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## WEB POSITIONING (SEO)

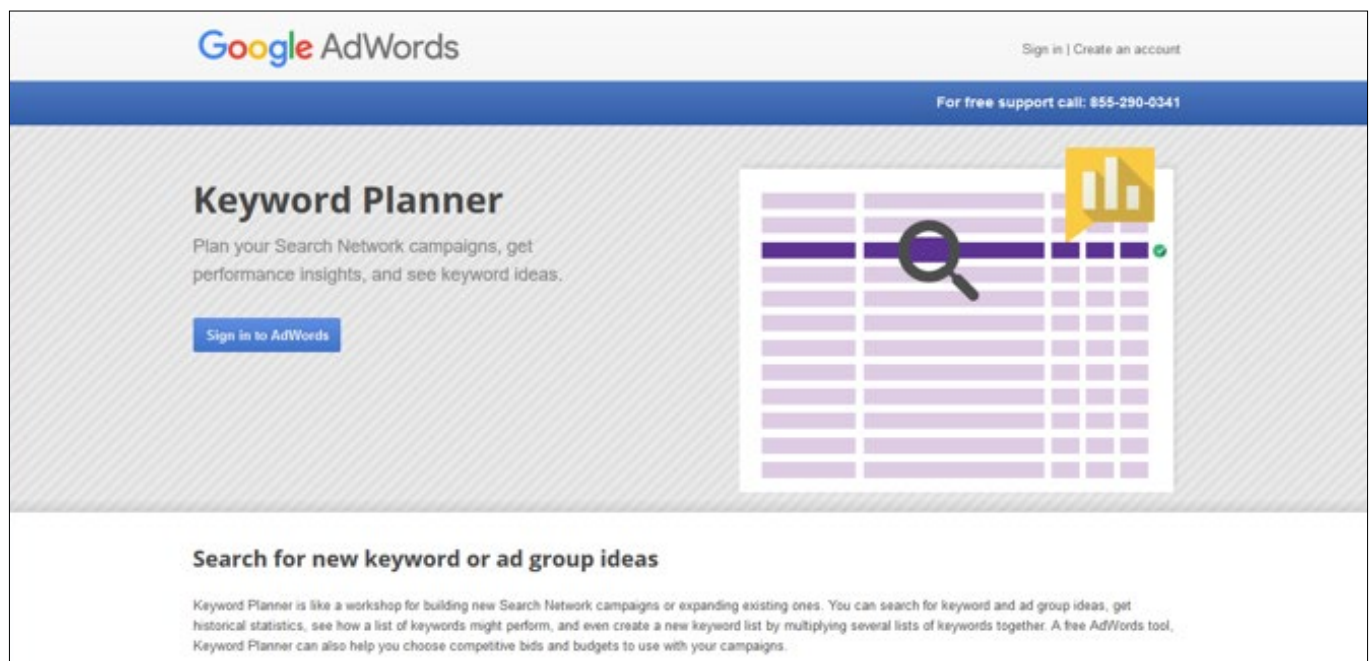


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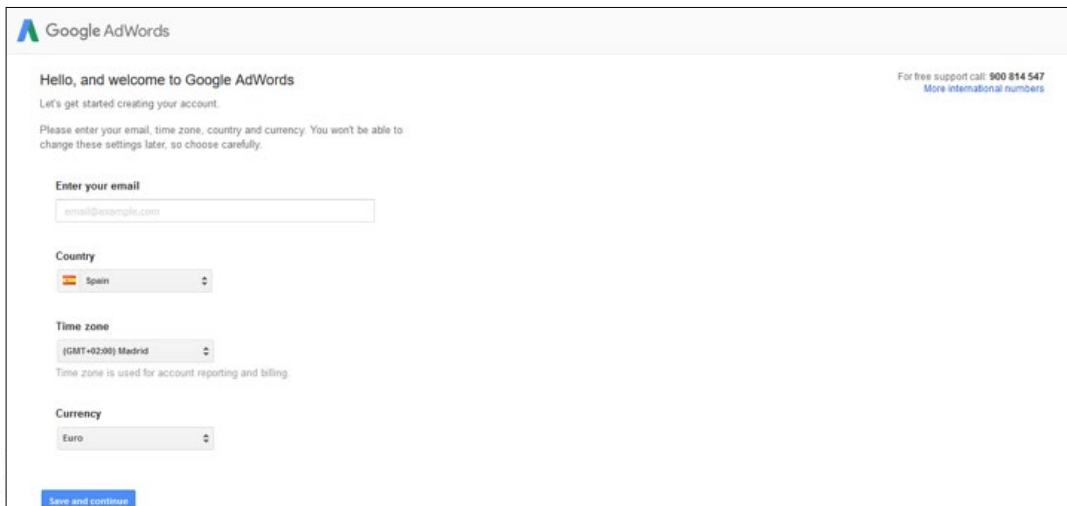
The tool we use to improve the SEO of our website here in-house is a tool called Google Adwords. We encourage you to use it as well. For those who have never worked with this tool before, here you will have a little introduction to the basics.

