



[www.obanmultilingual.com](http://www.obanmultilingual.com)



**Global Content:**

# Multilingual SEO

**World Travel Market 2008**

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- Introduce Oban Multilingual
- SEO: What, Why, Where and How
- Multilingual SEO
- Global Social Media
- Potential of Multilingual SEO for the Travel Industry

## Oban Multilingual

- Multilingual SEO/SEM agency
- Teams in 26 countries
- Multinational client base
- IAB (Internet Advertising Bureau)

**east midlands tourism**  
transforming the visitor economy in the East Midlands



**P&G** DENMARK.DK



## What is SEO (search engine optimisation)

- Organic/Natural Search
- Websites placement
- Linking environment
- Keyphrases
- Content

# What is SEO?



# OBAN

MULTILINGUAL

The screenshot shows a Google search interface with the query 'british standards'. The search results are categorized into 'Sponsored Links' and 'Natural Search Results'. The 'Sponsored Links' section includes 'BSi British Standards' and 'Buy British Standards'. The 'Natural Search Results' section includes 'BSI Group', 'About British Standards', 'British Standards Online - Home', and 'British Standards Online - Expanded Search'. A red dashed box highlights the 'Natural Search Results' section, and a red arrow points from a box labeled 'Natural Search Results' to this section.

Google™ Web Images News Maps <sup>New!</sup> Froogle Groups more »

british standards Search Advanced Search Preferences

Search:  the web  pages from the UK

Web Results 1 - 10 of about 27,300,000 for **british standards**. (0.10 seconds)

**Sponsored Links**

**BSi British Standards**  
www.BSiStandards.co.uk Full Range of BSi **British Standards** Buy Online - Next Day Delivery

**Buy British Standards**  
Find the **British Standards** you need by visiting our Online Bookshop now  
www.tsoshop.co.uk

**Compliance Management**  
Software for Risk Assessment, Governance and Compliance  
corporate.avanquest.co.uk

**British Standards**  
Full text publications & **standards** Legislation & technical guidance  
www.barbour.info

**Blackwell Online**  
Buy from our full range of **British Standards** publications.  
www.blackwell.co.uk

**Natural Search Results**

**BSI Group**  
**British Standards** Institution.  
www.bsi-global.com/ - 31k - [Cached](#) - [Similar pages](#)

[About British Standards](#)  
BSI **British Standards** is the UK's National **Standards** Body (NSB) and was the world's first. It represents UK economic and social interests across all of the ...  
www.bsi-global.com/en/**Standards**-and-Publications/**About-British-Standards/** - 21k - [Cached](#) - [Similar pages](#)  
[ [More results from www.bsi-global.com](#) ]

[British Standards Online - Home](#)  
Looking for **British**, European or International **standards**? Look no further than **British Standards** Online, the authoritative, and most current site for all ...  
www.bsonline.bsi-global.com/ - 9k - [Cached](#) - [Similar pages](#)

[British Standards Online - Expanded Search](#)  
BSI **British Standards** Online · BSI TEST EXPANDED SEARCH ... Enter **Standard** Number:

**Natural Search Results**



### Why SEO (search engine optimisation)

- £ 2 Billion
- 60% plus on search
- Traditional media?
- 70 80% click on natural results
- ROI- tracking



## What is Multilingual SEO?

- Keyphrases: Cultural variants
- Search Engines
- Content
- Domain names/localisation
- Global Social Media
- Growth in penetration per country

