

## 94. Investigating the websites of translation offices in terms of content and search engine optimization: Turkish case<sup>1</sup>

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### Abstract

This research aims to examine how SEO (Search Engine Optimization) strategies affect customer potential and customer satisfaction in the translation market by improving the quality of the content, and how it would increase the demand for translation. In the present research, it is anticipated that, by improving content quality, SEO increases customer potential and customer satisfaction in the translation market and affects translation demand. The impact of the evolving technology is expanding daily and has an impact on almost every aspect of society. The changes that have undergone the internet, social media, and technological developments have recently taken translation out of the old-fashioned mode and moved it to new dimensions. The formation and expansion of translation fields take place through the Internet and social media, and their innovations in communication and networking have brought about changes as well as in various other fields. They have also affected the interaction of users in search engines. The survey method, one of the quantitative research methods, will be applied in the research. The literature review method will be used for the theoretical part. Data will be obtained from the employees working in translation offices with a questionnaire created via Google Forms. The data obtained in the research will be analyzed using descriptive statistics, percentages, and content analysis. Changes and gains will be evaluated with content and SEO optimizations in the translation sector. It is expected that the place of content and SEO in the translation industry will be questioned, and new perspectives will be presented.

**Keywords:** Translation Technologies, Internet, Social media, Content, SEO

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## Çeviri bürolarının web sitelerinin içerik ve arama motoru optimizasyonu açısından incelenmesi: Türkiye örneği<sup>4</sup>

### Öz

Bu araştırma, SEO stratejilerinin içerik kalitesini artırarak çeviri pazarındaki müşteri potansiyelini ve müşteri memnuniyetini nasıl etkilediğini ve çeviri talebini nasıl artıracakını incelemeyi amaçlamaktadır. Bu arařtırmada, SEO'nun içerik kalitesini artırarak çeviri pazarındaki müşteri potansiyelini ve müşteri memnuniyetini artırması ve çeviri talebini etkilemesi öngörülmektedir. Gelişen teknolojinin etkisi her geçen gün artmakta ve toplumun hemen her alanını etkilemektedir. İnternet, sosyal medya ve teknolojik gelişmelerin son dönemde geçirdiđi deđişimler, çeviriyi eski modasından çıkarıp yeni boyutlara taşımıştır. Çeviri alanlarının oluşumu ve genişlemesi internet ve sosyal medya aracılığıyla gerçekleşmekte, bunların iletişim ve ađ oluşturma alanındaki yenilikleri diđer birçok alanda olduđu gibi çeviride de deđişimleri beraberinde getirmektedir. Kullanıcıların arama motorlarındaki etkileşimini de etkilemişlerdir. Bir web sitesinin arama motorlarındaki sıralamasını yükseltme çalışmaları SEO ile sağlanmaktadır. SEO faaliyetlerinde bulunan bir çeviri bürosunun daha fazla ziyaretçi ve müşteriye ulaşmasının öneminden dolayı çeviri piyasasında yer alan çeviri şirketleri, çeviri projelerini internet üzerinden müşterilerine sunmaktadır. Ziyaretçi ve müşteri sayısı arttıkça çeviri bürosu daha fazla çeviri projesi üstlenecektir. Proje sayısının artması çevirilerin artması anlamına gelmektedir Çeviri hizmeti veren tercüme bürolarının SEO faaliyetleri içerik kalitesini etkileyerek çeviri projelerinde müşteri memnuniyeti ve müşteri potansiyeli arasında pozitif bir ilişki yaratabilmektedir. Arařtırmada nicel araştırma yöntemlerinden biri olan anket yöntemi uygulanacaktır. Teorik kısım için literatür taraması yöntemi kullanılacaktır. Veriler, Google Forms aracılığıyla oluşturulan bir anket ile çeviri bürolarında çalışanlardan elde edilecektir. Arařtırmada elde edilen veriler betimsel istatistik, yüzde ve içerik analizi kullanılarak analiz edilecektir. Çeviri sektöründe içerik ve SEO optimizasyonları ile deđişimler ve kazanımlar deđerlendirilecektir. İçerik ve SEO'nun çeviri sektöründeki yerinin sorgulanması ve yeni bakış açıları sunulması beklenmektedir.

**Anahtar Kelimeler:** Çeviri Teknolojileri, İnternet, Sosyal medya, İçerik, SEO

### 1. Introduction

In today's digital world, we come across new changes and challenges in every corner of life. With the great contributions of technology and social networks, it is not surprising that people and the concept of "translation" are also changing. The transformation of the translation industry has also developed and changed with technology and social networks. There are differences between those who can keep up with the development and those who can't. The people who have received translation training know how

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translation process takes place, but those who do not follow the developments in social networks and technology only offer translation services unconsciously.

