



LIONBRIDGE WEBINAR SERIES

# AUTOMATING SEO

September 2024

# LIONBRIDGE 2024 – AI AS AN ENABLER

## AI in our DNA

### Lionbridge as an Organization embraces AI in 2024.

Every employee:

- given access to our internal AI sandbox; an Enterprise Secure Azure environment with access to Open AI GPT models (all recent versions).
- has a proactive AI goal for the year; enabling curiosity, ideation, testing, confidence, and the ability to use AI to make life easier.

Our development team have been working on AI Products for transcreation and content creation, and AI has been part of the translation landscape for years.

Our objective from an SEO perspective is to produce high quality content, to automate where it makes sense and to ensure human oversight validates any AI outputs.

Our automated SEO Solutions are based on collaborative work from 3 teams.



# WHAT HAS BEEN AUTOMATED

## Process Steps



### Seed Keywords

Keyword Research – AI will provide keywords but not based on underlying data. Gemini will provide keywords along with incorrect search volumes. Very disappointing results. Still a manual process using keyword research tools. Considering an approach using Semrush API and AI.

**Keyword Research QA** – Automated checks in place – SEO QA App.

**Meta Data Creation** – Automation via SEO App, working well, manual review by SEO expert.

**Meta Data QA** – Automated checks in place – SEO QA App.

Keyword Injection – ChatGPT is too creative to do this, it wants to rewrite the content, it is also happy to exclude paragraphs. We were expecting this to be easy, it isn't!

**Transcreation** – Our Remix app loves doing this and does it at scale, developed in Azure AI.

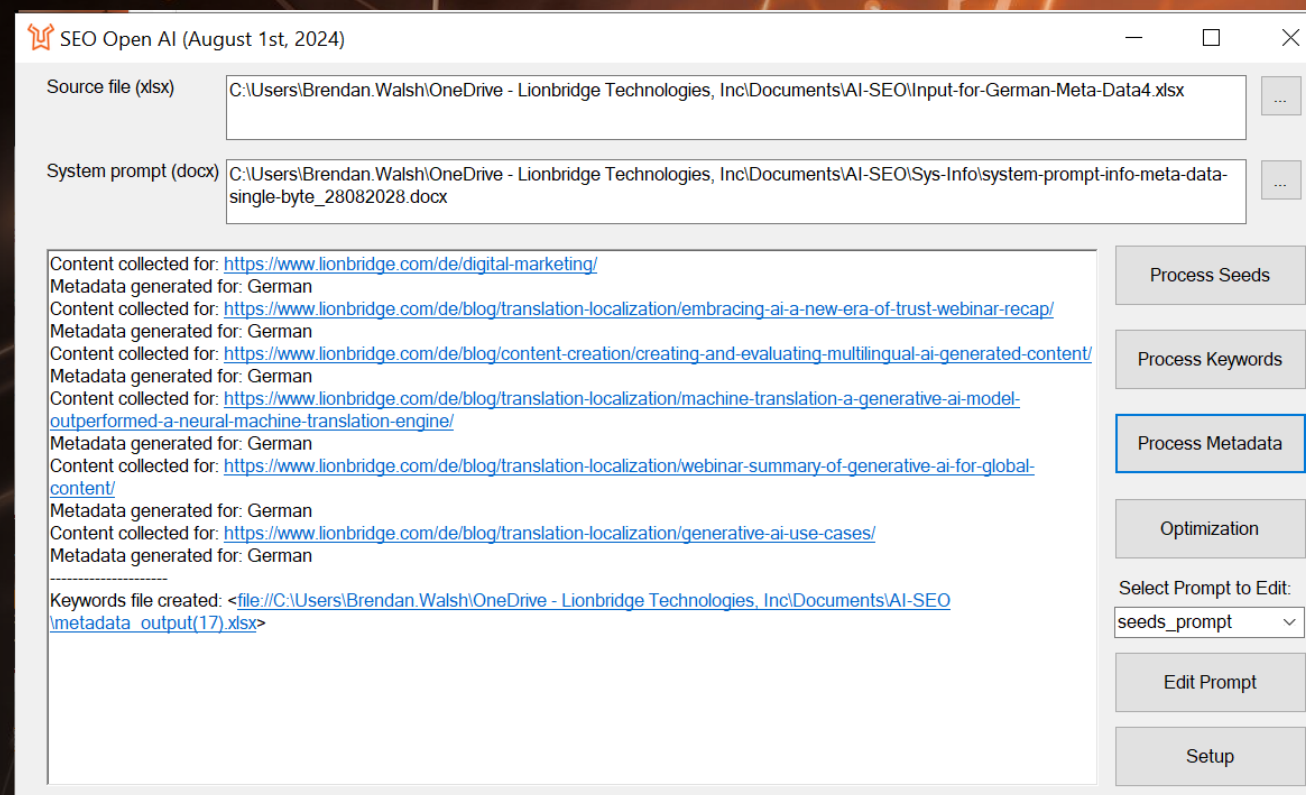
**Content Creation** – Our Remix app loves doing this in multiple languages at the same time.