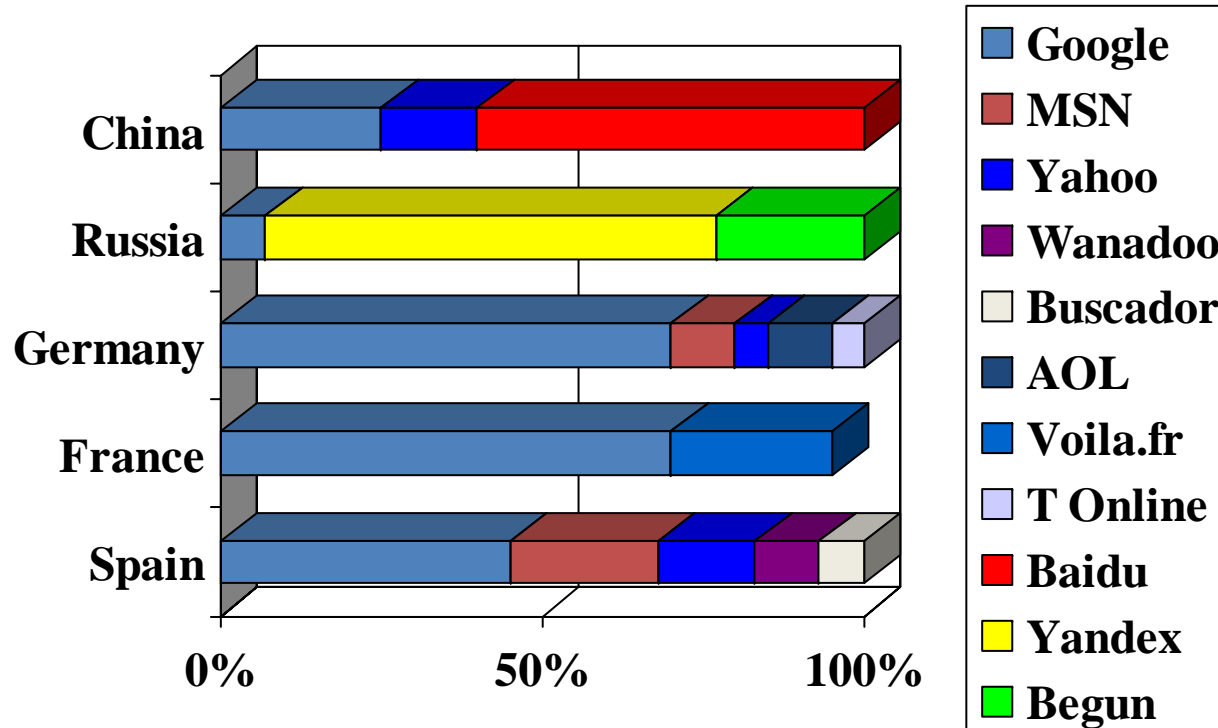


## Why Multilingual SEO?

- Online growth
- Search Engines
- Increase in Spend
- Increase in travel spend
- Global Social Media

