

## Case study:

# IndustryStock localise their SEO content to improve their website performance



### The client

IndustryStock.com is a B2B (business-to-business) industry portal with intelligent search engines for products and services as well as manufacturers, dealers, suppliers and service providers.

### The challenge

To localise the website on an ongoing basis into 14 European and Asian languages including English, French, Simplified Chinese, Russian, Czech, Spanish, Polish, Turkish, Portuguese and Italian.

Some content consists of keywords for individual clients, to facilitate SEO (search engine optimisation) for their specific directory entries. Other content consists of general product and service terms for the IndustryStock.com taxonomy, assuring that users searching the directory will find the most relevant information in any language.

### The tailored solution

Our linguists are experts not just in translating industry-specific terminology but also in localising SEO search terms which will generate as many hits as possible for IndustryStock.com's clients.

- This means supplying **multiple keyword translations** where relevant, as well as checking terms against **search engine rankings**.
- New client keywords and general search terms are being added on an ongoing basis, so a **fast turnaround time** for translation is essential for keeping the site up-to-date.

Content for translation is delivered from the IndustryStock.com database to translate plus, where an automated Excel pre-processing stage allows us to translate content whilst ensuring the structural integrity of the files.

Following translation and proofreading, further automated checks and functionality tests are applied to the target-language files, so that the content delivered by translate plus can be made immediately available on IndustryStock.com.

### The benefits

IndustryStock.com – and hence their clients – can attract users from all over the world looking for B2B products and services, meaning a direct increase in revenue and market awareness.

Direct and indirect costs are minimised for IndustryStock.com because the translate plus solution automates file protection and processing, which would otherwise prove labour-intensive and costly. By keeping the ongoing costs down for existing languages, IndustryStock.com are able to add new languages in a fully scalable manner, thereby widening their global presence.

**For further information, please contact us on:  
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