingual SEO services, leveraging AI tools and expert linguists to enhance keyword relevance and cultural adaptation, ultimately boosting online visibility and competitive advantage for their clients.



Metrics



1000s of keywords identified and validated across multiple languages



Tools



Launchpoint



Outcomes



- **Increased** online visibility
- **Improve** local relevance
- **Enhanced** competitive advantage

Use Case description

In the digital age, businesses face the challenge of not only translating their content accurately but also optimizing it for search engines in various languages to expand their reach. Alpha CRC provides multilingual SEO processes for clients, ensuring that their content performs best in each market.



• A deeper dive into global SEO

Challenge



Simply translating content for online use is not enough. Businesses must ensure that their content is not only linguistically accurate but also optimized for search engines in different languages to reach a wider audience. The challenge lies in understanding how search patterns can change globally, and how source material needs to be adapted in order to boost performance. This requires a deep understanding of keyword relevance, cultural nuances, and the ability to adapt SEO strategies to various target languages.

Solution



To address this challenge, Alpha CRC has introduced services to help clients make the most of their keyword tracking capabilities, and boost the performance of their pages on international search engines.

Alpha CRC specifically uses the term linguists instead of translators. This is because our teams possess a wider range of skills that make them linguistic and localization experts for their regions. This extends to SEO capabilities, with each team capable of providing keyword research and validation for clients in multiple languages.

We use industry-leading tools such as SEMRush and Dragon Metrics to perform research, advising clients on keywords to use that strike the balance between high search volumes and high-quality leads.