

Scaling Global Growth with International SEO

Case Study

Our client

A globally active B2B company offering high-value professional services with a strong market presence, but limited digital visibility across international markets.

Objective

To transform the organic channel into a scalable driver of international growth by aligning SEO strategy with localized search demand.

Challenge

Despite having multilingual content, the company faced a critical limitation: content was translated, but not optimized for SEO or aligned with local search behavior.

This resulted in:

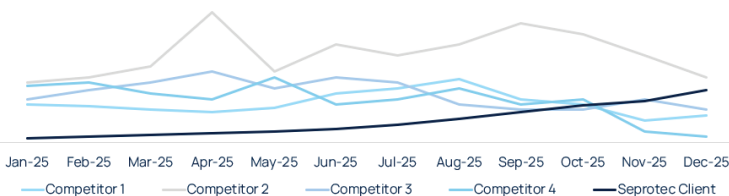
- Limited visibility in key international markets.
- Stagnant organic traffic.
- Misalignment between content and real search demand.
- Low contribution of organic channels to lead generation.
- Overreliance on non-scalable acquisition channels.

At a glance

Within the first 12 months, the company significantly improved its international organic performance:

- +670% increase in organic visibility, driving strong growth in qualified international traffic.
- Stronger rankings for high-value keywords across key markets.
- Higher contribution of organic channels to lead generation, with 475% growth in SEO-driven sales opportunities, resulting in a 190% increase in revenue compared to the previous period.
- The client moved up to second place in the Google Visibility Index.
- Early visibility in AI-driven search environments.

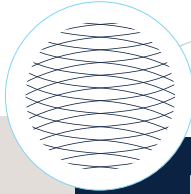
Competitive Benchmark



Google Visibility Index



Translation | Localization | International SEO



UNITED
BY WORDS

Implementation

After a comprehensive SEO audit, market and competition analysis across target regions, Seprotec deployed a structured International SEO strategy, integrating technical optimization, on-page enhancements, content strategy and localization. What Seprotec delivered:

Technical SEO

- Resolution of key indexation and crawlability issues.
- Optimization of site architecture for multilingual and multi-regional targeting.
- Implementation of technical best practices (sitemaps, canonicals, internal linking).
- Improved site structure to support scalable international expansion.

On-Page SEO

- Market-specific keyword research (avoiding direct translation).
- Optimization of high-impact pages aligned with search intent and conversion goals.
- Content adaptation to reflect local search behavior and terminology.
- SEO-driven content localization across target markets.

Off-Page SEO

- Development of domain authority in key international markets.
- Acquisition of relevant, high-quality backlinks.
- Strengthening of brand visibility in search ecosystems.
- Support for long-term ranking improvements.