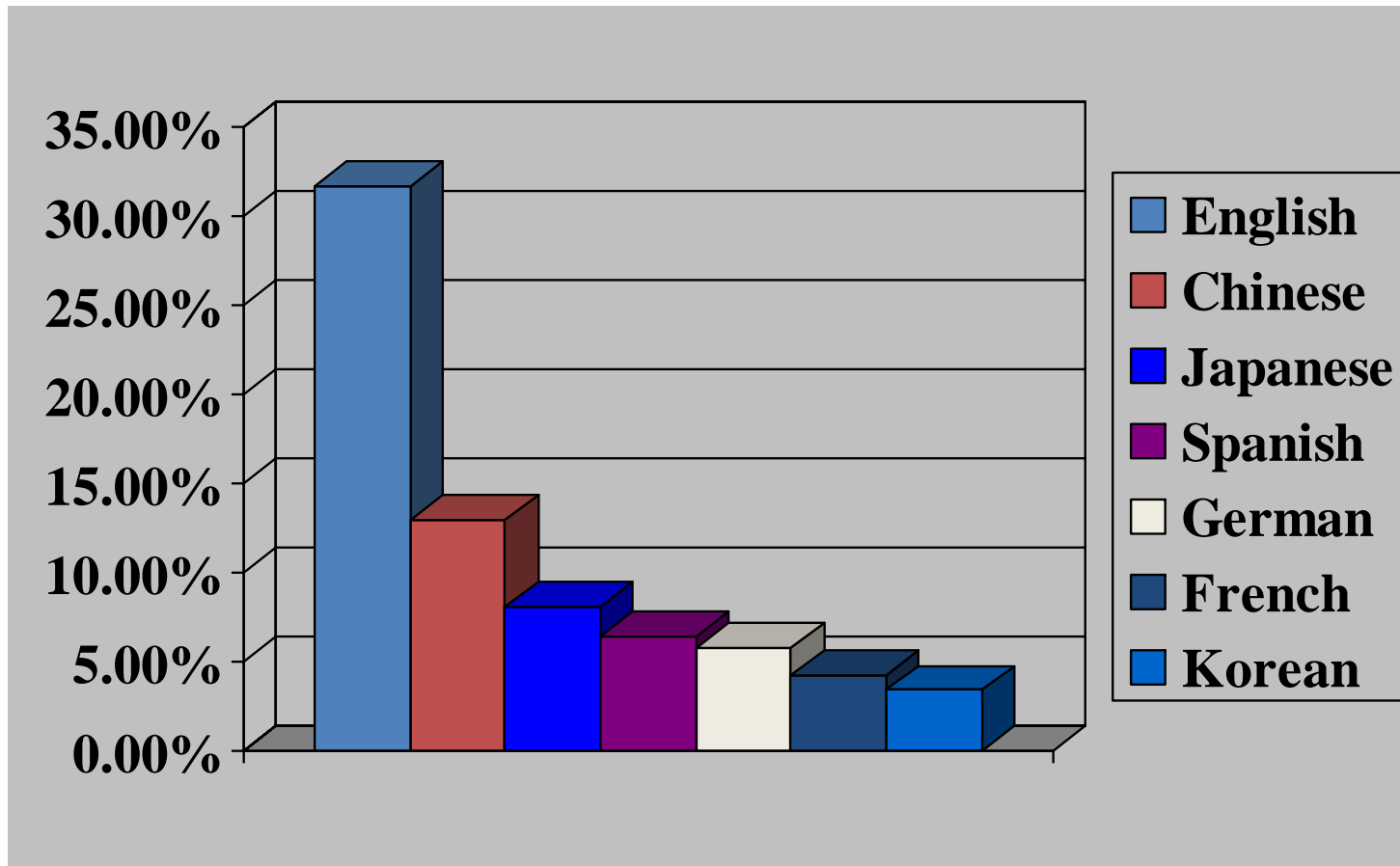


Country	Internet population	Penetration	Growth (2001 – 2008)
China	253,000,000	15.4%	800%
Russia	29,700,000	20%	850%
Germany	53,000,000	64.2%	121%
UAE	1,700,000	38%	132%
Poland	14,000,000	36%	400%
France	39,000,000	55%	310%
Denmark	4,000,000	70%	100%
US	210,000,000	71%	120%





...900 Million users don't speak English





## % of users who buy online

Country	2002	2007
Denmark	38%	58%
France	38%	58%
Germany	43%	66%
Spain	29%	45%
Italy	27%	44%
Greece	23%	40%
UK	41%	61%

Source: Jupiter

## Growth in online spend (in million Euros)

Country	2002	2007	Growth
Denmark*	3986.6	12379.3	300%
France (EU)	2358.3	11419.9	484%
Germany	4512.5	20368	450%
Greece	71.1	413.1	580%
Italy	1124.6	5021	446%
Spain	792	4217	532%
UK	4033	15613.7	387%

\* Million Kroner

Source: Jupiter



## Growth in travel spend online (in million Euros)

Country	2002	2007	Growth
Denmark*	1024.2	3143.3	306%
France (EU)	1084.9	5531.9	510%
Germany	1257	6034.0	480%
Greece	4.6	40.4	869%
Italy	277	1403.3	360%
Spain	270	1341.1	496%
UK	1376.8	5251.8	380%

\* Million Kroner

Source: Jupiter

## Buying behaviour online

Bought Item	Research Online	Research On but Off	Bought Online
Travel Tickets	72%	39%	52%
Vacations	70%	38%	38%
Books	53%	33%	37%

Countries covered:

UK, Germany, France, Spain, Sweden, Italy, Denmark, Norway, Belgium, Netherlands

Source: Synovate/SPA 2006



- Major travel websites incl. Thomas Cook
- Mixture of language used
- High multilingual volumes search
- Minimum or low visibility