## HOW TO CREATE AN ACCOUNT ON GOOGLE ADWORDS

Just write 'Google Adwords KeyWord Planner' in Google and you will find a page similar to this one (this is the English version):



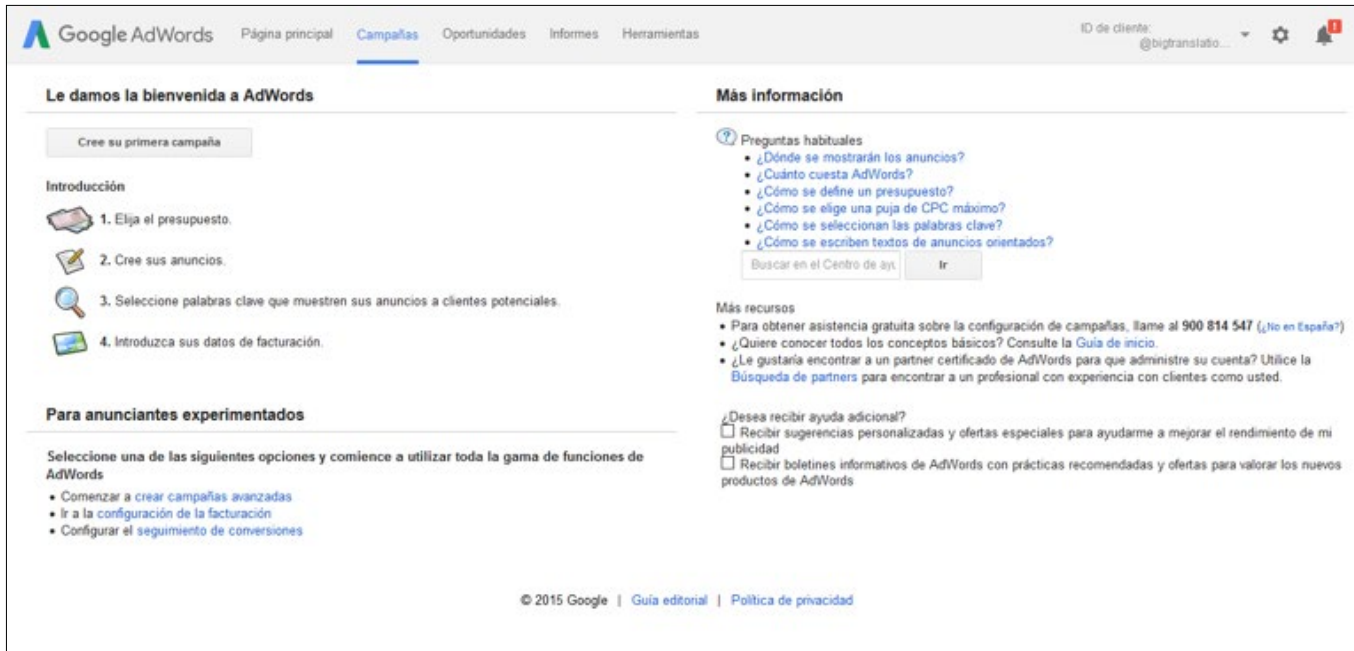
You need to have a Gmail account in order to access. You will then need to click on Create an account followed by introducing your email and password and you will be led to this page: Skip the guide Setup



