

GLOBAL KEYWORD RESEARCH SERVICE SHEET

What is it?

Identifying the most relevant keywords for the client's industry and/or sector based on search engine trends (search volume and competition).

There are two possible approaches to carrying out keyword research and localisation:

- 1) Researching suitable keywords for specific web content and mapping them to the relevant web pages
- 2) Localising a list of source keywords for specific target markets

How does it work?

Approach 1) – 2 components: keyword research/localisation and keyword mapping

Approach 2) – 1 component: keyword research/localisation

- The keyword research project is assigned to:
 - 1 native digital marketer from the target country
 - SEO check performed by an SEO specialist for compliance with SEO requirements
 - Linguistic check performed by a linguist for linguistic compliance
 - Final check
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines
- The research is processed offline using research data collected via SEO tools
- File format and content are processed according to our <Standard File Filtering> service

Quality and Scope of service

High-level Error Categories

DQF	Accuracy	Addition	
		Omission	Omitted variable
		Misrepresentation	
		Insufficient keywords	
		Irrelevant keywords	
		Below search volume threshold	
		Above competition threshold	
		Inaccurate or missing search volume and competition data	
		Unmapped keywords	
		Inaccurate keyword map	
	Incomplete keyword map		
	Fluency	Inconsistency	Inconsistency with external reference
		Untranslated	
Design	Format		

Source: The harmonized DQF-MQM error typology adapted for Lingo24's Global Keyword Research service

For a granular view of these error categories and error types, refer to the service Annex <Harmonized DQF-MQM Error Typology>. The annex provides a detailed description of each error category including definitions and examples.

High-level Error Category Weight

DQF	Accuracy	Multiplier: 2
	Fluency	Multiplier: 1
	Design	Multiplier: 1

Error Severity Levels

Severity Level	Definition	Multiplier
Minor	Errors that don't lead to loss of meaning and wouldn't confuse or mislead the user but would be noticed, would decrease stylistic quality, fluency or clarity, or would make the content less appealing.	1
Major	Errors that may confuse or mislead the user or hinder proper use of the product/service due to significant change in meaning or because errors appear in a visible or important part of the content.	5
Critical	Errors that may carry health, safety, legal or financial implications, violate geopolitical usage guidelines, damage the company's reputation, cause the application to crash or negatively modify/ misrepresent the functionality of a product or service, or which could be seen as offensive.	10

Quality Threshold

The quality pass/fail threshold is 98%.

The quality pass/fail threshold is based on:

- Number of confirmed errors per high-level error category
- The error category weight
- Error severity level and multiplier
- Number of researched keywords.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's Global Keyword Research service which are:

- Preferential changes: equal in accuracy
- Unsupported changes: changes not in line with the general client requirements and project-specific instructions, changes not in line with the keyword research themes, changes which add keywords to a complete and relevant list of researched keywords provided by Lingo24 or changes containing errors.

Impact on Quality

- There are various service-specific risk factors that can have a negative impact on all quality categories of this service:
- Service assigned to suppliers who do not meet the requirements listed above

- Uncommon keyword themes with very low to no search volume or very high competition, resulting in keyword research output to be below requirements.

Adherence to service scope

- Adherence to service scope is ensured through:
 - Supplier selection as per the criteria listed above
 - Briefing process between client and Lingo24
 - Briefing process between Lingo24 and suppliers
 - Ongoing Query Management and Issue Clarification
 - Final check performed by an SEO specialist
 - Use of keyword research assets and resources:
 - Reference material (client content, website etc.)
 - SEO tools
 - Search volume and competition data
 - Agreed keyword research themes
 - Assessment and implementation of client feedback

Step 1: Feedback is assessed to determine the category:

- Confirmed changes: the changes address confirmed errors in the keyword research
- Preferential changes
- Unsupported changes

Step 2: Instances of feedback that improve the quality of the keyword research, specifically a and b, are incorporated in a revised file, if requested, and/or stored as reference for future orders

Step 3: Communication of findings

Lingo24 allows up to 1 feedback cycle within the service scope.

Service Prerequisites

- Agreement on keyword research being performed for a specific search engine
- Source file format and content to be supplied as per <Standard File Filtering> criteria
- Service specifications provided
- Access to client content (list of web page URLs or web page content)
- Client validation of the keyword research themes
- List of keywords in source language (if source keyword localisation is required)
- List of live web page URLs or web content split up by web page (if keywords are required specifically for mapping and assigning to existing web pages)
- Receipt confirmation within 1 business day
- Explicit service acceptance within 3 business days, otherwise acceptance is assumed. Customer-specific service acceptance timeframes and criteria can be requested.

Disclaimers of Service

- Where source file format and content are not compliant with our <Standard File Filtering> service, we will recommend the <File Engineering Services> in our Service Catalogue. Any issues caused by non-compliance with these service engagement rules will be the responsibility of the customer.

- When making revisions or additions to the keyword research themes or requirements after order confirmation and with service provision in progress, we recommend <Revision Handling> in our Service Catalogue
- For shorter turnaround times, we recommend <Rush & Split> in our Service Catalogue.
- Where general client requirements, project specific instruction and client reference material significantly contradict SEO industry best practice guidelines and can negatively impact the quality of service, Lingo24 reserves the right to decline service provision.
- Where localisation of source keywords is required, the researched keywords might deviate significantly from the source keywords as each market has different search behaviours.

Service Price

- Based upon a per hour pricing scheme
- Minimum charges per language apply

Service Level & Availability

- All languages
- Output capacity (if source keyword localisation is required): up to 30-60 keywords researched per hour
- Output capacity (if keywords are required specifically for mapping and assigning to existing web pages): (10 minutes per URL > 6 URLs per hour > 18 keywords per hour)
- Output capacity can vary significantly depending keyword research themes and corresponding search volume and competition data
- Default service availability: 24 hours a day/5 days a week
- Permanent or ad-hoc 24/7 value-added services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <24/7> in our Service Catalogue.