On the other hand, as everyone realizes in the new world order, Google search engine is the most used search engine in the world, and almost everyone searches and finds what they are interested in this search engine. At this point, it can be put forward that the sites that provide translation services reach many people and audiences through Google. If a person who wants to get a translation service writes the letters, words, and exactly what he wants in the Google search engine, it is very important whether the mentioned site is in the first place or on other search pages.

With the simplest explanation, SEO is the user traffic provided to the site used, and the heavy traffic means that it is known more and more people reach the used site and SEO must be carried out successfully to increase it. In other words, search engines are software that collects information about websites (Gedik, 2022). SEO, which can be done with paid advertisements, can also be achieved *naturally*. The purpose of SEO is to help websites or web pages rank at the top of SERPs by increasing the relevance of a website or web page to the search query that users type into the search engine (Dixit and Agarwal, 2015: 1). With the developing technology, it is now possible to reach almost everything online and the most used SEO in the world is Google.

There is now a lot of information on the internet, and billions of users search for a site that is suitable for their information and purposes by making many searches every day. The Internet, whose public use has become widespread since the early 1990s, has not only been an innovation in the field of communication technology; it has also become the center of both academic and popular interest (Timisi, 2003:121). Thanks to the internet and search engines, it has been made possible for users to find the necessary sites. Internet and search engines aim to provide a good service by bringing the desired sites to the users by providing convenience. It is an undeniable fact that billions of people use the search engine every day and they not only view but also benefit from the sites. For this reason, the subject of the study is to investigate how translation sites are formed with SEO.

Online searches are increasing day by day and the number of the created sites is also increasing. Thanks to the internet and search engines that can be used for all kinds of services, most of the people in the world now receive services in this way and this number is increasing day by day. On the other hand, when it comes to the tools used in search engines, high-ranking search engine results pages (SERP) increase the visibility of a business and sales. Actions such as ranking high in search engines, visibility, or reaching more audiences are realized with the help of tools.

This study aims to analyze the increase in customer potential, customer satisfaction, and translation demand for translation agencies in the translation sector because of SEO and content usage. In the field of translation studies, translation technologies have largely been researched recently; however, SEO and content issues can also contribute to the literature since the changes in the field of translation have also occurred with the changes in the internet and technology.

In the first part of our study, translation technologies and their changes over time will be presented. In the second part, the Internet and social networks will be explained. In the next part, general information about content and SEO will be provided. The following part will be the content creation process and the content of SEO and in the last part, the survey will include data collection, data analysis, and interpretation followed by a conclusion part.

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## 2. Translation technologies and the change of translation profession

Translation technologies are tools that were formed before the spread of the internet and communication technologies, and showed their effects in the period when they were formed. Translation technologies, which progressed a lot with the wide spread of computers, gained momentum with the advent of the internet and made significant developments. The internet, which has been used in almost every field after World War II, has also been very important for translation profession and business. Translators no longer perform their translations using pen and paper as they used to; instead, they utilize various translation technologies in a computer environment (Balkul, 2015). Computer-assisted translation (CAT) has emerged with the internet and computers, and it is developing day by day thanks to technological advances. The gradual automation of translation is evident in the dream of it becoming more automated, with new advancements being made every day (Çetiner,2015). On the other hand, with the addition of features such as machine translation, translation memories, and terminology banks, CAT is now an indispensable part of translation.

In 2004, the formation of Web 2.0 technology led to the beginning of a new era. The transformation of social networks from individuals and limited time-spaces to large masses has occurred. It can be asserted that translation has been around since the existence of humanity and has taken its place in this new communication world. Culture comes into play when it comes to large masses at the point of creation and sharing of content on social media. Considering the cultural and intercultural sharing, it cannot be considered independent from translation. The importance of translation technologies in the translation dimension, the communication and sharing of people shows that translation is not and cannot be independent of people and communication. As time has changed, the dimension of translation has also changed in communication.

Thanks to technological developments, there have been changes and progress in many areas. Exactly after the Second World War, many innovations occurred with the formation of computers. There have been changes in almost every field. When we think about the history of art, art has changed with technological development, there have been many changes in football, and it is quite easy to observe big changes in architecture or other sectors. From a historical point of view, many new changes have occurred because of the widespread use and spread of computers and the internet since the end of the 80s. As this process gained momentum, it led to even more radical changes.

With the Web 2.0 technology developed in 2004, a new era of social networks such as Twitter, Facebook, forums, and various information-sharing sites have started and provided translators with a wide range of communication environments. Through these sites, translators can communicate with translators both in their own country and abroad. Translators have the opportunity to discuss the problems they encounter, namely the translation legislation in different countries, which employer is safe or not safe to work with, the general market of translation fees, and their problems or recommendations in terms of finding terms through various terminology banks (Ersoy and Balkul, 2012:300). With the emergence of social media, the situation of another social environment and business life has emerged. The translation, translator, and translation market is now shaped and directed through social media.