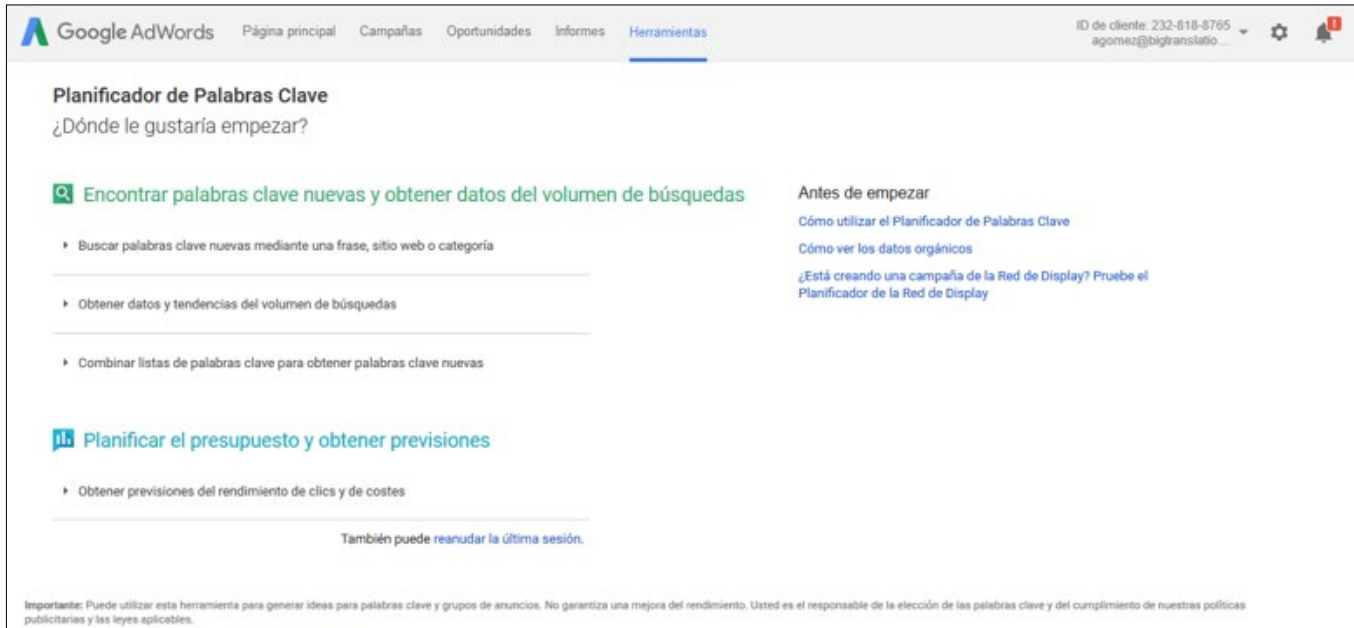
The screenshot shows the Google AdWords account setup page. At the top, the Google AdWords logo is on the left, and 'For free support call: 900 814 547 More international numbers' is on the right. The main heading is 'Hello, and welcome to Google AdWords' followed by 'Let's get started creating your account.' Below this, a note states: 'Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.' The form includes the following fields: 'Enter your email' with a text input field containing 'email@example.com'; 'Country' with a dropdown menu showing 'Spain'; 'Time zone' with a dropdown menu showing '(GMT+02:00) Madrid'; and 'Currency' with a dropdown menu showing 'Euro'. A blue button labeled 'Save and continue' is at the bottom left.

Just select your country and time zone from the pull-down menu and click on continue. Do not worry about the payment options - you will not have to pay anything. Apparently there is a more refined part which offers plenty of more options for publicity campaigns where you have to pay, but not for the purposes we are going to use Google Adwords. Moreover, you will see that you will not be asked to introduce any payment details.

