



# MULTILINGUAL WEB WORKSHOP

Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.

**7-8 MAY 2014**

**01. INTRODUCTION**

**02. TOURISM AND CULTURE ONLINE PROMOTION**

**03. CONTENT STRATEGY**

**04. LESSONS LEARNT**

# 01

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## INTRODUCTION

**The State Company for Tourism Technology and Innovation Management, PLC (SEGITUR)**, is attached to the State Secretary for Tourism, and so the Ministry of Industry, Energy and Tourism. Its main action is to boost:

**New technologies**: turning into a powerful and effective operator capable to contribute to the development, modernization and maintenance of a leader tourism industry through technological innovation.



**Know-How transfer/ export** : disseminating, promoting and implementing best practices, knowledge and technical innovation, in the domestic and international touristic markets, which have turned Spain into a worldwide benchmark in the international tourism area.

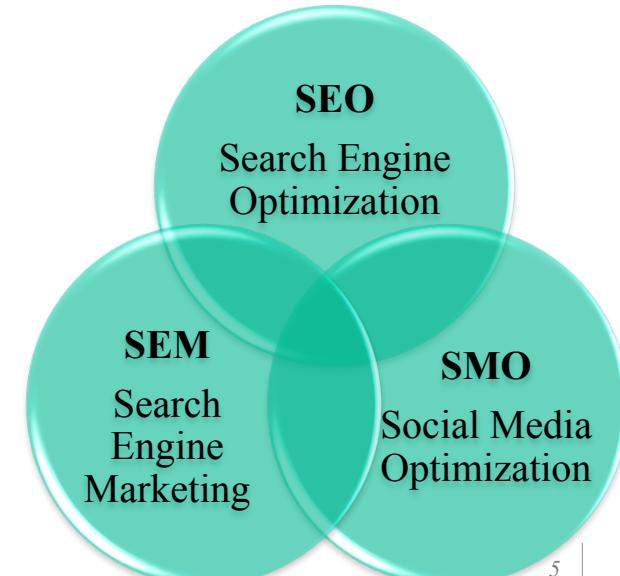
**Innovation (R+D+I) in the Spanish tourism sector**, both public sector (promotion channels, creation and management of Smart Destinations, etc.) and private sector (new and more competitive models of sustainable management, etc.).

**Entrepreneurs**: actions intended to boost the entrepreneurial spirit and the creation of new enterprises.

## ONLINE PROJECTS

**Specialized advice in the definition, creation and management of tourism promotion websites of a destination**, leading its strategy of online promotion: from information and promotion of the destination, to commercialisation of resources, products and services.

**Websites analysis service**: advice in design, architecture and contents; marketing campaigns management and social media optimization to reach the best search engine positioning.



# 02

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## TOURISM AND CULTURE ONLINE PROMOTION

**WWW.SPAIN.INFO**

**WWW.STUDYINSPAIN.INFO**

**WWW.SPAINISCulture.COM**

## SOME DATA.....

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- ❖ Budget for translation : 200.000 euros per year.
- ❖ Words translated: 2.700.000
- ❖ Languages: 25
- ❖ Countries: 25
- ❖ CMS: Open CMS
- ❖ 80% of our web traffic comes from search engines.