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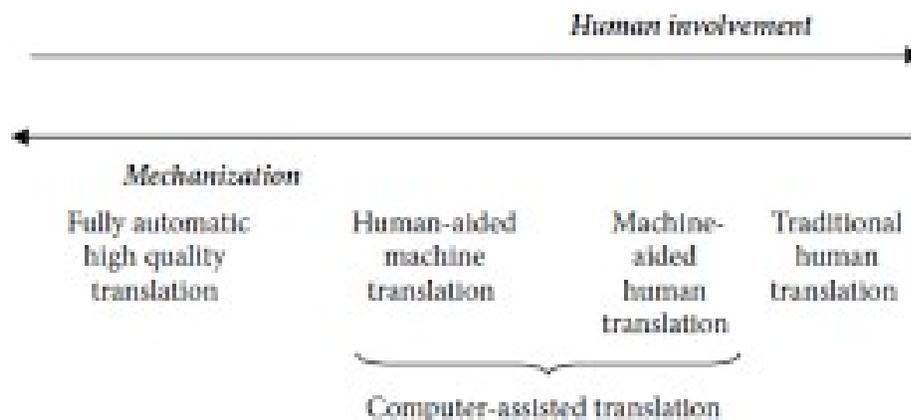


Figure 3 Hutshins&Somers's scale for Measuring Translation Automation (1992)

The timeline explains everything to us, while at first only traditional human translation was in-rule, with time and technology, machine-assisted human translation came into existence. Later on, human-assisted machine translation started, and we are still in this figure on the timeline. There is still no complete translation without human beings, and fully automatic translations that can be made without human intervention, in other words, translations with a high level of success cannot occur. In the course of history, wars, people, thoughts, or in short, almost everything has had a great share in the formation of today's conditions.

If the subject is technology and change, unless otherwise, technology will develop, and changes will occur. The technology, which is accelerating and taking shape day by day, will continue to have a direct and significant impact on translation, translators, and the translation market. It is undeniable that those who keep up with the change will gain and those who stay away from or do not follow the change will experience losses. In today's world of shape and order, almost everything is experienced with the internet, and the vast majority of people are aware of this and are shaped and directed. Social media applications developed with the Internet have become of great importance for almost all sectors because now organizations, communities, professions, or personal accounts are largely used for communication, sales, or presentation.

### 3. Internet and social network

The history of the internet is a very complex and controversial subject. While there are various views and narratives about the birth of the internet, it is generally believed that the birth of the internet was in the 1960s and 1970s. It can be said that during the Cold War period, the USA created networks for defensive communication. In the early 1960s, the beginning of a project called ARPANET by the US Department of Defense's Advanced Research Projects Agency (ARPA) aimed to expand the power and scope of communication. The ARPANET project aimed to connect large computers and to ensure that this connection would not be broken no matter what (Gönenç,2012). Along with the development of ARPANET, a communication protocol called TCP/IP (Transmission Control Protocol/Internet Protocol) was developed in the mid-1970s along with basic features such as communication protocols such as e-mail and file sharing. With this internet protocol, the internet used today has emerged.

On the other hand, social networks are platforms that enable people to connect, share information, and interact digitally. There is no specific date order among the search results provided for the history of

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social networks. However, given the popularity and prevalence of social networks today, some information is available about the development and evolution of such platforms. With the advent of the Internet, the first social networks began to appear. SixDegrees.com, one of the first social networks, was founded in 1997. Facebook was a social formation that allowed users to communicate with their friends and share photos and videos. Then Twitter, Instagram, Snapchat, and many other social networking platforms appeared. Although these platforms have different features, they generally enable people to communicate, share content, and interact. Social networks have created a great transformation in the field of communication and interaction and have allowed people to establish social relations in the digital world.

We can describe the Internet as a third revolution after the agricultural and industrial revolutions. With the existence of the Internet, especially recent developments have accelerated considerably. With the widespread use of the Internet, the transfer and sharing of cultural norms, values, and habits has become possible. The Internet has created a new field of culture, reality, and freedom and has become a global market. The use of social media, the use of which by many users has become a habit almost like eating and drinking, brings together crowded masses from every society, culture, and almost every segment in a wide socialization denominator (Çalışkan and Mencik, 2015). The internet has created a new culture with the widespread use of the internet in daily life after the information and communication age. This culture includes social phenomena, computer games, social media, mobile applications, and augmented reality. In addition, issues such as identity, privacy, and networking are also associated with Internet culture.

McLuhan's "global village" analogy can be defined as "the concepts of time and space have changed and reached a different dimension thanks to the means of communication, and thus the whole world has become a small society" (Larrain, 1995:207). The increasing globalization of the world can be associated with the existence of the Internet and social networks. Internet and social networks have enabled people to reach all kinds of news and to communicate desired, regardless of where and when. The world has not shrunk; instead, it has expanded.