## Hotels (German/English)

<a href="http://www.travelrepublic.co.uk">www.travelrepublic.co.uk</a>
<a href="http://www.thomascook.com">www.thomascook.com</a>
<a href="http://www.thomson.co.uk">www.thomson.co.uk</a>
<a href="http://www.directline-holidays.co.uk">www.directline-holidays.co.uk</a>
<a href="http://www.holidayhypermarket.co.uk">www.holidayhypermarket.co.uk</a>
<a href="http://www.lastminute.com">www.lastminute.com</a>
<a href="http://www.travelsupermarket.com">www.travelsupermarket.com</a>
<a href="http://www.dealchecker.co.uk">www.dealchecker.co.uk</a>
<a href="http://www.spain-holiday.com">www.spain-holiday.com</a>



## German (German/English)

Key: L = low; M = Medium; H= High

Search Phrase: Holiday Spain	Search Volume	Ranking
Ferien Spanien	M-H	-
Ferien in Spanien	M-H	-
Urlaub Spanien	M-H	-
Urlaub in Spanien	M-H	-
Billig urlaub spanien	M-H	-
Spanien urlaub de	M-H	-
Spanien urlaub günstig	L-M	-
Unterkunft Spanien	L-M	-
Reise Spanien	M-H	-
reise nach spanien	M-H	-



- When Portuguese search they use English phrases '**Hotel**' e.g '**Hotel uk**' etc
- Travel outside English speaking world they more commonly use '**Hoteis**' as in '**Hoteis Guia**' , '**Hoteis preços**'.
- Germans don't differentiate between England, Scotland, Ireland and Wales and so are likely to search under the term '**Englisch**' for the language and '**England**' to mean Great Britain.
- Italian versions of English have crept into Italian search behaviour '**Inghilterra**' is the normal phrase for England i.e. '**Hotel Inghilterra**' and '**Hotel Englattera**'.



## German Search for 'Cheap Flights': 2008

Phrase	Volume (Searches per month)	Country	Language
cheap flights	9,900	Germany	English
cheap flight	1,900	Germany	English
billigflüge	246,000	Germany	German
billigflug	135,000	Germany	German
billige flüge	49,500	Germany	German
günstige flüge	33,100	Germany	German



## Web Search Volume: cheap flight vs. billigflüge vs. billigflug...

Germany, Oct 2006 - Oct 2008

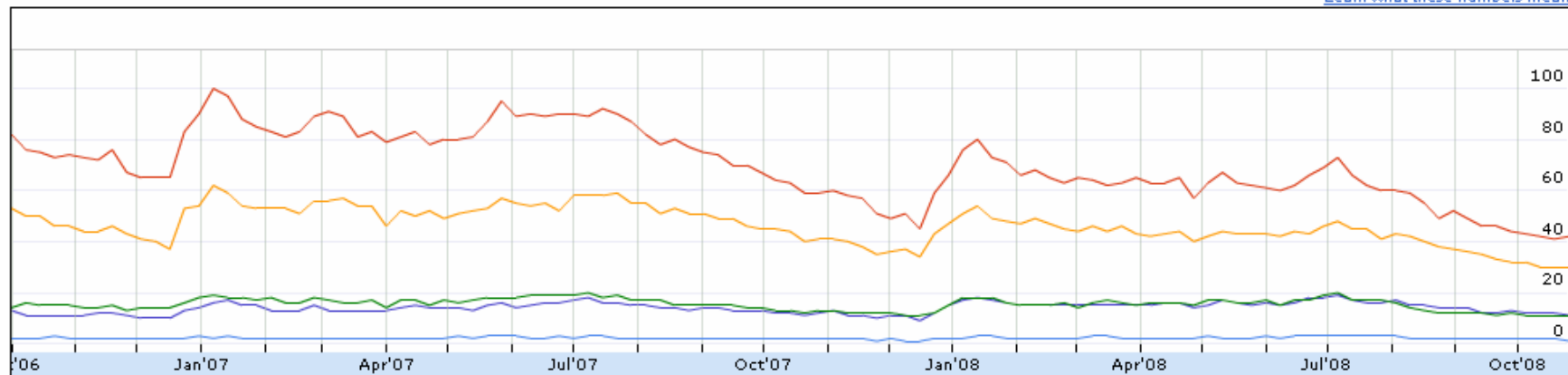
### Totals [?](#)

cheap flight	12
billigflüge	70
billigflug	46
billige flüge	15
günstige flüge	14

### Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)





