

Case Study - Northern Expo.



Northern Exposure provides a global customer base with the best British Soccer Experience by offering unique tickets packages to all Premier League football matches.

For European households with internet access the web is the first port of call for finding information to select or buy the best deal from online ticket brokers. Operating in a competitive industry, Northern Exposure wished to capitalise on the growing popularity for browsing and purchasing products and services online.

The next step in their business development strategy was to win new business by offering what they do best into new and emerging international markets. Wéb-Tränslatiõns were invited to offer a rapid and cost-effective solution to improve e-marketing performance and help Northern Exposure meet their international marketing goals.

The Challenge

- To increase the number of visitors, enquiries and sales generated via the Swedish, Finnish and Norwegian versions of the website
- To improve website accessibility and exposure
- To exploit the export potential and grow business profitability
- To raise an international brand awareness

The Solution

- Identification of most appropriate Swedish, Norwegian and Finnish search engines/directories and their ranking criteria
- Keyword research and selection: identification of all possible words and phrases potential customers may use in their language, including "modifiers" like brand names, localities, and adjectives
- Review of existing content and re-authoring by industry specific translators using specific character patterns and strategic keywords according to the optimisation
- Website Optimisation: Changes in the visible text and meta, value & alt text of the website
- Manual search engine and directory submission
- Monitoring and site Analysis: a) Server logs and Directory contents monitored to determine indexing points and browsing frequency b) Report generation and comparison. Current status reports generated and compared to the benchmarks established

The Results

- Norway is now the fastest growing and most profitable market
- After four months English visitors accounted for 40% of traffic, 30% Norwegian, 15% Swedish, 10% Finnish, 5% others
- #1 Google position for Norwegian search on 'britisk football'
- #10 Google position for Norwegian search on 'englesk football'
- #1 Google position for Finish search on 'Brittiläinen jalkapallo'
- #1 Google position for Finish search on 'englantilaisen jalkapallon'
- #3 Google position for Swedish search on 'Brittisk fotboll'
- #1 Google position for Swedish search on 'brittiska fotbollsbiljetter'
- Northern Expo are keen to use Wéb-Tränslatiõns proven services to produce more localised versions followed by further international eMarketing campaigns

"Making International eBusiness Easy"