#### 4. Content creation

Content, which is one of the forms of communication between people, is a form of communication that interacts people with each other in the context of information and messages in ancient history and today. Today, the stories told by the fire have been replaced by publications, print, and digital media (O'Neill, 2014). Content that can be presented in video format or as audio, visual, and text on various digital platforms plays an important role in the digitalizing world. Businesses, institutions, organizations or individual accounts, social media, websites, blogs, etc. can present their content across platforms.

Businesses can direct the content to people through digital platforms, and by arousing people's interest in the content offered, they can be made to purchase or benefit from the service after connecting with people. Businesses, institutions, and organizations create content to retain existing customers and gain new customers (Lieb, 2011: 1).

SEO can be defined as the technique and strategy used to reach the top of the rankings in search engines, to get more visitors, and to reach larger audiences for the service offered. It is the optimization of the technique and strategy made according to the algorithms in the search engines. In internet searches, the fact that a website is at the top of the results in the search engine increases the probability of users visiting the relevant website (Gedik, 2020). SEO practice helps the website to be visited by a wider audience by using the method of creating backlinks with rented keywords to increase page traffic (Bhoite and Pethakar, 2019).

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Words, images, videos, graphics, or materials that are created and uploaded for social media platforms, websites, blogs, or advertisements describe the content. It helps to ensure interaction by being created and shared according to the target audience and specific purpose. The contents, which are defined as quality and good content, affect the target audience correctly, provide information, and are creative. Six basic characteristics of good and quality content are as follows (Handley and Chapman, 2013: 115-117):

1- It must be real; The content should include real people, real situations, candid feelings, and facts, and should show as much as possible, not just tell. The important thing is that content is not just about telling a story, it is also about conveying the story well.

2- It should arouse interest; What is the purpose of the content? What's the main message? Why are you sharing this content? Expressing the main idea of content in a single sentence will make the reader's job easier.

3- It should be people-oriented; Good content should include the human factor. Therefore, the content should be able to influence the target audience. Focusing on how the delivered content impacts people's lives is an important factor in achieving the message's purpose.

4- It must be passionate; If content creators care about the content they create, the audience will also care. In other words, passion is contagious, and its creators are the first step in spreading it.

5- It must be original; Content should be new, fresh, and original.

6- It should be surprising; It's the unexpected elements that make good stories stand out from the rest. Such stories arouse curiosity, grab the attention of readers, and are full of surprises.

It is important to identify the target audience at the very beginning of the content creation plan. The demographic information of the audience, interests, needs, behavior, and preferences should be informed and the audience you will address should be determined according to the content. With mass communication, the target starting from the individual and expanding to a mass, has led to the emergence of the concept of target audience, which aims to reach them through the most effective communication channel by defining certain audience segments (Mutlu, 2008:126). Determining the target audience, location, usage habits or identities are other factors at the point of reaching and using the product to the consumer. On the other hand, the success rate can be increased in the selection of a certain target audience, in the preference of well-known, familiar, and familiar groups.

In the content creation process, after determining the goal and purpose and conducting the research, the content creation process, which includes many disciplines, is started. Creating content is no longer just for companies or organizations. Today, the number of personal accounts and content produced is increasing considerably. Before creating content, of course, as in most cases, knowledge is important in this process. Digital literacy includes multidimensional abilities (Martin, 2008). Digital literacy is effective in the content creation process, and the literacy process is always ongoing and becomes more difficult towards advancing levels. The basis of digital literacy is computer language and technology.

## 5. SEO and search engines

Search engines are web-based tools that are widely used for information or research, and it is possible to search for content on many websites and to extract results by entering keywords. In other words, search engines are software that collects information about websites (Gedik, 2022). Google, Bing, Yahoo, and Yandex search engines are popular search engines. In these search engines, websites are indexed, and algorithms are run in a user-friendly manner. Algorithms in search engines play an important role in the index point and try to show the most relevant results for users (İyiler, 2009).

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Index, which is expressed as information processing, is the process of converting a document, file, or web page on the internet into a quickly and efficiently accessible form. The process of bringing back the results with the keywords entered by the search engines is called indexing. The keywords or results entered by the user in the search engine are stored in the index or database, allowing the user to come across the appropriate results in the next search. Users' ability to gain efficiency and obtain information from the Internet can be shaped using search engines.

SEO is the process of increasing the visibility of websites in user searches organically (for free) by applying techniques and strategies for search engines. Increasing visibility means that the website is ranked higher in search engine results with SEO. Generally, sites that are on the first pages or in the top positions can be attributed as reliable and more frequently visited sites. SEO is a set of techniques used for search engines to scan, list, and understand websites more easily, and users rarely access links outside of the first search results page, so visibility is extremely important for online businesses (Lui and Au, 2018: 54).