## French Search for 'Cheap Flights': 2008

Phrase	Volume	Country	Language
flight ticket	12,100	France	English
flight tickets	900	France	English
billet d'avion	135,000	France	French
vol pas cher	33,100	France	French
billet d'avion pas cher	40,500	France	French
vol low cost	9,900	France	French/English
Vol discount	9,000	France	French/English



## Web Search Volume: flight ticket vs. billet d'avion vs. vol pas cher... (Travel)

France, Oct 2006 - Oct 2008

**Totals** ?

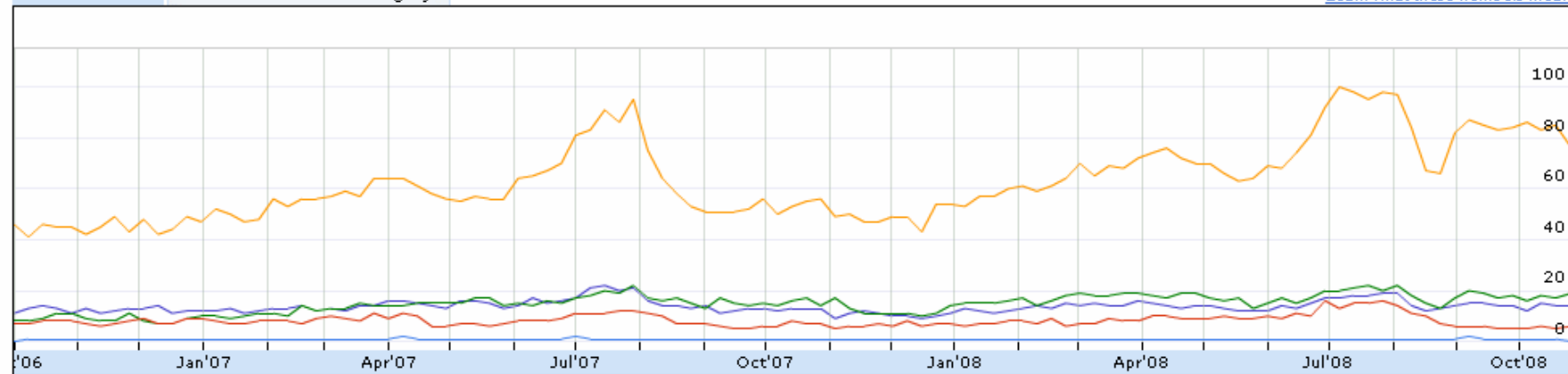
- flight ticket 11
- billet d'avion 8
- vol pas cher 63
- vol low cost 15
- vol discount 14

**Interest over time**

News is unavailable for specific categories.

Interest level    Growth relative to category

[Learn what these numbers mean](#)



## Spanish Search for 'Cheap Flights': 2008

Phrase	Volume	Country	Language
cheap flight	880	Spain	English
cheap flights	9,900	Spain	English
vuelos baratos	550,000	Spain	Spanish
vuelos economicos	22,200	Spain	Spanish
vuelos bajo coste	18,100	Spain	Spanish
vuelos low cost	9,900	Spain	Spanish/English



### Web Search Volume: cheap flights vs. cheap flight vs. vuelos baratos...

Spain, Oct 2006 - Oct 2008

#### Totals ?

cheap flights	3
cheap flight	1
vuelos baratos	73
vuelos economicos	3
vuelos low cost	2

#### Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)



## Italian Search: 'Cheap Flights': 2008

Phrase	Volume	Country	Language
Cheap Flights	4,400	Italy	English
Cheap Flight	880	Italy	English
voli low cost	246,000	Italy	Italian/English
voli economici	33,100	Italy	Italian
offerte voli	22,200	Italy	Italian
compagnie low cost	14,800	Italy	Italian



