

THE HOTH PRESENTS:

INTERNATIONAL SEO GUIDE



International SEO

Although the HOTH was originally intended to be English only, and primarily focused on US, UK, and Australian markets, many customers from foreign countries have come to us asking if the HOTH would work on foreign keywords. In the beginning, we didn't know if it would work, but our customers kept coming back again and again reporting positive results. This document was created to show evidence of these reports.

Arguably, the HOTH may work even better in foreign countries since some of these markets are not as developed/competitive as the English market.

We accept foreign keywords on the following products:

[The HOTH](#)

[HOTH Blitz](#)

[HOTH Local](#)

Content

All of our content is still created in English. Since our content producers and builders only speak English, we place the anchors normally at the end the paragraph, with a short introduction. Generally, the links would be placed in a similar fashion to:

For more information see: [keyword]

The articles are still semantically relevant even if they are not written in the target language. All the keywords are placed exactly as give to us.

Recommendations

International SEO / Localization is based on a number of different factors including language, server location, TLD, etc. Moz has a good guide that highlights some of the most important factors [here](#). After all these factors are optimized it's helpful to get localized links as well to build a foundation for the ultra-targeted links you'll get from the HOTH.

With that said, International SEO works basically the same as normal campaigns with the exception that we will just be using keywords that are not English.

The Results

The following are all campaigns and keywords that the HOTH has worked on. Some keywords are foreign, some are simply localized for countries outside of the US.

While these are anecdotal and there are many other factors in making these site's rank, our customers have reported success with using the HOTH on foreign sites / keywords.

URLs, names, and other information may be blurred for privacy.

Brazilian Site (Google BR)

Root URL	Net Change	Top Rank	Number of Keywords		
██████████.br	0	1	8		
Delete URL Add Keywords Add Event	Keyword	Search Engine	SERP	Change	Volume
	Longboard Skate	Google BR	1	-	3600
	Carveboard Shop	Google BR	1	-	-
	Skate Longboard	Google BR	1	-	4400
	Longboard Shop	Google BR	3	-	590
	Carveboard	Google BR	5	-	1900
	Loja de Skate	Google BR	3	-	3600
	Skate Carveboard	Google BR	5	-	73
	Skateshop	Google BR	10	-	1600

Brazilian Site, Portuguese Keywords

Root URL	Net Change	Top Rank	Number of Keywords		
██████████.com.br	0	1	6		
Delete URL Add Keywords Add Event	Keyword	Search Engine	SERP	Change	Volume
	oculos de sol dragon	Google BR	8	-	-
	shape longboard	Google BR	2	-	1000
	roda moska	Google BR	4	-	320
	comprar skate	Google BR	2	-	1300
	loja longboard	Google BR	1	-	140
	loja patins	Google BR	10	-	170

Brazilian Site, Portuguese Keywords

		Net Change	Top Rank	Number of Keywords	
.br		0	1	8	
URL Keywords Event					
	Keyword	Search Engine	SERP	Change	Volume
	Aplicacao botox	Google BR	3	-	-
	Preenchimento facial bh	Google BR	1	-	-
	laser co2 bh	Google BR	1	-	16
	Clinica dermatológica bh	Google BR	1	-	-
	botox bh	Google BR	2	-	-
	Preenchimento facial	Google BR	1	-	1000
	dermatologista bh	Google BR	11	-	720
Manchas na pele	Google BR	7	-	14800	

Netherlands Site, Dutch Keywords

		Net Change	Top Rank	Number of Keywords	
.nl		0	1	3	
URL Keywords Event					
	Keyword	Search Engine	SERP	Change	Volume
	Koop stijltang nu	Google NL	1	-	-
	chi stijltang	Google NL	1	-	-
chi stijltang kopen	Google NL	1	-	-	

Belgian Site, Dutch Keywords

URL	Net Change	Top Rank	Number of																																				
.be	0	3	5																																				
Delete URL Add Keywords Add Event	<table border="1"> <thead> <tr> <th>Keyword</th> <th>Search Engine</th> <th>SERP</th> <th>Change</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>rvs kapstok</td> <td>Google BE</td> <td>10</td> <td>-</td> <td>-</td> </tr> <tr> <td>hanglampen</td> <td>Google BE</td> <td>6</td> <td>-</td> <td>-</td> </tr> <tr> <td>hanglamp</td> <td>Google BE</td> <td>3</td> <td>-</td> <td>-</td> </tr> <tr> <td>design hanglampen</td> <td>Google BE</td> <td>5</td> <td>-</td> <td>-</td> </tr> <tr> <td>design salontafel</td> <td>Google BE</td> <td>4</td> <td>-</td> <td>-</td> </tr> <tr> <td>salontafel</td> <td>Google BE</td> <td>7</td> <td>-</td> <td>-</td> </tr> </tbody> </table>				Keyword	Search Engine	SERP	Change	Volume	rvs kapstok	Google BE	10	-	-	hanglampen	Google BE	6	-	-	hanglamp	Google BE	3	-	-	design hanglampen	Google BE	5	-	-	design salontafel	Google BE	4	-	-	salontafel	Google BE	7	-	-
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	salontafel	Google BE	7	-	-																																		

