

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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**Subject:** Globalization Partners International (GPI) expands its Global Search Engine Marketing (SEM) Practice to Help Companies Increase Global Website Traffic

Globalization Partners International (GPI) expands its Global Search Engine Marketing (SEM) Practice to help companies increase global website traffic.



*GPI's global SEM practice provides comprehensive country-specific search engine optimization (SEO) and search engine advertising (SEA) services to help clients achieve better visibility in search engines globally.*

**WASHINGTON, DC – April 30, 2010** - Globalization Partners International (GPI), a provider of [document](#), [software](#) and [website translation services](#), announced today that it has expanded its global SEM practice in order to provide a comprehensive range of country-specific [Search Engine Marketing Services](#) to agencies and end clients. “GPI has been providing global Search Engine Optimization (SEO) services to leading Search Engine Marketing Firms, Interactive and Ad Agencies and Fortune 1000 clients as part of its website localization offering for over six years now,” said Martin Spethman, GPI’s Managing Partner. “We have added keyword researchers, web copy writers, and global SEO specialists to our team globally. We have also refined our offering based on continuously tracking trends in search engines, user behavior and user preferences by country.”

“Since clients need to ensure new language versions of their websites are well received and well visited by their target audiences in various countries, every website localization project should include some form of [Search Engine Marketing](#) (SEM),” says Federico Pascual, GPI’s Director Global Search Engine Marketing Practice. “GPI’s Global SEM Services will help clients’ multilingual web content achieve better rankings in global and country-specific search engine results pages (SERPs) resulting in increased traffic and ROI with language version sites.”

**GPI’s Global [Search Engine Marketing](#) (SEM) Services include:**

- Comprehensive Website translation and localization
- Multilingual keyword phrase research, refinement and localization
- Multilingual Search Engine Optimization and copy writing of main site content
- Multilingual Search Engine Optimization of meta-tags, titles, alt-tags, heading tags, html, etc.
- Submissions to major locale (in-country) and international Search Engines
- Website traffic and keywords ranking reporting
- Pay-Per-Click (PPC) campaign content localization

- Pay-Per-Click (PPC) country-specific campaign management

GPI can work closely with a client's chosen advertising company or SEM firm in order to provide any language support required for existing Search Engine Marketing SEO efforts and/or SEA campaigns. To learn more about GPI's SEM Services, please visit us at [www.globalizationpartners.com](http://www.globalizationpartners.com).

### **About Globalization Partners International (GPI)**

Globalization Partners International, LLC provides [document](#), [software](#) and [website translation services](#) into over 100 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish. For more information please contact: Martin Spethman at 866-272-5874, [mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com).

About This Newsletter

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Lisa Skriloff, Editor  
Multicultural Marketing Resources, Inc.  
101 Fifth Avenue, Suite 10B  
New York, NY 10003