

Resources Page: <https://wpengine.com/resources/join-our-june-seo-webinar-mini-series/>

Youtube link: <https://youtu.be/0Vs76fgxc4s>

LEXI MOSTEK: All right. Hello, everyone, and welcome to our first session of our SEO Webinar mini-series.

My name is Lexi, and I'm just gonna be your eyes and ears behind the scenes on Zoom, helping to control this panel of lovely ladies. I did just want to remind everyone, today is day one of our 3 day series. After our ever so popular webinar in May which was more generic SEO and WordPress, we decided to host this Webinar Mini series.

Today kicks it off on specialized SEO markets such as international and e-commerce. From there, tomorrow we'll see you at 12 o'clock central time to talk about practical SEO applications, and then we'll end the week on Thursday on technical SEO.

All of this is being recorded as well, as we will post the Transcript and any resources or items mentioned in the webinar, we'll post there. Everything is available to you on [wpengine.com/resources](https://wpengine.com/resources) as well as the May webinar So if you miss anything or want to go back and listen, please join in there. Again, that is [wp.engine.com/resources](https://wpengine.com/resources).

You can also register for part 2 and part 3. Today we are going to go through introductions of this lovely panel, talk a little bit about what SEO is and then Erin, who is our resident SEO expert at WP Engine, is going to take the panel through some amazing questions.

With that being said Erin, I'm going to kick it over to you. Just want to give a big shout out to this here a huge panel of ladies. We've got some amazing girl power in the house today. And I'm really excited to introduce you all, Erin, over to you.

ERIN MYERS: All right. Hi, everyone and welcome. You're tuning in for part one of a 3 part mini SEO Webinar series.

I'm Erin, the resident SEO and lead digital strategy manager at WP Engine. And today I have the honor of diving into a topic that we get a lot of questions about: specialized SEO markets, including, but not limited to international, multi-language websites, and eCommerce strategies.

We have three incredible experts in this space on the panel. If you could, please go ahead and introduce yourself, your company, and your role, and tell us what markets or niches of SEO you are directly involved with, or enjoy focusing on.

Erika, if you wouldn't mind kicking us off.

ERIKA VARANGOULI: Yes, I don't mind at all. Thank you. Thank you all so much, and thank you for inviting me having me. So I am ERIKA VARANGOULI, I'm the head of international brand at SEMRush. SEMRush is an online marketing and online visibility management tool.

Obviously, that involves a lot of marketing as well. It helps you build, manage, and grow your presence online through, you know, SEO toolkits, content marketing, social media, tons of apps. I should have checked the number we are on now. But we're adding, constantly new apps. And my role nowadays, so I've been in this role for a year now.

My role is to grow the SEMRush brand internationally. That means I work cross-channel, cross-platform to to achieve that. Before, I was the director of organic search at SEMRush, which means I was obsessing for years on growing our organic visibility as well.

So currently, I'm focusing on different regions, different markets, and then looking at the mix of channels and which ones are performing well, which territories are growing. Previously I was working also agency, and in-house. Over the years I've had the opportunity to work with eCommerce clients as well as the industries.

But yeah, I have to say, I'm sorry we will focus on SEO will not go on and on about Brand. But I love what I do now, because it has opened my eyes up a lot about how SEO is impacted through various channels, and not always attributable in a great way, but still you can see the final result. Longest intro ever - thank you!

ERIN MYERS: Thank you, Erika, so happy to have you here today. Jamie, I'll kick it over to you.

JAMIE REEDY: Yeah, I am so excited to be here. This is my first webinar, so I'm so honored to be spending it with Carmen and Erika and the WP Engine team. But I'm Jamie. I'm a senior SEO specialist at Amsive Digital. We are a performance marketing digital marketing agency based out of New York. And if anybody's familiar with Lily Ray, she is our senior director. So we're exposed to a lot of cool stuff.

I've been at Amsive going on two years, which is really cool. It's my first agency role which has been awesome. Before that I was all in-house, and I've worked in SEO roles previously, some focus on content. But I would say, coming to Amsive is really where I've grown and like honed in on my experience. And because we're an agency, you know, our team really deals with a variety of websites, a variety of clients. And we've—I really focused my specialty on eCommerce and all the nuances that come with it.

Similar to Erika, I love brand, like—I think you know, my love for shopping and retail in my personal life has really helped with eCommerce in my professional life, and so we'll talk about brand a little bit later, which I'm excited about. But yeah, I'm really excited just to continue to grow and develop and learn with everybody today. So thanks again.

ERIN MYERS: Love it. Thank you, Jamie. Happy to have your eCommerce expertise on the panel. And then Carmen, would you like to introduce yourself?

CARMEN DOMINGUEZ: I'm Carmen and the Head of Organic at Hallam, an integrated global agency that is based in the UK and Spain. I deal with, well I live the digital, PR, SEO, content and,—I'm thinking, missing something—and organic social departments. So quite a lot of different parts, and for international brands as well. So not just only in English. I'm also working very closely with brand. So this is a very interesting conversation for me, and particularly because I am a geek of international. You can get it from my accent, probably.