In 1995, Google's history started at Stanford University. Sergey Brin, who was a graduate student at Stanford at the time, was given the task of showing Larry Page while he was considering pursuing graduate studies there (Google,2004). Sites that are ranked according to the keywords searched by users can be called optimized sites. There are differences between the results of searches made on Google in the 2000s and the search results made today. The emergence of differences was made possible by Matt Cutts and his team, Larry Page, and Sergey Brin. This team was established to work on the quality of search results by developing algorithms to give relevant and most accurate search results. The Google search engine indexes and scans websites and helps users get the most accurate and relevant results when they search, with the information it contains in the database.

SEO is used to help create quality content with links and organically rank search results in search engines. By applying SEO strategies, the location of websites in search engines such as Google can be changed positively. The visibility of websites in search engines can be affected by SEO strategies. Changes can be made on the website with on-site and off-site SEO operations. SEO can help the searches made in search engines to rank organically in the search results by increasing the interest and relevance of the website. Visibility and an increase in the number of visitors can be observed with SEO applications. SEO has some requirements. HTML, domain, hosting selection, analytics, and search console installation are among the mentioned requirements.

### 5.1. On-page SEO

One of the purposes of SEO is to try to make websites better understood by search engines. As on-site SEO, we come across a sub-title and this title includes the content, the visibility of the websites in the search results of the users, and the improvement of the fragment view factors of the site from the outside. It enables users and search engines to facilitate access, attract traffic, and make search engines understand the website with on-site SEO. Creating attractive and useful content probably has more impact on your website than any other factor, and can be made possible through blog posts, social media services, emails, forums, or other means, as users know good content when they see it and are likely to want to direct other users to it (Google,2021). Thanks to on-site optimization, the ranking status in organic search results can change positively. The following paragraphs will discuss the title and description, SEO-friendly URL and content generation, keyword density, canonical URL, and structured data markup.

The title and description on each website are the articles that we can see in the results of the search engines. One can alter the title and description that show up in search engine results when someone

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looks for one's website or a term associated with content on one of your pages and one has the option to prevent search engines from indexing certain static pages on one's website (Webflow University, 2023). As a result of the searches, we make in the search engines, we come across the sites that are ranked. The title part of each of these sites is clickable and generally includes the name of the brand or organization. Just below the title section, we encounter the part where the sites written in smaller fonts go into more detail and make a definition.

Adding the product category to the definition section by focusing on the product with the most efficiency in the service provided in the section with the definition can help the positive change in the ranking. As in the title, when we look at the leading sites in the rankings, it can be said that there is a structure that is generally used in the definition section. It can be observed that the structure in the form of [shoe brand]- [daily shoes] /[ayakkabım.com] is the structure used in the section where the definition is in general. Due to the rules in search engines, up to 50-60 characters for the title and up to 150-160 characters for the description will prevent possible blocking.

There are generally code errors in URL writing, and these code errors may be considered spam as a result of appearing in the search engine. If the text created in the title part and the URL part are correlated and whole, they can be understood more easily by search engines. URL structures that use meaningless symbols, have a complex structure, are not in harmony with the keywords, and the title can be negatively evaluated by Google or other search engine algorithms and cause negative changes in the ranking.

In the production of SEO-compatible content, some factors can provide advantages when done. When the keywords determined separately are entered on each page of the created site, when the titles <h1> large title and <h2> smaller title are created, a part of the content production compatible with SEO can be achieved. In image optimization, the entry of titles and sub-titles and the production of original content are also included in the production of SEO-compatible content. In the content section, the use of remarkable expressions, and words and the benefits of presenting gifts can also be observed.

The use of keyword density in the right places can be an important issue for the positive change of the place in the rankings. A statistic called keyword density indicates how frequently a term appears in a piece of text concerning the total number of words (Ahrefs, 2023). Intensive use of keywords within the site can be recorded as spam by search engines, and as long as a balance is achieved at the rate of this density, spam will not develop, and rankings can be increased. Keeping the keyword density between 2%-6% can help keep the results positive and eliminate the negativity about spam. With the SeoQuake Google extension, keyword density can be calculated.

With the Canonical URL tag, Google can detect the site to be displayed. In the case of a copy, Google can be shown which site is real. Indication of the original page can be achieved through the canonical tag. In addition, another important issue is sitemap and robots. Sites are indexed and crawled by search engines. In the Sitemap.xml extension, which pages or files are desired to be browsed can be displayed to search engines. Sitemap and robots can be controlled from the Search Console, WordPress application, and XML.sitemap site.

