

META TAG CREATION SERVICE SHEET

What is it?

- Creating complete and unique sets of optimised meta tags (including meta titles, meta descriptions and meta keywords) as means of identification for each web page
- Can be included, if required, in the scope of Lingo24's <Multilingual Content Optimisation> service as part of the process of optimising on-page elements of a website
- This service is usually offered subsequent to Lingo24's <Global Keyword Research> service or similar services performed at the client's end or by a different provider, to ensure keywords are relevant and performing.

HOW DOES IT WORK?

1 component: Meta Tag Creation

1 secondary component (if required): Transcreation (SEO), if the creation of additional content is needed

- The meta tag creation project is assigned to:
 - 1 native digital marketer from the target country
 - An SEO check performed by an SEO specialist for compliance with SEO requirements
 - A 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
- Meta Tag Creation 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	
		Inaccurate meta tag creation Addition	
	Design	Format	
	Fluency	Punctuation	
		Spelling	
		Grammar	
		Grammatical register	
		Inconsistency	Inconsistency with external reference
	Terminology	Inconsistent with term base	
		Inconsistent with use of terminology	
		Culture-specific references	

Style	Awkward	
	Company style	
	Inconsistent style	
	Third-party style	
	Unidiomatic	
Verity	Culture-specific references	

Source: The harmonized DQF-MQM error typology adapted for Lingo24's Meta Tag Creation service

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

High-level Error Category Weight

DQF	Accuracy	Multiplier: 3
	Fluency	Multiplier: 2
	Terminology	Multiplier: 2
	Style	Multiplier: 1
	Verity	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 meta tags.

We do not label as confirmed errors customer revisions or feedback on Lingo24's meta tag creation which:

- Preferential changes: equal in accuracy
- Stylistic improvements: stylistic changes which improve the flow and readability but are equal in accuracy
- Unsupported changes: changes not in line with the general client requirements and project specific instructions, changes not in line with the source content or changes containing errors.

Impact on Quality

The service-specific risk factor that can have a negative impact on all quality categories of this service is:

- General client requirements, project specific instruction and client reference material might contradict SEO best practice guidelines.

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 meta tag creation assets & resources:
 - Keyword list including search volume and competition data
 - List of web pages
 - Keyword map
- Assessment and implementation of client feedback

Step 1: Feedback is assessed to determine the category:

- Confirmed changes: the changes address confirmed errors in the meta tag creation
- Preferential changes
- Stylistic improvements
- Unsupported changes

Step 2: Instances of feedback that improve the quality of the meta tag creation, specifically a, b and c, 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 meta tag creation being performed for Google only using free SEO tools
- Source file format and content to be supplied as per <Standard File Filtering> criteria
- Service specifications provided
- Complete and final keyword map containing:
 - List of validated keywords via Lingo24's <Global Keyword Research> service or by client if keyword research and/or localisation not performed by Lingo24
 - Keyword map
 - Meta tag creation requirements for each set of meta tags
- Access to client content (website etc.)
- 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.
- Where optimising on-page elements of a website is required in addition to the creation of meta tags, we recommend <Multilingual Content Optimisation> in our Service Catalogue
- Where no relevant keywords are available or keywords are not performing and not mapped to web pages, we recommend <Global Keyword Research> in our Service Catalogue
- When making revisions or additions to the meta tag creation 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.

Service Price

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

Service Level & Availability

- All languages
- Output capacity: up to 8 meta tag sets created per hour
- Output capacity is influenced by requirements for additional content creation
- 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.