Just to give you a little bit of background. I actually started as a translator, back in the day, translating websites. So that's how I got into SEO when I started. I then moved into agency where I worked as a digital PR specialist, and in fact, I work with Erika (who I adore, by the way).

Then I moved in-house, and I work for in-house companies and eCommerce companies. Sorry, so I did myprotein. I don't know if it's a one number, and they're in the store one. So a little bit of makeup, protein, shoes—I work for Puma as well. A lot of different brands.

And then I moved back into agency. Because actually, I like doing a little bit of everything, not just eCommerce, although it's kind of my specialty. And yeah, that's it. I focus mostly into all the technical aspects and also the content aspects in general. I'm super happy to talk about it.

ERIN MYERS: Great, happy to have you back, Carmen, for our mini webinar series. Carmen joined earlier this year in May for our first part of this that kind of prompted us to break out this three-part webinar series that you're all tuning in for today. So glad to have you, Carmen.

The topic of the webinar is specialized SEO markets. And so obviously, we're going to dive in. I would like to ask the group: How do you start when you think about taking an eCommerce site global with an international SEO strategy? And I'll let you Carmen keep the mic and kick that off if you don't mind?

CARMEN DOMINGUEZ: Yeah, of course. So it really, it depends on, is your website already in that specific country or not? Because the process that you will follow is totally different. If your eCommerce is currently just one country and it's looking into expanding, the first thing that you need to do, kind of, is looking to where should you expand, right?

Because you cannot make a decision that easily, there are lots of legal reasons and things like: how do you transport your product? That actually will have an impact, as well as, the audience. Is the audience interested in your product? Is it not? So the first thing that you need to do is identify what your biggest opportunity is. Is it that maybe, if you are in the UK, you already have customers in the US? And you don't have a language barrier. So should you move into the US first and look into the analysis.

Once you have done that, made a decision, you need to look at if it's in another language. For example, looking to translating the website. That is key, because there are loads of people who think I do whatever let's do it, Google translate. But really you cannot use Google Translate

when you are targeting keywords, right? You need to have an expert who is doing your keyword research, is understanding the triggers of your markets. And then, once you have done all of that, you need to also do the technical side right? Because it's not like you just simply translate. You just put everything, you also need to set up Google and tell to Google, "OK, now, my website is in in several languages, can you please make sure that you're showing the right pages to the right audience in the right language?"

So what we normally call hreflang, which is a little bit more complex, I was just implementing hreflang. But we might talk about it a bit later.

I just made something very complex, sounds very easy, but that's it, sort of what I would do.

ERIN MYERS: Love it, Erika, Jamie—anything to add there?

ERIKA VARANGOULI: Tons! Jamie, did I jump in ahead of you?

JAMIE REEDY: Haha, No, I was, gonna say, I actually have the least amount of international experience. But I was, gonna say, you know the market that you're getting into? Yeah, it's important to actually understand the market and you can't just use Google Translate. Different markets have their own dialect and audience. And that's so important. And it goes back to the same way you build an audience in the US. You need to build it overseas, and that comes with knowing your brand and your customers and all of that. So, Erika, that's all. You

ERIKA VARANGOULI: Haha, thank you. They're both great answers. What Carmen's response especially also made me want to talk about—I'm gonna try to also make something very complex sound simple. It's like, I think, when we're talking about international SEO, we're talking about the different stages where businesses are.

Let's say eCommerce, but I think that applies to most websites or businesses that want to go international. So it's part of your go-to-market strategy as well. I would distinguish like two or three scenarios, mainly.

One is if you're already present. So you have a localized website, I think if we have anyone who has unique websites across different locations, I want to meet them. Typically everyone I've met that has international sites, it's a localized version of, let's say, the core, the English website.

Or if you don't have it already. So these are very different starting points, because in the first case where you don't have it, the first step I would do is to check where my audience is coming from, and also where my sales may be coming from. That is a good direction as to where do I need to start?

Of course, like, you can check and market if you haven't even gone anywhere else and you're not able to see a lot of traffic. So maybe you're a small website, but you want to launch across multiple territories. Right? You can. You can map markets. You can do that with SEMRush. But

I'm not gonna go into promoting SEMRush, because the idea is that you can map your market and find opportunities, or where your competitors may already be.

And in those cases you need to look where your traffic is coming from, where maybe some conversions are coming from and start there. Now a common scenario I've encountered sometimes, is that for some of those territories the argument will be, "but they speak English, and there is also converting, sometimes decently as well. So should I localize? Should I spend all the money to create, like all those versions of my website?"

There is no straightforward answer for me there. Because the answer could be yes or no, but you can start, a good approach, I found, is that paid helps. So some paid tests, for example, can give you an idea on landing pages, or some content like, do they convert much better if I localize them? So you can put traffic to them through, paid, and see if having a local version converts even higher.

If you're already in places and you have your site localized, I think the attention needs to be at, "Okay, are they converting at a good rate?" But then also, I think now, especially with all the talk about AI and AI can do everything like I think in a bit we will not be able to hide that, you know, it can make me my coffee as well in the morning.