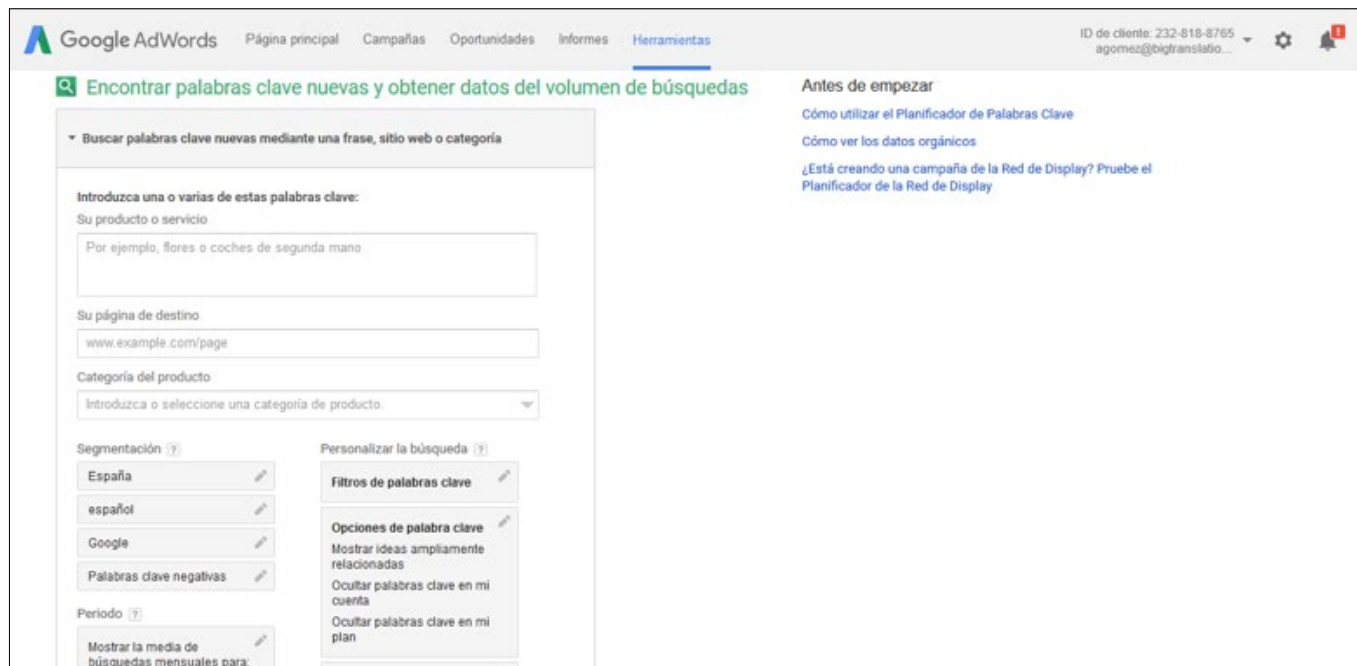
You will be then redirected to the following screen. Go to the upper toolbar and click on 'Tools'. You will open a scroll-down menu where you have to choose something like 'Keywords planner'.



Then click on the first option of the next screen ('Search for new ideas for keywords and ads groups'):



You will be shown the following tab. There you have to fill in the first field with the words you want to compare, and then you will have to choose below in which country and for which language you want to do the search.



The screenshot shows the Google AdWords 'Encontrar palabras clave nuevas y obtener datos del volumen de búsquedas' (Find new keywords and get search volume data) tool. The interface is in Spanish. The main form has the following fields and options:

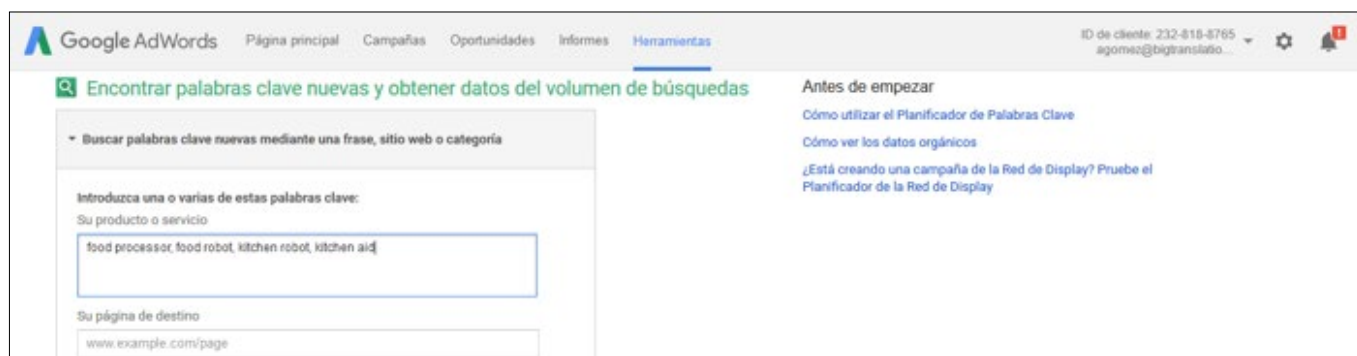
- Buscar palabras clave nuevas mediante una frase, sitio web o categoría** (Find new keywords by phrase, website, or category)
- Introduzca una o varias de estas palabras clave:** (Enter one or more of these keywords:)
- Su producto o servicio** (Your product or service): A text input field with the placeholder text 'Por ejemplo, flores o coches de segunda mano' (For example, flowers or second-hand cars).
- Su página de destino** (Your destination page): A text input field with the placeholder text 'www.example.com/page'.
- Categoría del producto** (Product category): A dropdown menu with the placeholder text 'Introduzca o seleccione una categoría de producto.' (Enter or select a product category).
- Segmentación** (Segmentation): A section with checkboxes for 'España' (Spain), 'español' (Spanish), 'Google', and 'Palabras clave negativas' (Negative keywords).
- Periodo** (Period): A dropdown menu with the placeholder text 'Mostrar la media de búsquedas mensuales para:' (Show the monthly search volume average for:).
- Personalizar la búsqueda** (Customize search): A section with checkboxes for 'Filtros de palabras clave' (Keyword filters) and 'Opciones de palabra clave' (Keyword options).
- Opciones de palabra clave** (Keyword options): A section with checkboxes for 'Mostrar ideas ampliamente relacionadas' (Show broadly related ideas), 'Ocultar palabras clave en mi cuenta' (Hide keywords in my account), and 'Ocultar palabras clave en mi plan' (Hide keywords in my plan).

On the right side, there is a section titled 'Antes de empezar' (Before starting) with links to 'Cómo utilizar el Planificador de Palabras Clave' (How to use the Keyword Planner), 'Cómo ver los datos orgánicos' (How to view organic data), and '¿Está creando una campaña de la Red de Display? Pruebe el Planificador de la Red de Display' (Are you creating a Display Ad campaign? Try the Display Ad Planner).

Now, you will be wondering at this point, how can Google Adword help us? Well, what Google Adwords does basically is to show us the words that people write more on Google for a particular product or service. For example, imagine that you are going to translate a kitchen robot into English.

We know that this is called a kitchen robot, but there are also other names for it, such as food processor. If you look for them in Google, you will see that both have plenty of results. Maybe one of them has more results than the other one in Google, but you cannot trust that number because it just indicates the times that word or combination of words appears in Google. What you want to know is the word or combination or words that people most look for in order to appear in the first positions in search engines.

