

What are my options?

If you'd like to know what options are out there, take a look at these three levels of SEO to help you make an informed decision.

Level 1

- Keyword research
- Having an SEO optimized translation

Reality Check: This is unlikely to provide results because all of the basic SEO elements are missing.



Level 2

- Audit
- Content strategy
- Keyword Research
- Optimizing existing content
- SEO optimized translations for new content
- Tracking results

Reality check: This will get better results than level 1 but will still be limited due to lack of technical and other optimization best practices.



Boss Level

- Audit
- Strategy for each market
- Having separate content plans for each market
- SEO translating content that's relevant to a particular market
- Copywriting from scratch content that's relevant to a specific market and is geared up to a local audience
- Getting rid of content that's not relevant for a certain market
- Working on technical SEO for each market, not just English
- Having a separate strategy with full technical support for Baidu
- Taking care with off-page factors like link building
- Tracking results

Reality check: You'll get your results within 6 months (as is normal with SEO).