Structured data markup can increase the meaning of the content presented on the site for search engines. Shema.org was invented by Google, Yandex, and Microsoft and is used to generate rich results in internet searches. For rich results, the site <https://notes.io/6tyl> can be used to create sections such as schema or frequently asked questions on the shema.org site. When structured data markings are made, more traffic and click rate of users to the created site can be increased.

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## 5.2. Off-page SEO and backlink

Although on-site SEO covers the vast majority of SEO applications, off-site SEO can also help move the results on the search pages (SERP) to the forefront. It aims to optimize off-site ranking factors, influence the search engine, and increase the popularity, interest level, reliability, and reputation of a website in user perception (Vuran, 2019:31). There are references and links from other pages and sites to achieve this purpose. These links, which can be called backlinks, are provided from other sites and cover the majority of off-site SEO.

After on-page optimization, there is a Backlink method that can be used to increase the quality of the site and for more visitors. The concept called whitehat emerges when the references and links received are related to the site and are of high quality for the backlinks to be welcomed in the Google search engine. The concept of blackhat appears in the poor quality and irrelevance of the links received. Irrelevant and poor-quality backlinks can be considered spam by Google algorithms and the mentioned blackhat can be encountered.

Google Search Console and Mozbar provide access to information about backlinks. The domain and spam score of the site that provides the backlink can give positive or negative results for your site. Backlinks can be viewed from the external links tab in the links section of the Google search console. With the help of Mozbar after viewing, the domain and spam score results can be evaluated positively or negatively in terms of the existing site. For the cancellation of unwanted, undesirable, harmful, or potentially harmful backlinks, rejection can be made using the address [google.com/webmasters/tools/disavow-links](https://google.com/webmasters/tools/disavow-links).

## 5.3. SEO and UX (User Experience)

After SEO, which can affect the ranking of the created site in search engines, the good or bad experiences of the people who access the site can appear as a UX-user experience. Values such as page load speed, use of Schema.org structured data or other markup, page URL structure, mobile device ease of use, and page metadata are basic ideas for a good user experience (Vuran,2019). Search engines take into account not only the internal or external links of the site but also the experiences of the users. There are many applications specific to the Google search engine and users can observe their experiences. After the content and SEO creation, the site ranking status may also depend on the user's experience.

Factors such as the accessibility, understanding, and suitability of the site can affect users' thoughts about the site. Users' movements can be observed, and tests can be performed on [Metrika.yandex.com](https://metrika.yandex.com) and [hotjar.com](https://hotjar.com) sites. Observations can be made by adding metric and hotjar between the <head> </head> tags in HTML. By observing where users click the most or how far they scroll the page, the design or text of the site can be edited. Another test area can be done with the Google-optimized application. By having more information about the design and content after this application, the probability of a good experience for the user can be increased.

The speed of the site created after the content, SEO, and user experience, and the loading time of the pages are also among the factors that affect the ranking in line with the information provided by Google. Detections and discoveries can be made in the dimensions of the loading speed of the site and pages, shared with the co-worker, and arrangements can be made. The loading speed of the sites is user-experience-oriented, and if attention is paid, it can increase the user experience and positive changes can be observed in the place of the site in the ranking. Site and page loading speeds can be viewed with the help of [gtmetrix.com](https://gtmetrix.com) and [tools.pingdom.com](https://tools.pingdom.com) sites or the Google lighthouse extension.

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## 6. Method

### 6.1. Research model

The survey method, one of the quantitative research methods, was applied in the research. However, the literature review method was used for the theoretical part. Questionnaires are used to collect data by answering questions prepared for a specific purpose, which are often prepared in writing and aim to collect information by reaching participants through online platforms or face-to-face interviews. A questionnaire is a data collection tool that is used to determine the opinions of people about a particular subject in a quick and organized way and includes questions designed to investigate the views of a population or people included in a sample (Metin, 2014). Because the subject of the research is translation technologies, content, and SEO, it is considered appropriate that the questionnaire be filled out by people who are actively involved in translation offices. Since there are developments in the translation sector in the digitalized world and other digital formations are also included in the sectors, content, and SEO evaluations in the translation sector come to the forefront in terms of the translation market, translators, translation, and translation sector. General information about translation technologies, content, and SEO will be provided and the place and status of content and SEO in the translation sector and the opinions of people working in the translation market will be evaluated.

### 6.2. Research group

The population of the study consists of the employees working in translation agencies in Turkey. The sample group consists of translators, editors, software developers, and other translation service employees working in translation agencies. The opinions and attitudes of the people who are actively involved in the translation sector are important in the selection of this sample group. The sample was restricted to those working in translation offices. Translators, agencies, or other individuals or organizations providing translation services in the translation sector will be able to benefit from the results of this study.