But it is really valuable to get people who are local, who are natives, who know marketing, who have experience in your industry, to review your content. The amount of things I've seen where you know the localization has been great, but then the trust signals, for eCommerce, this is particularly important, and I know Jamie and Carmen will have tons of insights on this, but, like your currencies, the amount of times I've seen the wrong currencies, no information about deliveries or returns—all of those things play a huge role in how people convert.

And then, of course, you know their interest in the products. Maybe you should prioritize other products or categories over others. So there's other types of considerations there and not just consider that, okay, have a localized site. I have a trail line set up correctly.

What then? It's not just okay, Let's leave it at that and localize more and more. So that's where I would start depending on the stage—my business plan.

CARMEN DOMINGUEZ: Actually, that is, it's funny that Erika mentioned that. Something that I noticed when I was working in-house and we were doing eCommerce and we were going to different countries in Europe. And you will say, "Okay, Europe is all the same, they all behave the same." Actually, not so.

Something that we notice is that we have done the perfect translation. We have set up everything technically all good and well. The whole user experience was preferred towards the cards, but then people were not performing. They were not buying the product, and we were like this was in Spain. I was particularly hooked into what is going on in here.

And then I looked at. Actually, all of our competitors at the time were giving free delivery. And we were charging €15. And just those €15 basically, we're making everyone to go to the competitors that had a similar price, but because they were offering free delivery in 3 days and we were charging 4 or 5, people were not converting. So you need to even go beyond the basic SEO stuff and actually look at what are the barriers are making people to buy.

It's not no longer am I ranking? Because you might be ranking, but they still send your users to all the competitors anyway. So it is proper analysis of marketing is really what you need to do in this case.

ERIN MYERS: Right? You might be ranking, but are you speaking the customer's language? Are you in line with what other people in that locale are putting forward? That is a really good point, Carmen.

Following up on international and multi-language, we're getting a lot of questions in chat. What are some SEO challenges that multi-language eCommerce sites are faced with? And how do you address that with the sites that you manage?

CARMEN DOMINGUEZ: Should I?

ERIN MYERS: Let's switch it up, Jamie, you want to kick us off, do you? Are you comfortable? Keeping yourself with this one.

JAMIE REEDY: Yeah, I could kick it off for like a US Version, one country version. But let's start there. Yeah. So what I've been finding with eCommerce sites—not all of them—but oftentimes, you're dealing with a larger technical, for lack of better words, issue that your sites come with, and you usually see this more with enterprise sites.

But you know, when you think about if you're launching your US Site, and if you have plans to launch in different countries—and I would let Erika or Carmen talk on the launch process—but if you are mirroring your sites based off your home site, you want to make sure that home site is optimal. You don't want to be copying bad code or bad implementations wherever the case may be. And so when we get a site, we first do like a deep audit into like what's going on what's happening.

And, like Carmen had mentioned, you know, it's not just SEO basics we are looking at. But you know, on-page things. We're looking at their revenue data—their transactions, their AOV—because it's not enough just to get people to your site from organic, but they have to convert, too. It's an eCommerce site. They want to make money like. That's the whole point of the site.

And so we look a lot into, you know, technical performance. You know all the things that come with an internal linking, all of that. We also make sure that their priority pages are indexed and

ranking, because sometimes sites are not set up. And they're like, "I'm not ranking for my key term." And it's like, oh, because you technically can't. And so, making sure that your home website is optimal and it creates a good foundation.

And then just making sure that home site—so if we're talking about a US Site, what is the SERP environment? What are people talking about? And this is where you start getting into your audience development, brand building, right?

You know, some eCommerce products are really big on TikTok. What do people on Tiktok say about it? So it's incorporating all those elements to say, like, okay, people are coming to your site. You know, we're checking off the SEO. You know, basics—there's a checklist.

But we're also making sure that when people are coming to your site, it's emphasizing your brand and your principles. so this is some of the core things that we look at. So it's a mix of technical, on-page content. All of those, all those good things that get us started.

ERIN MYERS: Yeah, we find that site hierarchy is definitely an important thing to consider. Internal linking, especially, will help to build authority for those keywords that aren't making for your site, Carmen. I think you probably had something good to add here, do you want to go ahead?

CARMEN DOMINGUEZ: I mean, Jamie said so many things. I'm going to just pick on a few of them because otherwise we could be here days talking about them.

Particularly on the technical side of work sites, obviously hreflang is the Supreme court, and everyone is aware of hreflang. But implementing hreflang is not super easy, so there are lots of different things that you need to consider depending on: Are you using the same domain with two folders? Are you using sub domains? Are you using actual different domains per country? All of those will have a different impact.

You need to be able to, once, if you implement properly hreflang, and there is no easier or better option with the different domains of Subdomains. So for that, you want to—it really depends on the country you're going to—but once you do it, you need to make sure that you stick with hreflang, properly implemented by pointing to the different domains and making sure that your links, internal linking.

So Jamie was talking about internal linking is equally important as well. When you are implementing hreflang, because if you, the crawler by Google, get can get confused when they're traveling through different internal linking. And actually, I worked for a strategy, once upon a time, for HBO Latin America, and we had all the language, everything in Spanish. We had implemented all the hreflang properly, and we had a massive issue because we still didn't manage to fix it.