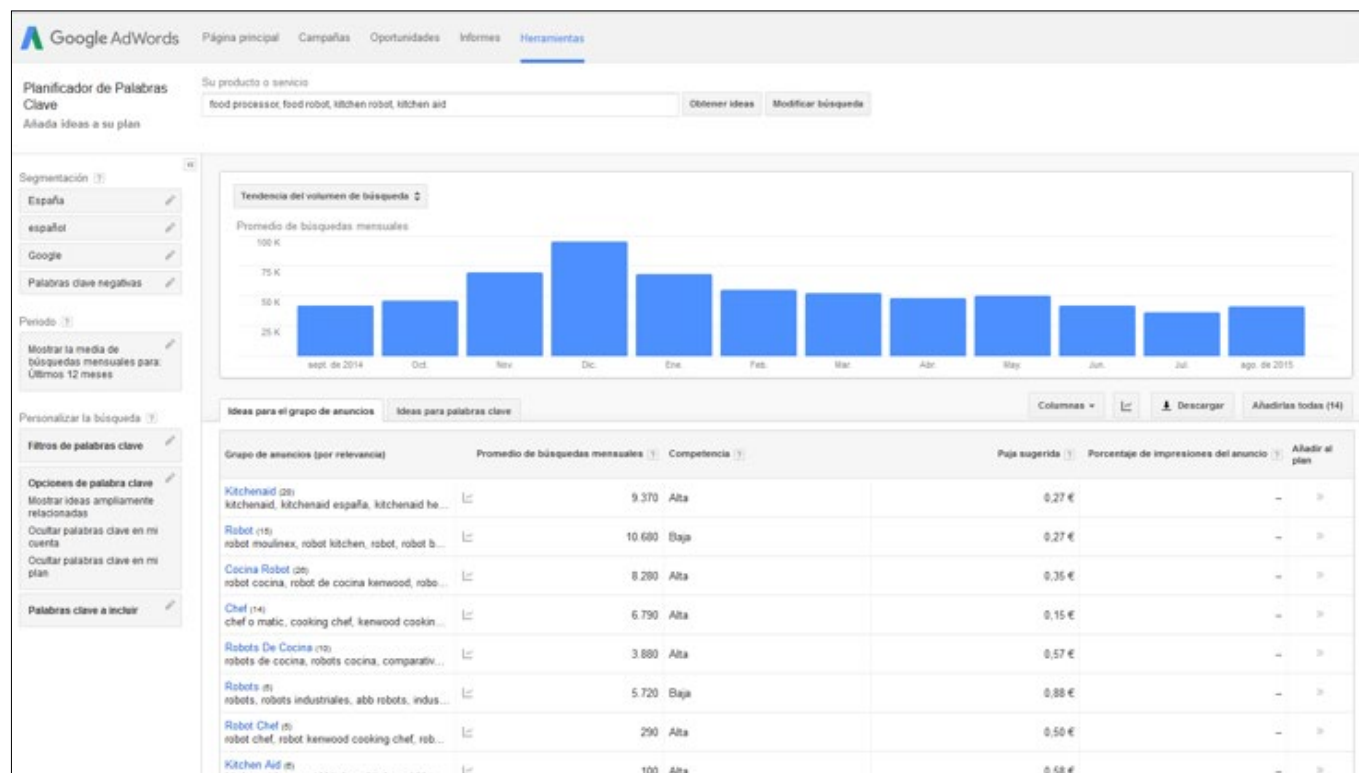
Then, what do people look for? Food processor? Kitchen robot? Kitchen aid? This is where Google Adwords will help you out. You just have to write all those words that come to your mind in the field for that purpose (look at the following screen capture) and then choose the right country and language. This time we will choose United Kingdom and English.



