



International Search & Localization

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About Schneider Electric

As the global leader in energy management and automation, we provide connected technologies that will reshape industries, transform cities, and enrich lives.

Some of the world class brands that we have built or acquired in our 180 year history:



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 €24.9
billion
revenue in 2014

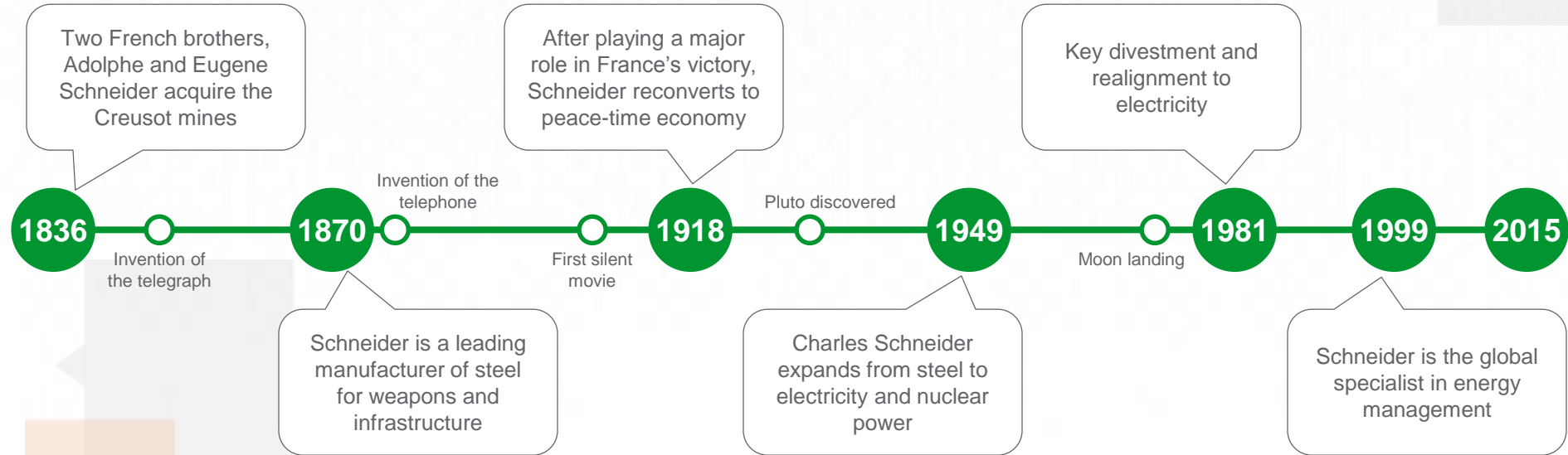
€3.463
billion 
adjusted EBITA

~5%
of 
revenue
devoted to
R&D

 44%
of revenue in
NEW ECONOMIES

170.000+
employees 
IN 100+ COUNTRIES

180-year history of Schneider Electric



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The Challenge

Implement a global SEO program for:

- 20+ languages
- 50+ associated and independent brands
- 100+ countries
- 4000+ registered (sub)domains
- 170000+ employees



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Start with education

In order to accomplish this task, you're going to need an army of educated and motivated individuals in each location/language. Depending on your audience you may find vastly different levels of expertise with SEO.

- Leverage BrightEdge videos
- Make it relevant to your audience
- Keep it short and to the point
- Release with regular cadence



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Identify local SEO champion

Onboard passionate advocates in each local organization. You will need their local expertise and enthusiasm to help you drive best practices through the region.

Look for individuals with passion or expertise. Oftentimes, it is someone other than the marketing director or website owner.

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Build a framework

Build out an expectation of key topics, trends, categories, but keep it high level enough for it to be applicable to all participants.