**Final QA** – Post-optimization automated checks in place.

# LIONBRIDGE SEO APP

## INTERFACE & OUTPUT

- Initially built a Python prototype to prove we could work with our current inputs.
- This then was translated into Lionbridge technology.
- Interface allows for testing and editing prompts.
- Keyword research – initial testing with Google was excellent, until Gemini.
- Keyword Injection – AI is very generative, too creative for a simple keyword injection process.
- What was easier to achieve was meta data creation and seed keyword extraction.



	A	B	C	D	E	F	
1	Location	Title	Meta title length	Meta title back translation	Description	Meta descr	Meta description back translation
2	https://www.lionbridge.com/de/digital-marketing/	Lionbridge Übersetzungs- und Lokalisierungsservices für Marketing	65	Lionbridge Translation and Localization	Entdecken Sie Lionbridges umfassende Übersetzungsservices und We	174	Discover Lionbridge's comprehensive tra
3	https://www.lionbridge.com/de/blog/translation-localization/embracing-ai-a-new-era-of-trust-webinar-recap/	Vertrauen in die KI: Lionbridge Webinar Insights	48	Trust in AI: Lionbridge Webinar Insight	Entdecken Sie im Lionbridge-Webinar, wie Vertrauen in generative KI	168	Discover in the Lionbridge webinar how
4	https://www.lionbridge.com/de/blog/content-creation/creating-and-evaluating-multilingual-ai-generated-content/	Mehrsprachiger KI-Content: Erstellung und Bewertung	51	Multilingual AI Content: Creation and	Erfahren Sie, wie Sie KI-generierten Content für digitales Marketing e	156	Learn how to create and optimize AI-gen
5	https://www.lionbridge.com/de/blog/translation-localization/machine-translation-a-generative-ai-model-outperformed-a-neural-machine-translation-engine/	Generative AI Surpasses Neural Machine Translation Models	57	Generative AI Surpasses Neural Machi	Discover how generative AI models, like GPT-4, outperform neural ma	172	Discover how generative AI models, like
6	https://www.lionbridge.com/de/blog/translation-localization/webinar-summary-of-generative-ai-for-global-content/	Webinar-Zusammenfassung: Generative KI & große Sprachmodelle	60	Webinar Summary: Generative AI & La	Erfahren Sie, wie generative KI und große Sprachmodelle die maschin	176	Learn how generative AI and large langu
7	https://www.lionbridge.com/de/blog/translation-localization/generative-ai-use-cases/	Einsatzbereiche generativer KI – Videoclips und Erklärungen	59	Application Areas of Generative AI – V	Erfahren Sie in unseren Videos, wie generative KI für Übersetzungen	172	Learn in our videos how generative AI is
8							
9							



# SEO QA APP

## INTERFACE

LIONBRIDGE SEO QA APP (August 21st, 2024)

Source file (xlsx) C:\Users\ [redacted] \OneDrive - Lionbridge Technologies, Inc\Everything\_to\_copy\SEO\SEO AI QA checks\Testing\02 08 2024\25072024\Standard\_Optimization [redacted] Editorial SEO Copy writing\_\_25062024\_IT.xlsx

Start 8/21/2024 10:21:42 AM  
File name: Standard\_Optimization [redacted] - Editorial SEO Copy writing\_\_25062024\_IT.xlsx

URL or File name: [redacted]  
Primary Keyword: [redacted]  
Meta title: [redacted]  
Meta description: [redacted]

Has the primary keyword been applied to the meta title?  
Yes, primary keyword [redacted] found in Meta Title.