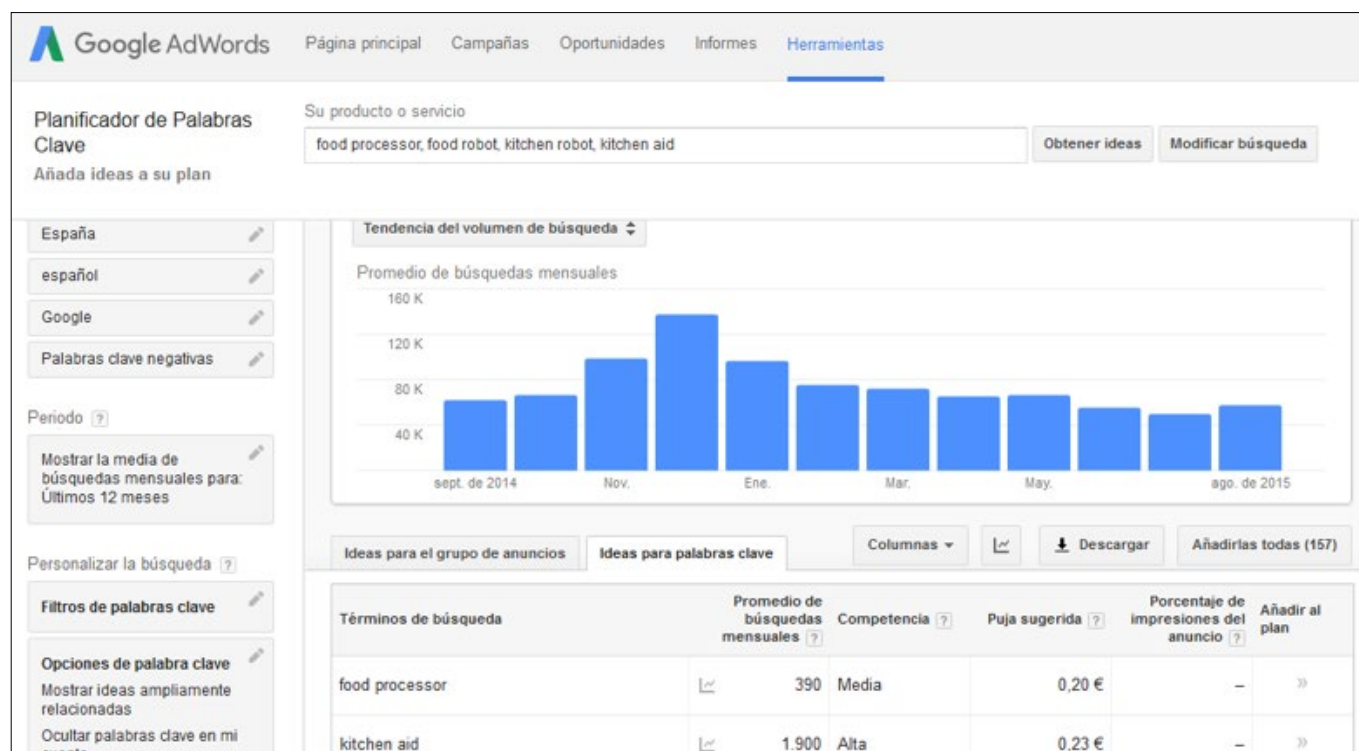
This screenshot shows the same Google AdWords tool interface as the previous one, but with the keyword 'food processor, food robot, kitchen robot, kitchen aid' entered in the 'Su producto o servicio' (Your product or service) field. The other fields and options remain the same.



Now click to look for keywords and you will see a screen similar to this one. Then click on 'Keywords ideas'.



And finally you have here a search comparison:



You have to look at the column of the average of searches per month. This is the number of times each of those words or combinations of words are looked for on average in that language and in that country. In this case, we see clearly that the best option by far is 'food processor', with 27,100 monthly searches. Therefore, this is how we should call our product. If you see that there are other words with a lot of searches, you can include those words in the keywords field or in the description itself as synonyms.

At first, this is a time-demanding task because you have to become familiarized with this tool and then do a lot of searches. However, after a while you get used to those words and in the end you will not need to look for virtually anything. For instance, if you have already done a search for food processors, you will probably remember it next time you come across a food processor and write it directly.

However, take into account that in some other cases Google Adwords will not help much. It works absolutely fine for common things, but do not expect any results when you try to translate rather weird things. You will probably not find many results for the 'Toilet Golf Set', a set to play golf in the toilet...

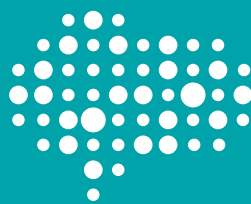
In brief, just take it as a valuable help that can help you position your website much better and make the most of it!

**Thank you for your reading!**



BigTranslation<sup>®</sup>

Should you have any questions, please contact us at:  
**[info@bigtranslation.com](mailto:info@bigtranslation.com)**



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