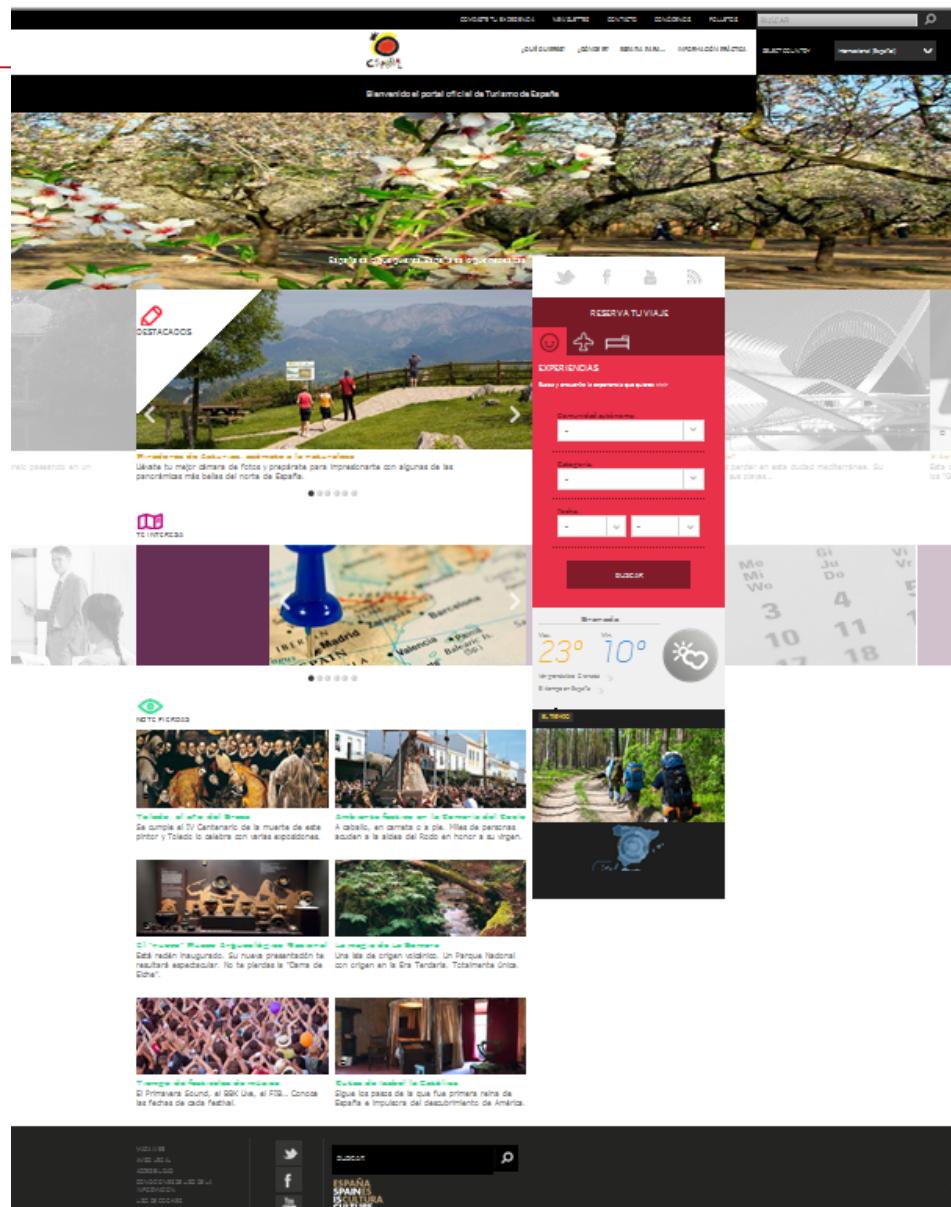


# WWW.SPAIN.INFO

❖ 1st edition launched in 2003.

❖ Partially translated into 18 languages and fully translated into 5 languages.

❖ With 25 market focused sites and 5 international versions.

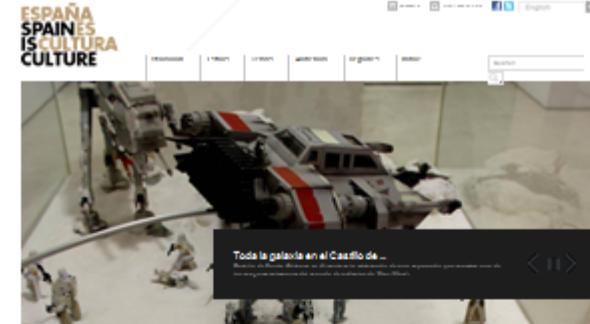


The screenshot displays the official tourism portal of Spain. At the top, there's a navigation bar with links like 'INICIO', 'NOTICIAS', 'DESTACADOS', 'EXPERIENCIAS', 'RESERVA TU VIAJE', 'CLIMA', and 'CONTACTO'. Below the header is a large banner image of cherry blossoms. A central feature is a travel booking interface with fields for destination, date, and number of passengers, along with a 'BUSCAR' button. To the right, there's a weather forecast for Madrid (23°C) and Valencia (10°C). The main content area includes several sections: 'NOTICIAS' (with a video thumbnail of a man speaking), 'EXPERIENCIAS' (with a map of Spain and a pin in Madrid), 'RESERVA TU VIAJE' (with a red search form), 'CLIMA' (with a weather icon), 'NOTICIAS' (with a thumbnail of a painting), 'EXPERIENCIAS' (with a thumbnail of a person riding a horse), 'NOTICIAS' (with a thumbnail of a person in traditional dress), 'EXPERIENCIAS' (with a thumbnail of a person in a forest), 'NOTICIAS' (with a thumbnail of a person in a crowd), 'EXPERIENCIAS' (with a thumbnail of a person in a room), and 'NOTICIAS' (with a thumbnail of a person in a room).