Are there any secondary keywords applied to the meta description?  
3 out of 4 secondary keywords found in Meta Description by AI.

Is the primary keyword unique for each URL or File Name?  
Yes, each primary keyword is unique in the primary keywords list.

Stop 8/21/2024 10:22:10 AM

Log file created: <file://C:\Users\ [redacted] \Everything\_to\_copy\SEO\SEO AI QA checks\Testing\02 08 2024\25072024\ [redacted] Copy writing\_\_25062024\_IT.xlsx.txt>

Commented file created: <file://C:\Users\ [redacted] \Everything\_to\_copy\SEO\SEO AI QA checks\Testing\02 08 2024\25072024\ [redacted] Copy writing\_\_25062024 IT commented.xlsx>

Analysis

- ☒ check1
- ☒ check2
- ☒ check3
- ☒ check4
- ☒ check5
- ☒ check6
- ☒ check7
- ☒ check8

Setup

This is a sample check for the presence of keywords in the metadata.

## CHECKS

- Check for the presence of keywords in the metadata
- Check if primary and secondary keywords are unique per URL
- Verify if the number of keywords provided by SEO vendors is sufficient
- Check if the keywords are in the correct target language
- Verify the meaning of the keywords by comparing them against their back translations
- Check if non-zero search volumes have been provided for each keyword

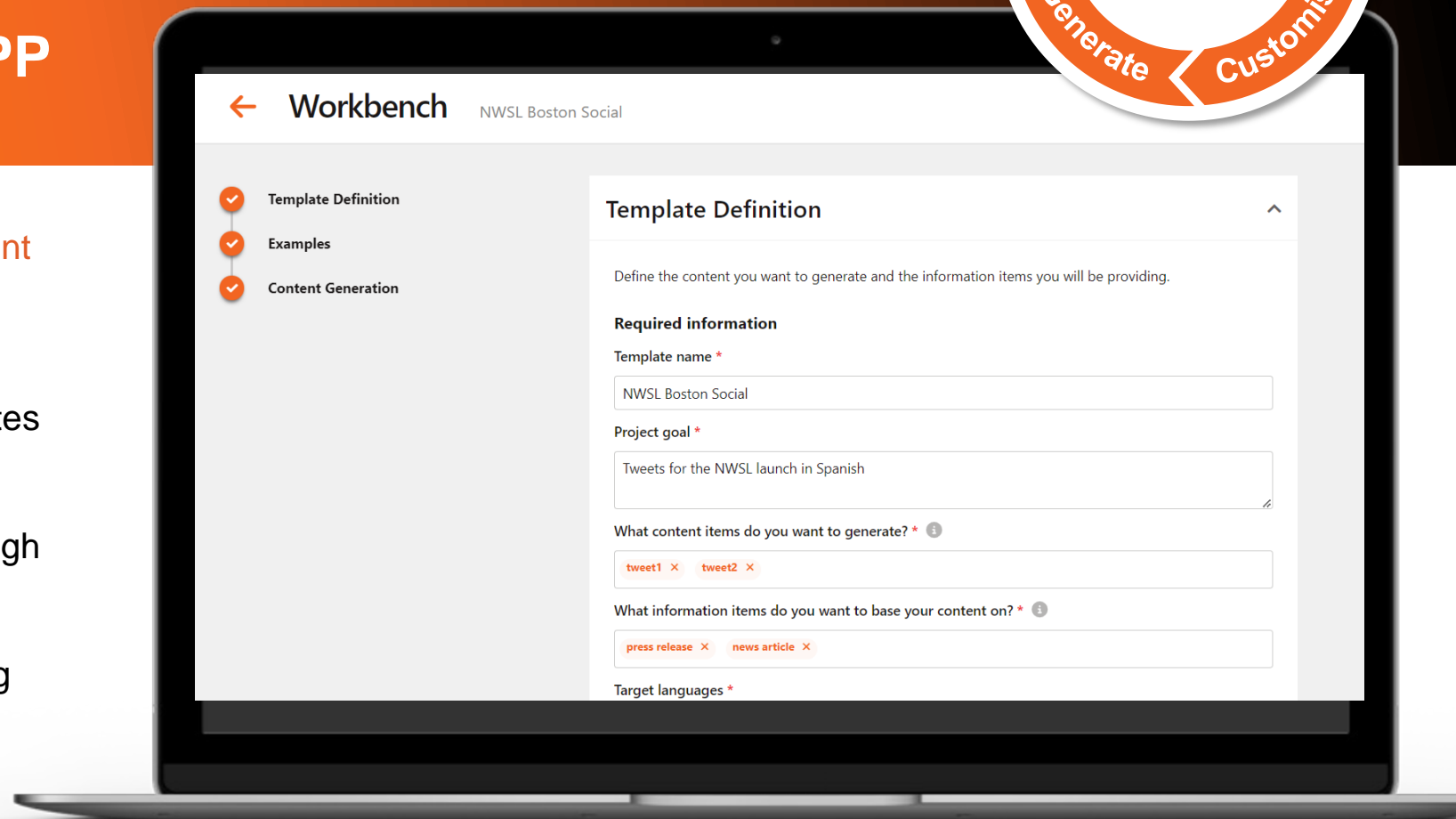
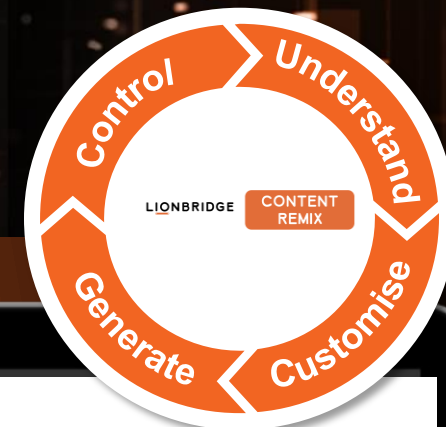


