

Language Translation Software And SEO

If you're a website owner, you're probably aware of services like Babelfish that will translate your website for you, on the fly. We highly recommend that you steer clear of those services for one very simple reason: you lose the potential search engine benefits that translating your website can provide.

SEO is a huge buzzword for website owners, since it essentially defines a huge part of your online ventures' success. When you translate your website, you open it up to a whole new audience that "searches" using another language.

When you use online translation services like Babelfish, though, you immediately lose any SEO value. Since it doesn't create any new actual pages on your site, there's nothing for the search engines to index. If they do index anything, it will be under the Babelfish domain, instead of your site. In fact, that's one of the reasons why Babelfish's ranking grows even larger ? they're essentially duping webmasters into making more pages for their benefit!

Using a language translation software, on the other hand, allows you to create a new version of each page on your website with just one click. Sure, it will require a bit more time (especially if you have thousands of pages). However, the benefits are totally worth any extra work. Since you're creating new pages in another language, the search engines will identify it as fresh content and treat it as such.