### Web Search Volume: cheap flights vs. voli low cost vs. voli economici... (Travel)

Italy, Oct 2006 - Oct 2008

Totals	
cheap flights	4
voli low cost	71
voli economici	14
offerte voli	16
compagnie low cost	8

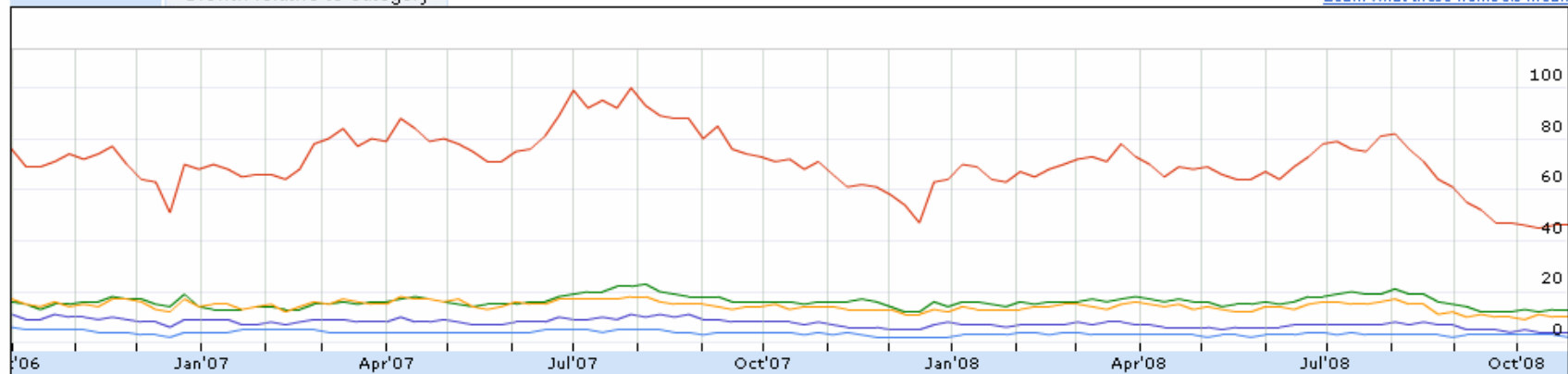
#### Interest over time

News is unavailable for specific categories.

Interest level

Growth relative to category

[Learn what these numbers mean](#)





## 'Face of Global Search Competition'

[www.faceofglobalsearch.com](http://www.faceofglobalsearch.com)

How do YOU search for your holiday ONLINE?

ENTER THE COMPETITION FOR A CHANCE TO WIN

→ CLICK HERE TO TAKE PART NOW!

**£250** WORTH OF TRAVEL VOUCHERS\*

### how?

Play our [fun flash game](#) and answer a few questions about how you search for your holidays online. That's it! And if you finish it you could win **£250** in travel vouchers.

Second prize is a **£150** travel voucher and third prize a **£100** travel voucher.

### why?

The web has a lot to offer. We want to **know more** about the different ways people like you use the web to research and book your holidays.

We have a hunch that most people are more **creative and unique** than entering a search term into a common search engine.

### when?

The competition begins on **May 21st** and ends **July 23rd**.

Play the game as often as you like - if you don't finish the first time, keep trying. When you eventually do finish, you'll be entered into the race for first prize.

[> Click here to participate!](#)

\*Terms and conditions apply. [Click Here](#) to find out more.



**OBAN**  
MULTILINGUAL





- In partnership with Eye For Travel
- Participants from over 40 countries
- Interviews and online competition
- May September 2008



- 99% booked holidays online
- Only 30% favoured Google
- Only 14% regular travellers used Google to search
- 70% of Spanish searchers holidays abroad
- None of the Chinese travellers used Google



- Search is highly cultural
- Many websites fail to deliver globally
- Online travel buying is common globally
- Large opportunities for savvy companies
- To go Global effectively: Don't rely on Google



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