# GENERATE PERSONALIZED MULTILINGUAL CONTENT IN REAL-TIME AND AT SCALE



## LIONBRIDGE REMIX APP

- AI-powered app enabling fast, **flexible content generation in one or many languages**
- Enables copywriters to create, transcreate and optimize **content at scale**, using templates and the easy-to-use interface
- Optimization for **hyper-personalization** through tone-of-voice and brand controls
- Integrated **human-in-the-loop** steps ensuring your content outperformance





# SEO AUTOMATION

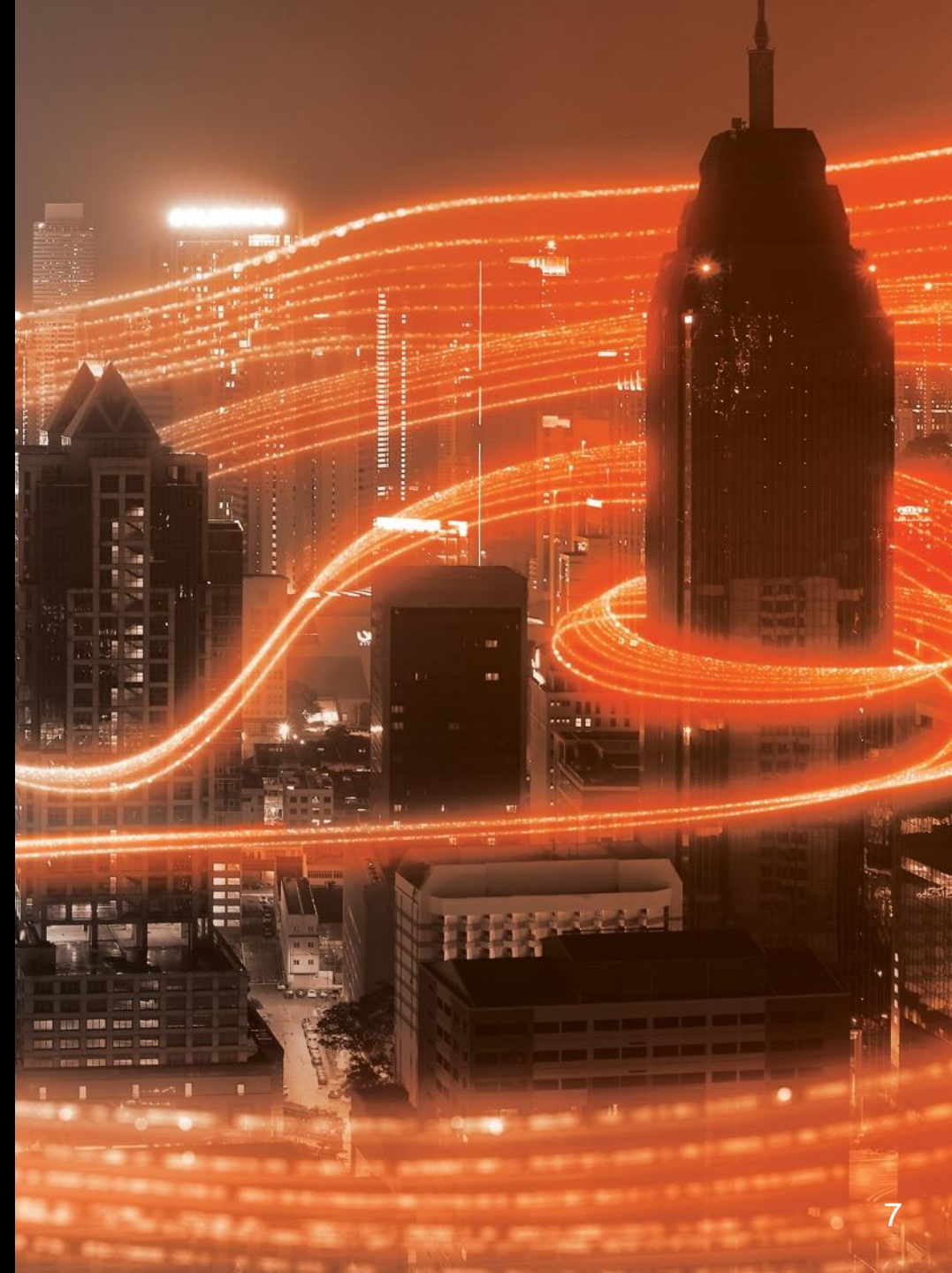
STANDARD, ADVANCED AND PREMIUM + QA

**We currently sell 3 levels of content optimization.**

- **Standard:** Built on our translation services.
- **Advanced:** Built on our transcreation services.
- **Premium:** Built on our content creation services.

The objective of our SEO automation efforts has been to provide a level of automation for each of these services to ensure value for money for our clients, and to allow us, as a team, to focus on higher value work.

Over the years, translation has had more automation applied, MT with human oversight has been common. AI is bringing a level of sophistication to this process. AI is also allowing us to automate transcreation and content creation.



# STANDARD OPTIMIZATION

## AI AS PART OF THE PROCESS

In our Standard optimization process, the in-market SEO resource will carry out the keyword research manually using Semrush.

AI is used in the QA of the outputs.

Research is reviewed by the client.