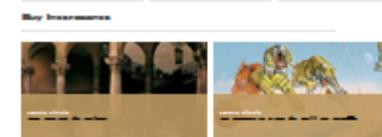
# WWW.SPAINISCULTURE.COM

❖ Launched in 2011

❖ Languages: English, French and Spanish.



**Quién es Quién**



# WWW.STUDYINSPAIN.INFO

❖ Launched in March 2013

❖ Languages: English and Spanish



# QUALITY ASSURANCE FOR TRANSLATION

- Global translation company
- Native speakers and supervisors
- Translation memories
- Style guides and glossaries
- Offices all around the world



## **POINTS TO BE IMPROVED**

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More specific comments reported by de international offices:

- ❖ The translation doesn't sound natural it is like being done by google translator.
- ❖ The menu meaning is not correct.
- ❖ It sounds old.
- ❖ Priorities when translating are not well defined.
- ❖ The UK version does not have the key words we need for a good positioning in search engines.

# 03

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## CONTENT STRATEGY

## **GOALS TO ACHIEVE**

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1. Well-planned content strategy
2. Easy to navigate
3. Readable (on its intended platform)
4. In everyday English or other language (plain language)
5. Findable (optimised)
6. Keeping brand tone of voice
7. Credible



# 04

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## LESSONS LEARNT

## TARGET COUNTRIES NOT LANGUAGES

American English	British English
	Apartment
Candy	Flat
Cookie	Sweets
Angry	Biscuit
Diaper	Mad
Elevator	Nappy
French fries	Lift
Garbage/Trash	Chips
Gas	Rubbish
Movie	Petrol
Sidewalk	Film
Sneakers	Pavement
Vacation	Trainers
	Holiday(s)
	

- ❖ Avoid duplicating content which means using the same content for US, UK, Canada, Australia.
  
- ❖ Create an individual language for each market to ensure context is appropriate for the audience.

## **RESEARCH EVERY COUNTRY WHERE WE WANT TO SELL**

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**Understand every country**

**Learn about their culture**

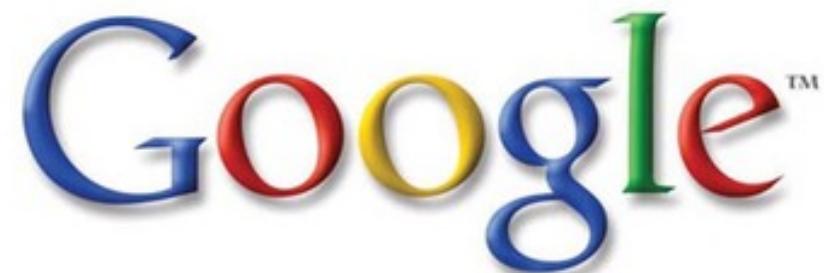
**Find out about how, what and where they search**



**Create  
content  
based on their  
needs**

**Measure the ROI in every euro spent**

## TAKE INTO ACCOUNT ALL THE SEARCH ENGINES NOT ONLY GOOGLE



## GEOTARGETTING FOR SEARCH ENGINES



Appear in the right place, at the right time, with the right content.

### Factors

- ❖ Language used
- ❖ Local links
- ❖ Local domains and hosting

## TAKE INTO ACCOUNT MOBILE

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- ❖ Mobile users look for quick answers and bite-sized information to fill small pockets of time. Checking an address, making a booking or finding a phone number.
  
- ❖ We have to break up content into short, simple paragraphs,  
Avoid complex sentence structure  
Use descriptive sub-headings.

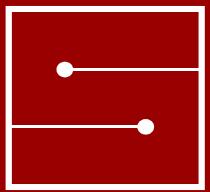


“Much of the best SEO is common sense... coming up with useful content or services that has the words that people search for”

*Matt Cutts, Google*

“Speak the user’s language. Users type queries using their own vocabulary.”

*Jakob Nielsen, Prioritizing Web Usability*



**SEGI TUR**  
turismo e innovación

*Thank you!*  
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