And when looking into it, we realized it was all the internal linking that was pointing to the different countries through the plugs, and no one had actually looked into that. That made us go nuts and trying to figure out. So there are so many things that you actually need to consider aside from the basics of "How do you compare it?" And "how do you set up hreflang?"

So translations, hreflang, internal linking, and all the in or more things that you do for a website navigation are really important, that you just need to consider the basics that you will do for any other website really.

ERIN MYERS: Yeah, Erika, anything to add here?

ERIKA VARANGOULI: Yeah, I'll jump in. I'm gonna ahhh so much. These are great directions. I'm not gonna repeat stuff on technical, but it is obviously hugely important. Right? And internal linking, I agree, can make or break sometimes things. Especially if you're transferring content from, let's say, an English version of a site, right? And you're just localizing it. And no one's looking at the link, like people who localize do not tend to necessarily check: What are the local versions of the internal links included. So it's not just the navigation, and eCommerce faceted. It can bloat entirely. It's also like the rest of the content on your pages, so that signals get all crazy.

Particular for international, particularly for SEO, for eCommerce, I wanted to highlight a couple of things as well. It is your chance and your opportunity to get results, if you build your trust signals. Like people do not buy as easily as they did. And it doesn't matter if they are buying, like, \$1 something or a \$1,000.

Obviously the the level of consideration may vary, but then there's so much offer and demand, that unless you have, you know, reviews, very clear signals about, you know what Carmen was saying, You know people were given away free deliveries within 3 days, and users behavior on eCommerce is also, will I have customer support if I need it?

Tons of products need that. Will I be able to return it if I don't like it? So all this information is super crucial to making people convert and trust your site. Then, you know, generating reviews, as well, if they're local.

The other thing I wanted to highlight—and there's my experience because I'm very old, so I've been in this industry much longer than I should probably say. Ages ago, eCommerce did not consider informational content at all. So it was all about, you know, landing pages, site hierarchy, conversion, optimization, all of it.

But I've seen some huge successes through informational content, because again, this is the buyer journey right? They don't just land on a site. Don't see any trust signals and then decide, okay, this image looks nice, I'm going to buy from them. And buyer journeys are usually much longer and much more complex, so informational content, like we recently did, in one of our studies. So [State of Search](#), we found that a new feature that is coming up more and more especially in commercial queries, is fine guides. So Google is now. So you know how they're



showing. People also ask, they show buying guides for queries. That's like, I think, at 0.3 right now, which is huge. Don't hear "zero-point-something" and think it's a little.

So working on your informational content. Keeping those buyers coming back or being in front of them in search, especially in eCommerce. And some regions, it may be easy to rank as well for those, so you build your brand as you build your audience.

I think these are some things that you really need to take into account early on and launch, or plan as soon as possible, and not just having an afterthought about those things as well.

ERIN MYERS: So much goodness there, I could pull on the strings of this topic for a long time, much longer than we have allotted for today.

So I will keep this moving beyond hreflang tags and internal linking and site hierarchy, Some of the things that we've touched on. What are a few of the other unique considerations for international SEO that we have not touched on yet? That might be good to bring up for the audience here.

ERIKA VARANGOULI: Want me to go first. I don't mind.

ERIN MYERS: Go ahead, Erika. Yeah.

ERIKA VARANGOULI: I will go ahead. Okay. I've sort of. I'm sort of taking turns now. I wanted to go first. Okay, so I should prepare this better. But no I think the technical aside, what we need to remember is that no matter which market you're selling in. Okay, no matter which industry you're selling in.

It is probably way too important that you have a brand, and you have, you know, audiences that know you, then gradually trust you that then you know the dream is they become advocates of your brand of your products as well.

But what this means is that, when you're you're thinking of going into new territories or in eCommerce "How do I grow?" In my experience, it's not just an SEO kind of conversation. It's a wider conversation. It's "how do people know me? Where do I meet them like?"

Another study we did, so that I'm not going to be too annoying with studies. But we did like a [State of eCommerce](#), actually, which is very relevant to this right, and for eCommerce for 2022 and half of 2023 pretty much all of the search traffic going to eCommerce sites is from 3 channels: direct, which is about half of it 50%, then it's organic search, which is around 30–35%, and then around 15% is referral.

That shows the value of, you know, trust signals and having advocates out there and working across multiple channels. So what I would say is that when you're looking into your options, of

course, take care of the basics—like I don't think anyone wonders about that—and take care of your technical.

Any eCommerce can be quite challenging there. But do not think that, "Okay, I localize my site and I set it up on a technical level. So I should be good. I'm going to start selling straight away." Because it doesn't work like that and there's so much noise that to stand out you need to put in a lot more work.

Now that also means being able to come across as not just localized. And what I mean by that is that, yes, everyone can localize nowadays everything you know very cheap as well, which is great, like if, I'm not judging you can launch with that. But then you really need to look into it.

