

## **SEO Trump – Montreal Web Design Consultants and SEO Experts**

### **Multilingual Search Engine Optimization (SEO)**

Multilingual SEO is the science of optimizing a website in multiple languages for multiple search engines, in order to rank higher and gain a presence and high ranking on international search engines in multiple languages.

It is well known that [SEO](#) is not merely the technical act of optimizing a website for higher rankings; it is also about enabling communication with the website's visitors, and making the site's messages understood and palatable.

Although the main commercial and technical language today (including Internet) is English, no webmaster can take for granted that his visitors will be able to understand English content well, or well enough. This is particularly true of highly specialized websites with sophisticated content, or when dealing with users or customers from developing countries.

In today's global village, tens of thousands of businesses, using their websites, are venturing into markets all over the world. They then need SEO in specific languages, so that targeted users who search in their own language will actually find them via the country-specific search page results. And this specific SEO is [Multilingual SEO](#).

Of course, language barriers apply even more to websites written in languages other than English. For example, Chilean business users might have difficulty using a German website that sells German products to the Chilean market. In this example, the key SEO goal, namely attracting web visitors and facilitating [traffic](#) and website-to-user communication, would be realized by optimizing the site for Spanish [keywords](#) so that Spanish-language search engines would rank the site highly.

Without multilingual SEO, businesses trying to penetrate into foreign-language markets would be at a major disadvantage. Multilingual SEO ensures that a site is able to get its messages across to its target audience.

Multilingual SEO thus helps the website fulfill its traditional function as a "billboard" and ambassador of the business it represents, and boost its "findability", albeit in a foreign language. Therefore, the strategic objective of Multilingual SEO is to make your site popular in markets where users do not speak your language, and to gain international or at least bilateral visibility as well as acceptance.

But good multilingual SEO goes yet another step further: it optimizes the website concerned in such a way that the content is acceptable for the culture and even the mentality of the target country's users. Foreigners have often found that cultural gaffes can be very damaging to their popularity, and consequently their ability to conduct business. Understanding your searchers is important, as it helps being understood by them. It helps you establish a bridgehead in the target country and reach out to its audience.

For more information, or an absolutely free web site analysis and SEO consultation, [contact us](#). Our SEO experts will be pleased to discuss with you multilingual search engine optimization strategies in order to boost your visibility in foreign markets.

**Multilingual SEO is a Search Engine Optimization Knowledge Resource**

**Written by the Montreal SEO Trump Web Design and SEO Consulting Team**