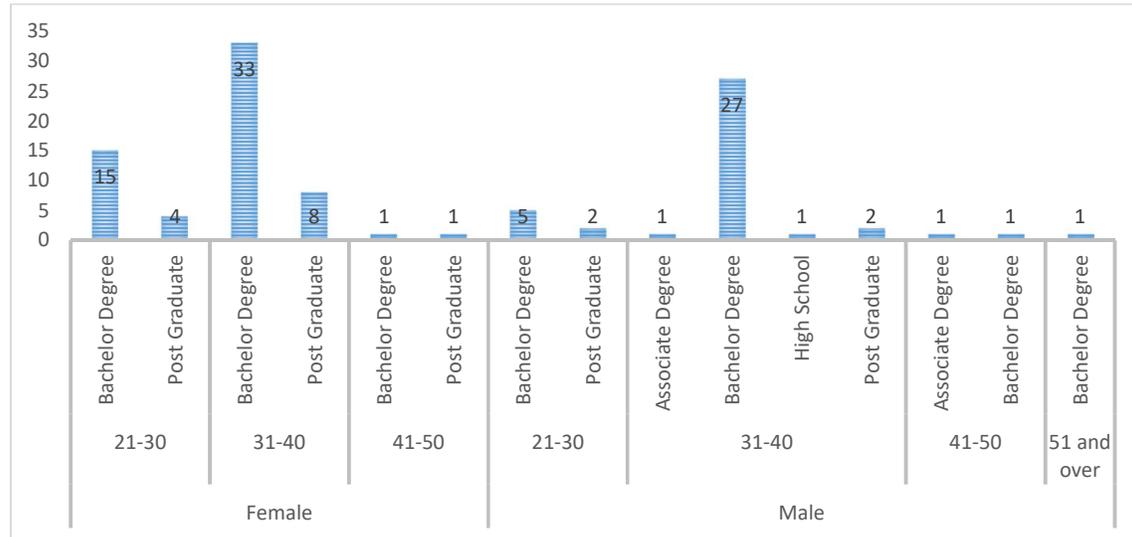


Figure 2 Demographic Information about the Research Group

Figure 2 shows the age, gender, and education level status of the participants. 60.2% of the participants are female and 39.8% are male. The age group that constitutes most of the participants is in the 31-40 age range with the rate of 69.9%. The participants in the 21-30 age range constitute 25.2%, while the 41-

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50 age range and the 50 and over age range constitute approximately 5%. Considering the educational status of the participants, 80.6% of them are bachelor's degree graduates, 16.5% are postgraduate, associate degree stands for 1.9% and high school refers to 1%. In addition to this information, there is information about the field of graduation. Translation and interpreting (English-Arabic-Persian-French) graduates constitute 37 people, while Language and Literature (German, Arabic, English, French, Russian, Italian) graduates constitute 51 people. Foreign language teaching (English, German, Arabic, French) graduates consist of 11 people among the participants. Other (Theology, Health Sciences, Human Resources, Economics) graduates seem to be in the minority of the group and consist of 4 people. The majority of the people working in the translation sector are the graduates of translation and interpreting, language and literature, and foreign language teaching departments. The graduates from other sectors are in the minority, but they still seem to be working in the translation sector.

### **6.3. Data collection tool**

The questionnaire technique was used in the data collection part of the research. It allows us to make certain generalizations about the target population by using questionnaires that provide high representativeness despite small sample sizes (İlhan and Deniz, 2021). The survey technique is used in Social Sciences and the standardization of the data obtained by using the questionnaires according to their purpose can be ensured. In the first part of the questionnaire created on Google Forms, four questions were asked to determine the demographic characteristics of the people working in translation agencies. In the second part, the translation service section, there are questions on language, technology, and the field of translation agencies as translation service providers. In the third part, which constitutes the translation service and content section, there are Likert-type, multiple-choice and open-ended questions to obtain information about the content knowledge and opinions of the participants working in translation agencies in the context of the researched topic. For SEO, which is perhaps the most important subject of the research, the fourth section includes Likert-type, open-ended, and multiple-choice questions for opinions on SEO, which is one of the innovations created by technological changes. The total number of survey questions is 33.

In line with the aim of the research, the literature was researched and reviewed. After the literature research, a draft questionnaire was prepared. After the formation of the questionnaire draft, the necessary changes were made in the questionnaire draft according to the feedback of the experts, and the questions were finalized by editing or removing some questions. After reaching the results that the questionnaire could be easily analyzed and answered, it was delivered to the necessary people via social media, e-mail, and other online communication tools with the approval of the ethics committee obtained from Sakarya University.