And what we found—we've done a few experiments, as well, with my team now at SEMRush on the International side also previously with organic search. So, then for clients in the past, you may have done your test on the English side, right? And seeing that: Okay, this CTA works better, this order on the page works better.

It doesn't mean it will do the same in the different markets. And it doesn't mean every market will be interested in the same products. It also doesn't mean people will convert with that CTA if you just localize it perfectly. So you know, economical situations, the buying power of people and consumers in different markets, and how they're used.

For example, I'm from Greece, right? Transitioning to eCommerce took much longer. So when, for example, in the UK people were happy to, were ready to accept Clarina, for example, buy now pay later. In Greece, it was still a problem if you were not offering people the option to pay when they receive their packages at home. You know, with money, with actual money. So there are so many nuances in each market that you need to take it into account. I call it hyper-localization.

So it is, you know, taking into account those things plus seasonalities. That is another very important thing. So you know adding elements to pages that have to do with seasonal or into your campaigns, for example, is very important for an audience to perceive you as being truly local and not just wonder if you're a brand that is just somewhere far away. And if they have any issues, you know they don't connect with you. So this is makes sense on this.

CARMEN DOMINGUEZ: Can I go? Actually, we could have a lot of points to the things that I guess it. So there are a few different points that Erika flagged that actually are quite important. And I'm going to go back to the example of the Beauty brand I used to work for in-house. And we have this situation that we were ranking position one or even page one, most of the all the important products, and we saw the conversions were not happening.

We realized that we needed to adapt things to target the audience. But then there was one factor that we couldn't really overcome. And the factor was actually, as Erika said, our audience

didn't know us. We were very well known branding the UK. But no one knew us in the different markets, and while they have invested heavily in SEO, we have not invested in other channels.

So when most of our competitors, and particularly thinking of Sephora, we were thinking, Why is Sephora still converting much better than us? And even though we were ranking better than them. Well, you'd need to consider, Sephora has been in the industry for years, and Sephora has shops. They have physical shops, and in Europe, if people can go to the physical shop and try the products they will.

So they, loads of different things that you need to do for branding, and that means investing in all the channels. Like, well, Erika mentioned reviews, which is 100% important also for Google. But then we needed to go into investing, but more in social start, putting more localized videos in TikTok with more influenced influencers from TikTok. Invest more in Pinterest, invest in all those different channels with people from those markets. Not localized. Because actually, when you look, you start looking at it from the marketing perspective, when you go to an ad, it does try to do an ad in the TV, they won't be using an English ad, right? They're going to be localized, and they are as smart as they can to target the audience.

So you need to do exactly the same when you are on the web. It doesn't matter that the web is not tangible. You still need to target the same audience. At the end of the day it's basic marketing. With all the points that Erika was mentioning about search becoming more and more complex and go to different channels, we need to think more and more about the same way in international, right? At the end of the day, international, yes, we do translate or localize or tagging the audience, but it's basically doing the work from scratch. Right?

You need to follow exactly the same process. You need to do your segmentation, look at your audiences, look at what triggers or your this is what may you all in to convert, and what makes your audience stay with you? So at the end of the day, it's almost duplicating or triplicating the work, because once upon a time you will translate any work that is not like how it works anymore. So there are so many things that you need to consider.

It's really exciting but more complex, that will, or some people make others believe, I think.

ERIN MYERS: Yeah, good point. Great points, Erika and Carmen. Jamie, I'm curious if you have anything to add from an eCommerce lens.

JAMIE REEDY: Absolutely, by the way, my WiFi, is doing its thing. So if I cut out, I am so sorry.

I think Carmen and Erika hit on really important stuff with eComm and that's building a brand. And I have learned that so intimately with the sites that I work on. You know, sometimes we're down for this keyword, or you know they're focused on the search metrics. But we're like, well, hey, let's look at AOV. Let's look at, you know, returning versus you know, new users. These are all the things that are so important when building an eCommerce brand.

There was a site that I worked on at my last job. I worked in-house, but we were like an agency where we had multiple sites in-house, which was cool, but we ran into a similar issue, where they were a new brand. They just rebranded, relaunched their site, and as the site started to gain traction and we were starting to rank for some of our key terms, conversion was dismal, and some of the issues that we were facing were similar to what Carmen was saying. You know, competitors were offering free shipping or deep discounts. Our product was priced 20% higher than the competitors. And so you can optimize your site all you want, but if you don't understand what competitors are offering and what your customer wants, you're not gonna get that sale.

We also really emphasize, you know, trust signals. We talked a lot about trusting signals on the call, and that's one of the other things that we look at with our eCommerce sites, is what are you doing to build trust for your customer? We have a whole checklist that we run through for our eCommerce sites, and we really hit home: Can people call you easily, you know? Do they know who you are? Do they know who the CEO is? Like all of these things, how transparent can you be?

And you know, in a more practical sense, with eCommerce something you hear a lot with on-page is your content. I'm always looking at on-page content for category and product pages. And actually, I actually have a client ask, you know, how should we handle our content? They had content at the top of their category page, and they were like should we just move it to the bottom. Nobody reads it. And I was like, no!