With the keyword research and source content available, AI creates the meta data.

In-market SEO resource gets reviewed keywords and AI generated meta data, which they will review. They then use this to optimize the on-page text.

AI is used in the validation of the outputs – meta data and on-page text.



# ADVANCED OPTIMIZATION

## TRANSCREATION BY LIONBRIDGE REMIX APP

In our Advanced optimization process, the in-market SEO resource will carry out the keyword and questions research manually using Semrush.

AI is used in the QA of the outputs.

Research is reviewed by the client.

With the keyword research and source content available, the SEO App creates meta data and the Remix app transcreates the original content into multiple languages simultaneously.

In-market SEO resource reviews the output of this process.

AI is used in the final validation of the outputs.

# PREMIUM OPTIMIZATION

## CONTENT CREATION BY LIONBRIDGE REMIX APP

In our Premium optimization process, the in-market SEO resource will carry out the keyword and questions research manually using Semrush.

AI is used in the QA of the outputs.

Research is reviewed by the client.

With the keyword research and source content available, the SEO App creates meta data and the Remix app can create original content in multiple languages simultaneously.

In-market SEO resource reviews the output of this process.

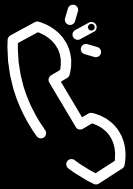
AI is used in the final validation of the outputs.





# QUESTIONS





## CONTACT US

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