LONG-TAIL KEYWORDS FOR SEARCH OPTIMIZATION

Our client, a global manufacturer of hardware devices, is producing a number of videos with instructions about how to handle and maintain their products. The video library on the client's YouTube channel is quite robust and includes a range of information to help their customers solve any issue they encounter by themselves. Each video has been localized into approximately 20 languages to meet the needs of customers worldwide.

CHALLENGES

The challenges of this project included how to make the videos easily searchable, how to ensure that they reach the target audience, and how to increase the views of localized videos that share solutions in many languages, making the content understandable for key markets.

One solution adopted by the client was to optimize the content using long-tail keywords for selected target languages. The advantage of this solution is that the key phrases are more specific and focus on the particular issues that are searched by end customers, who know what problem they are trying to tackle and are looking for specific solutions.

SOLUTIONS

1 video title

12 languages

We analyzed the content and picked the relevant markers in the source language. Our linguists researched the most suitable markers in the target languages based on the context and meaning.

We combined the most fitting markers (simple keywords) for each language and analyzed these combinations using SEO tools to identify the most relevant phrases used when searching for the topic. We prepared lists of phrases for each language and included an analysis of the associated keyword difficulty and search volumes. The client uses these key phrases for SEO optimization.

OUTPUT

As expected, the key phrases had a higher level of difficulty. This means that they encounter less competition and that the results are more relevant for those who search for them. Another important observation was that in some regions, people tend to search in the source language, or they mix the target and source languages to find the answer to their query.

After the first batch, we received another project to deliver long-tail keywords for a further seven video titles in 12 languages and we are collaborating with the client on this optimization task.

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