That's not the attitude we should have. We should be using this as prime real estate for people to, you know, want to learn more about the product. For, you know, your brand voice to come out. You know, just because other sites are doing it like that doesn't mean that it's right. And yeah, Google has said, some content on the page is what they want to help orient it. You should be treating it like it's important for that brand experience.

So you know, there's so many things that go into it. And you know, I think the big thing is don't get lost in being a channel marketer, because we're still marketers. And there's still the principles that we want to uphold for the brand, so we're supporting. And so I'll get off my high horse with brand and all of that. But yeah, that that's a really big takeaway is, look beyond SEO, look at your customer. How are they interacting? And how can you be where they are? That's really important.

ERIN MYERS: Yeah, it's really about striking that balance, isn't it?

JAMIE REEDY: Absolutely.

ERIN MYERS: Okay, I think you've all answered that question really, well, you made a ton of great points. I want to leave room for some of our audience questions. But there are two things I have to ask before we switch over to audience Q&A.

With the panelists experts that we have here today. I always have to ask, What's your go-to source for the latest news, use tips, and best SEO practices, particularly pertaining to international if you could keep it focused there, please. Whoever wants to go right ahead and hop in, be my guest.

JAMIE REEDY: I can rip the bandaid off. I know you, said international, and I think the answer will help So both of my resources are from [Aleyda and her learning SEO Website](#). Oh, my God, I love that website, so easy to use. There's an international section, so that counts.

And then her [SEO FOMO Newsletter](#). I love it. It incorporates all kinds of topics, international eComm all of it. And she's wonderful. She's so smart, and any resource from her. I'm like, yes, I'll read that. So those those are my 2.

ERIN MYERS: Her name was Alyeda, A-L-Y-E-D-A learning SEO website. Someone's asking you in chat.

ERIN MYERS: Yeah, that's amazing. Yeah, I'll share the links in the follow up resource article so that will be available following the webinar.

ERIKA VARANGOULI: I unmuted myself, so I'll go. Aleyda is great, I also follow her, but I think I realized that nowadays, most of my time, like most of my information and keeping up with everything and finding new people that have also great knowledge to share is on LinkedIn. So I think I'm spending probably 95% of my time learning on LinkedIn, following new people.

And then from there, obviously, I follow all the people and I used to go to their website separately, and all of that. So I get all of it from there. It's easy. The rest, probably 5% ,comes from Google directly. So you know their Youtube channels, their blog, the podcast. [Search Off the Record](#), it's great. So yeah, tons tons of information from there

CARMEN DOMINGUEZ: I actually follow Erika. So if you guys want to follow Erika, she has great information with the latest studies and surveys, and actually they are cool. Not because I want you to be on the good side of Erika.

There's quite, I agree with you, Erika, I spend most of my time on LinkedIn. To be honest, it is not only the way to follow good SEO, but also to get to know people who are new to tests and using AI—for example, I know everyone is talking about AI—but there are people who are actually doing cool things and testing and doing more things.

And then the same, I also follow most of the things from Google directly, because they are the ones who, Google Search Console has a I think, a podcast that they do every month. That gives quite a lot of information. If you are into technical. Same with [Lily Ray](#), can give quite a lot of information as well, and then I I think it recommended last time. But this is [newsletter Stacked Marketer](#). It's a team from Austria, I believe. I don't know. But they give you tons of very good

information. It's mostly about marketing in general, but because it talks about marketing, he allows you to see SEO in a bigger picture. So I think it's my favorite newsletter at the moment.

ERIN MYERS: All right, love it. Great recommendations. I follow a lot of those same people. Here at WP Engine, We're pretty big fans of WordPress, and so I have to ask about plugins, Jamie?

JAMIE REEDY: So I'll preface it by saying I haven't really touched too much of a back-end of a WordPress site in a minute. I hope it's not basic if I say Yoast. I think it's cool, you know.

ERIN MYERS: I still use Yoast every day. Yeah [Yoast](#) SEO is the plugin that Jamie was mentioning, and I'm assuming most people on the call are probably familiar. If not, you should check it out.

CARMEN DOMINGUEZ: I actually going just for the international bit, really, because I have tons of them are so many good plugins. But thinking about international, I use 2 in particular for the different bits, one is [DeepL](#), it's a different tool. But it has recently launched a plugin in WordPress that it allows you to translate.

If you use a machine learning for translations, and the quality is quite good. I mean, we have all this for the the last 45 min. Talk about how you also need to have users right. They speak the language, but it allows you to make things way faster. And the quality is quite good. So for translations. That's my favorite one.

And for Href lang, I've used a few but I think probably [Polylang](#) is the one that I enjoyed the most because it implements a plan in general the highest quality. Sometimes you need to to make changes for excel, but most of the time is the best one.

ERIN MYERS: deepL for translations using AI or Polylang for href lang tag implementation.

ERIKA VARANGOULI: And I'll be quick. DeepL, I confirm, is amazing. We're also using it on our side, and the advancements in machine translation and everything is great. So definitely recommend there.