- Standardize BrightEdge keyword groups across domains
- Provide master examples of some keywords
- Allow flexibility between markets
- Hierarchical groups can be accomplished through naming conventions

Keyword Group	Monthly Search Volume
1. Core Competency	4,360,260
1.1 Top Themes	855,670
1.1.1 Brands	49,500
1.1.2 Industrialization	97,900
1.1.3 Urbanization	423,410
1.1.3.1 Smart City	44,040
1.1.3.2 Smart Grid	11,520
1.1.3.3 Renewable Energy	246,650
1.1.3.4 Electric Vehicles	8,470

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Translation is a bad word

Nothing will disengage your global audience faster than recommending that keywords be translated. Even though this is a key aspect of localization, never reference translation alone.

- Use “localization”
- Provide designated buckets, but allow flexibility
- Verify applicability, search volumes, competition levels

<input type="checkbox"/>	cuidado de la salud	3,600
<input type="checkbox"/>	cloud computing	2,900
<input type="checkbox"/>	sistemas de control	2,900
<input type="checkbox"/>	energía solar	2,900
<input type="checkbox"/>	manejo de materiales	2,400
<input type="checkbox"/>	energía eólica	2,400
<input type="checkbox"/>	planta de tratamiento de aguas residuales	2,400
<input type="checkbox"/>	reguladores de voltaje	2,400
<input type="checkbox"/>	edificios inteligentes	1,900

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Use Translation Memory

You've paid (time or money) to translate your keywords to the best optimized local variety by country. Now reuse it through translation memory. Translation memory can also help you permeate more than web content.

- TMS allow creation of term libraries
- Any time a tweet, whitepaper, webpage is translated, it will use the preferred term.

Home automation = automazione di casa = domotica (Italian)

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BrightEdge adoption scorecards

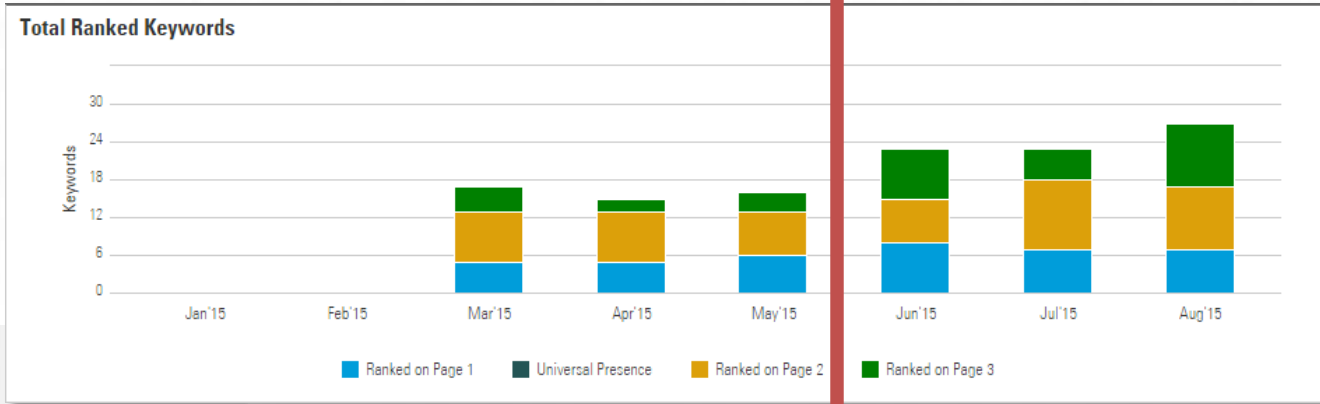
Track the adoption rates in each country based on the total number of:

- Registered users per domain
- Keywords tracked
- Off-site recommendations enabled
- Keyword Groups
- Page Groups
- Dashboards created
- Tasks assigned
- PLP defined
- Search Console Integration
- Analytics Integration

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After 6 months, is it working?



BrightEdge professional services helped us with a major site migration at the end of May. No drop in ranking occurred as a result, and three months out we see slow and steady growth.

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