Danish Site, Danish/English Keywords

URL	Net Change	Top Rank	Number of Key																					
ion.dk	0	1	1																					
Delete URL Add Keywords Add Event	<table border="1"> <thead> <tr> <th>Keyword</th> <th>Search Engine</th> <th>SERP</th> <th>Change</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>construction</td> <td>Google DK</td> <td>2</td> <td>-</td> <td>-</td> </tr> <tr> <td>GG Construction A/S</td> <td>Google DK</td> <td>1</td> <td>-</td> <td>-</td> </tr> <tr> <td>construction</td> <td>Google DK</td> <td>2</td> <td>-</td> <td>-</td> </tr> </tbody> </table>				Keyword	Search Engine	SERP	Change	Volume	construction	Google DK	2	-	-	GG Construction A/S	Google DK	1	-	-	construction	Google DK	2	-	-
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	GG Construction A/S	Google DK	1	-	-																			
construction	Google DK	2	-	-																				

Testimonials

Below are translations from a Brazilian site where the HOTH is recommended. Original on the left, Translation on the right (from Google translate).

“I have worked with some customers with sites in PT with excellent results.”

“Portuguese, English, Spanish, German, Hungarian... certain markets much easier because there is not much competition...”

 **João Silas**
JULY 27, 2012 AT 4:48 PM

Li tudo até ao fim 😊

Não recebi nenhuma notificação dessas de links, talvez porque o meu linkbuilding esteja fraco.

No entanto fiquei a gostar da **HOTH**, mas tenho uma pergunta a fazer: funciona bem com sites em português?

[Responder](#)

 **Custodio**
JULY 27, 2012 AT 10:06 PM

Tenho trabalhado com alguns clientes com sites em PT com excelentes resultados. Obviamente que depende dos nichos, concorrência, etc.

[Responder](#)

 **John Silas**
JULY 27, 2012 AT 4:48 PM

I read everything until the end 😊

I received no notification of these links, perhaps because my linkbuilding is weak.

However I was enjoying the **HOTH**, but I have a question: works well with sites in Portuguese?

[Answer](#)

 **Custodio**
JULY 27, 2012 AT 10:06 PM

I have worked with some customers with sites in PT with excellent results. Obviously it depends on the niche, competition, etc..

[Answer](#)

 **Sérgio**
JULY 27, 2012 AT 4:08 PM

O melhor artigo que li em muito, muito tempo. Acho que tem toda a razão. Custódio, o serviço da **HOTH** funciona para sites em português?

[Responder](#)

 **Custodio**
JULY 27, 2012 AT 4:12 PM

Português, Inglês, Espanhol, Alemão, Húngaro... certos mercados muita mais fácil porque não há grande concorrência... mas eu não uso nada disso 😊

 **Sergio**
JULY 27, 2012 AT 4:08 PM

The best article I've read in a long, long time. I think you are absolutely right. Custodio, the service HOTH works for sites in Portuguese?

[Answer](#)

 **Custodio**
JULY 27, 2012 AT 4:12 PM

Portuguese, English, Spanish, German, Hungarian ... certain markets much easier because there is not much competition ... but I do not use any of it 😊

[Answer](#)

Below is a testimonial from a customer that has sites in France and Germany,
claiming these sites rank purely based on the HOTH

----- Forwarded message -----
From: **Jacob** <[redacted]>
Date: Wed, Apr 11, 2012 at 2:50 AM
Subject: Re: Follow up
To: Greg Webb <greg@hohtactical.com>

Hi, situation update

The ranking of our top keyword seems to be OK. There has been a general increase of the sites in our industry with some new sites showing up for our main competitive keyword.

As you can see [\[redacted\]](#) we have many sites offering our sites throughout europe [it.de](#)
[nt.fr](#) for example. These continue to rank well. These foreign sites rank purely based on the work done by the hoth

German Site



French Site

Below is a testimonial from a customer in Australia

----- Forwarded message -----
From: **Mark** <[mark@\[redacted\].au](mailto:mark@[redacted].au)>
Date: Thu, Apr 26, 2012 at 8:13 PM
Subject: RE: Follow up
To: Greg Webb <greg@hohtactical.com>

Customer in Australia

Hey Greg,
I sure can.
I've noticed when I add your \$200 monthly service to my link building the websites make a stronger jump forward.
I believe I need to implement it much more.
When I have more specific data in I will write you up a really good testimonial... or Video 😊
Hope you guys are well.