I used to use a lot, nowadays my day to day has become a bit crazy lately, but we'll go back to [SEO writing assistant from SEMRush](#) because it a great way to build your content and optimize it as you go. So it gives you suggestions. Even if you know you, you've got a page you want to optimize for keywords. You want to to make sure it, originality is there, you know your brand tone is, is right. So it is a great place to have your content and visibility on how well you're doing with your on-page content

Nowadays in terms of SEO extensions, I use [SEOquake](#) and [SEO Pro](#). This is from extension by Christina Zarranka that I also liked a lot, and it gives you tons of information for a SEO.

And nowadays I think I spent most of my time using [Loom](#). I don't just sending videos to people on what's going on, next 10, what's working what's not working? So I know it's not technically about it. But it can free up so much time if you know you pass feedback and and you can share information faster. So I do use that a lot as well, I find.

ERIN MYERS: yeah, we're getting a lot of questions in chat on [RankMath](#). Does anyone have any context or anything to add about that tool?

JAMIE REEDY: I've heard I've heard of it, I know that there's kind of a debate of like YOAST versus RankMath. I, personally have not used it.

ERIN MYERS: Yeah, me neither. No, [All in One SEO](#) is another newer tool in addition to YOAST. But RankMath not familiar with, Ill have to get back to you all on that one.

Lexi, do we have time for a couple of audience? Q&A's. How we doing?

LEXI MOSTEK: Yeah, we do have time. I don't know if you want me to throw in. We've got a lot of questions and thank you all for setting them. Feel free to continue to send them in the question and answer section or in the chat. If we don't get to them. It helps us know what you all are looking for in terms of content, or follow up so that we can get that information to you. Do you have a question in mind, or do you want me to just throw one out there?

ERIN MYERS: Go ahead? Lexi, I think the first one is really solid. Actually, the first three are great. Yeah.

LEXI MOSTEK: Yeah, we have some questions in the audience. to Carmen, Jamie, or Erika. Can you share a success story in your own, you know, personal life on SEO, and maybe like detail a couple of challenges and how your team overcame it?

Carmen, you're next to me on Zoom. I'm gonna pick on you first.

CARMEN DOMINGUEZ: Oh, that was difficult to choose, not because—I always try to have a successful stories which I do—but because I might have a favorite one that is actually international. And it was really difficult, too, for me to figure it out.

So I was working on a brand, a coffee brand that is a based in Europe, and it was in those of different markets in the German market and Italian market but wanted to launch in the US. We have different domains, all of them with exactly the same content. And we didn't, I was—we were not able to fix it quickly because we couldn't put them all in one domain, basically because those are things to do with their warehouse. So in the end, what we had to do is be a little bit creative with—sorry. I think my cat is in the background. He wants to answer the questions for me.

ERIN MYERS: He has something to say there.

CARMEN DOMINGUEZ: Oh, so I was saying. Basically we had to, for the first time in my career I had to be really creative with href lang, and I had to play with the href lang to different domains, which it was not clear if you could do it. Sorry. Sorry about the cat. I don't know what's going on

So we had to reach out to Google to see if they would recommend to put HRef lang into the different domains. They did recommend it, and explain how to best do it. We did change the content, and translated the content into the different German. So Austria, Germany, and Switzerland, and localize the English for the UK and the US. In different ways.

And the impact was really quick. In a matter of 2 weeks, we had the right, yeah, URLs ranking in the right places, and we had also the right products come into the right websites. So we were, it was very, very easy for us to send them to the right warehouses, which actually wasn't the issue. I don't know if I explained it, because the cat made me lose the track of the site. But yeah, that was kind of it.

LEXI MOSTEK: Super helpful. And also there's lots of love for your cat in the chat. So Erin just said SEO tips with cats coming to you soon. Jamie, do you have anything to add there, do you have kind of success story through your career And what you do?

JAMIE REEDY: Yeah. So I would say that this success story is still in progress, but it's a kind of, like, an internal client win. So we recently started working with an enterprise, a client, and every client has their own nuances to them and what we focus on.

But with this client in particular, they—we were auditing their site. We noticed there was a really big opportunity for faceted search. And right now on the site, it's you know, there's a lot of opportunity for us to come in, and so we spend a lot of time, you know, presenting our case to them, and, you know, recommending implementation and really working with them to help.

They ended up building it, but based on our recommendation to build a system to help implement changes. And the project just started rolling out. But for us to have identified, really stated the case and really showed to them like this is a huge opportunity. We show them that there's these, you know, high-volume terms. They sell the products. They just don't have the pages, whether it's because the pages are indexed, so the pages don't exist.

And so, while I don't have, you know, hard concrete for me to have gotten this client on board to the point where the CMO is like, yeah, this is the only thing you guys are focusing on right now, because we think this such a priority—that to us is a huge win. And being agency side with our clients, when they're happy, we're happy. So I hope that counts as my win. I'm really proud of what our team is really proud. So yeah.

LEXI MOSTEK: Totally a win. And everyone is different, every client is different, everyone on this call is different, and Erin and I have been talking about this a lot as we head into a whole series, but there is no, like, fit mold to SEO, and I think you know all of the questions in here



totally mimic that as well. I'm gonna switch up the question and just ask Erika a question, because I think this is a great question. And, Carmen, you're welcome to chime in.

But do you care about other search engines while you're doing international SEO or can you talk about how you focus outside of Google and things like that.

ERIKA VARANGOULI: Yes, I don't know if it's unfortunately, or—I think it's fortunately—because then we're talking about a monopoly everywhere which is scary. It depends on the region. So what you do is depending on the market and the region you're interested in. Your, you know, you pull up the data in terms of like, okay, which are the most popular search engines; which ones have most users on them?

Very often this will be Google, But then, depending on market share as well. Some—I think—Sometimes people just look at the, you know, the fingers. And they say, “okay, yeah, who has, I don't know 5% on [Bing](#), I don't care.” But that actually can be tons of traffic. And maybe the competition there is also much lower, so definitely worth considering. And then for other markets, you know China. Also, you have to consider the other search engines as well.

What I want to add to this is you need to think of search engines beyond search engines, so it's hard to hear. But the search engine, depending on what your eCommerce store is about—let's say we're talking about eCommerce star, right? Probably the primary search engine will be [Amazon](#) or maybe a local kind of seller like Amazon, where you need to be on, because people go directly to search there. Right?

If you're, let's say, in the travel industry, maybe you need to look into [Skyscanner](#) more. And what you're doing there. [TikTok](#) has exploded across multiple industries, including eCommerce. I think now, in our study we found it's among the top five most popular channels as well from social media. But it's actually also used as a search engine. So then, if you look beyond just the traditional search engines, I think you can uncover tons of opportunities, and I've seen it with clients where you know their website was.

I'm sure Jamie would cry in Carmen for nights and nights. The investment there could not be huge, there was no brand. And then actually looking into things like Amazon or [Etsy](#), or somewhere else, they could start building at least that kind of revenue stream to then build further on the right path. So yeah, of course, it's worth considering other search engines.

CARMEN DOMINGUEZ: I have on top of what Erika was saying. I have lots of big love for, and this is super random, as well like, for Naver in Korea because it is a search engine in that is very, very different. And I think Google wants to copy them. This is me, this is me, I think that.

But if you look at [Naver](#), you can check that. Everything Naver related to this on the top. So you have all the images belonging to Naver, all the blog posts, belong to Naver everything, all sort of content, belongs to Naver. So basically Naver is making the users engage with Naver to get the

content very, very barely, going to other pages and other channels and another flickers, for example.

And I think Google actually in their dream would like for every users to always stay within Google.

ERIKA VARANGOULI: I was, gonna say, Google, mimicking Naver.

CARMEN DOMINGUEZ: Honestly, I always thought that was the case. Obviously, Google has a better taste in Western Culture.

ERIKA VARANGOULI: Its cultural Carmen.

CARMEN DOMINGUEZ: Exactly. Google, its a little bit more elegant, but I still think that it is copying, and it's very useful, even if you don't have to go to the Korea market to play around with it and see how it works, because it's just mind blowing. So for example, yeah, when you have to go to Japan. You look at into Japan by do, if you are in China, and Naver when you are in in Korea they are very good to learn how to do SEO in a different way. We are so obsessed with Google, But if you look at how all the coaches do buy and how they interact with with the Internet, you we can learn quite a lot. And just finally touching upon Tiktok, Erika was saying. Tik tok!

I've seen massive explosion in Pinterest, so so many people, including myself, when I have to make a decision into what to buy from my house, I go to Pinterest, because if I go to Google, I'm like this SEO you are trying to trick me. I'm gonna go to Pinterest, and I'm going to see what the users are actually saying, what they are posting. So obviously, if I'm thinking SEO you are trying to trick me. I'm pretty sure that the users do that.

Just to say, beyond, SEO needs to focus just beyond Google, and just beyond the search filter, we need to look into images. Google Images, Pinterest, Instagram everything. And Jamie said something very interesting earlier about having to work with all the different parts of an eCommerce to make things successful.

And I think this is the summary of the webinar. All the summary of the discussions that we are having here, SEO is no longer one guy. And I say, one Guy, working in the background doing keyword research. Put the canonicals on the seeds. It's becoming so much more complex, empathetic, intuitive that it for me is super exciting and interesting. But people need to get to use to thinking in other levels beyond just doing keyword research.

ERIN MYERS: Yeah, absolutely. I think that is a really positive note to close this out on Lexi. I will kick it back over to you to wrap this up.

LEXI MOSTEK: Oops. Sorry I did the one thing I told everyone not to do which was talk on mute. I just want to say thank you to everyone who joined us today, and if you can throw some

love in the chat for these panelists, this was amazing and so beneficial. And thank you to everyone that submitted questions. Please come back either tomorrow or Thursday. I'm gonna take all the questions that you've asked, and try and incorporate them as much into the rest of the Webinars as well as we will have some resources coming to you

Again, you can register, at [events.wpengine.com/Junewebinar](https://events.wpengine.com/Junewebinar), or on our resources page on the home page. There is a link to the registration which will update that same page. So thank you to everyone.

Happy rest of your Tuesday. Good night. Good morning, and see you all later.