### **6.4. Data collection process and analysis**

The research was conducted online by creating a shareable link via Google Forms after the questionnaire was finalized. The shareable link was directed to the people working in translation offices via social media, e-mail, and other online communication tools and the questionnaire was left open for them to answer for 3 weeks. All of the survey questions prepared through Google Forms were formed with the phrase "must be filled in". Since every question could be answered, there was no missing data. As a result of the questionnaire left open for 3 weeks, 103 people responded to the questionnaire. The analysis process of the answered forms was started after the questionnaire was closed for data entry. The data obtained in the study were analyzed by using descriptive statistics, percentages, and content analysis.

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## 7. Findings and discussions

This part of the study presents the findings of the survey. The findings of the analyses are grouped and presented as translation service, translation service and content, translation service, and SEO as they were in the questionnaire.

### 7.1. Translation service

A total of three questions were asked in the translation service section. The questions are in which fields the translation agency carries out translations, in which languages they provide translation services, and in which translation technologies they use.

#### 1) Field

The first question expected to be answered in this part of the questionnaire is "Field of Expertise". The field of expertise includes general, legal, medical, technical, financial, and website translation options and can be marked as multiple-choice. 91.3% of the respondents selected general translation. At the same time, 19.4% of the respondents selected medical translation, 14.6% legal translation, 12.6% website translation, 10.7% technical translation and 9.7% financial translation. Upon answering the multiple-choice question, it was found that general translation is done in large numbers in the translation sector and other types of translation were also marked in equal proportions. It is concluded that all types of translation are performed, and general translation is performed more than other types of translation.

#### 2) In which language or languages do you provide translation services?

The second question is "In which language or languages do you provide translation services?". The multiple-choice options for this question were English, Spanish, Russian, Chinese, Japanese, French, German, Italian, and Arabic. While 46.6% of the participants chose English, 18.4% chose French, 12.6% Italian, 11.7% Russian, 9.7% Arabic, 9.7% German, 8.7% Spanish, 7.8% Japanese, 6.8% Chinese and 1.9% Korean. Since English is the Lingua Franca, it is not surprising that the number of translation briefs in this language is so high in Turkey. According to 2016 data, a total of 25 departments of Applied English and Translation at associate degree level were opened in Turkey (Yüce, 2018). Besides, in several universities in Turkey now, there are departments of Applied English and Translation at associate degree and English Translation and Interpreting or Translation Studies at Bachelor's degree.

#### 3) The use of translation technologies

The last question of this section is "Which translation technologies do You use?". In this multiple-choice question, there are options such as Machine Translation (DeepL, Google Translate, etc.), Translation Memories (Trados, Memsource), Artificial Intelligence Programs (Tensorflow, pytorch, etc.), Localization Tools (SDL Passolo, LockStudio, etc.). The participants stated that they use online dictionaries with 73.8%. At the same time, according to the answers given by the participants, translation memories are used by 48.5% of the participants, while those who do not use any translation technology tool by not selecting any option are 18.4% and those who use machine translation are 15.5%.

Words are the basic components of language and at the same time meaningful language units that constitute the cultural memory of a society, and dictionaries are the only resources and tools used for the task of preserving, transmitting, and teaching language units to new generations (Maden, 2020). Dictionaries are one of the most useful tools that aid in language learning and translation. Dictionaries are tools that are used extensively for translation and provide an understanding of both culture and language structures. With the contributions of technological developments, the use of translation memories has increased considerably and continues to increase. Some participants have selected the

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option "I do not use" and still provide translations that can be described as old-fashioned without using any translation tools.

## 7.2. Translation service and content

There are a total of 13 questions in the translation service and content section. Questions such as the level of content knowledge, the importance of content for translation agencies and websites, frequency of updates, and content quality were asked.

### 1) Content for the websites

The first three questions of this section are Likert-type. Although more than one question is used in Likert-type questionnaires, the researchers do not intend to reach a general conclusion by using the average values of these questions (Turan, Şimşek, & Aslan, 2015). There are "Strongly Agree", "Agree", "Undecided", "Disagree" and "Strongly Disagree" statements. The rate of those who "Strongly Agree" to the question "Content is one of the most important issues for the website" is 7.8%, while the rate of those who "Agree" is 78.6%. "Undecided" is 1.9% and "Disagree" is 11.7%. Approximately 86% of the respondents who characterized it positively think that content is important for websites. Those who responded negatively or neutrally are 14%. In general terms, considering the current technological use and the use of websites, it can be attributed that content plays an important role in websites.

### 2) Content knowledge

The other Likert-type question was "My level of knowledge about the content is quite high." According to the data, "Strongly Agree" is 4.9%, "Agree" is 51.5%, "Neutral" is 12.6%, and "Disagree" is 31.1%. In today's digital and internet age, content is no longer a subject that only institutions and organizations know about. While the opportunities for organizations or individuals to make themselves heard increase with content in the internet world, which can also be produced individually, the importance of content in website selection cannot be ignored.

### 3) Content for the translation services

The last Likert-type question of this section is "The translation service website I work for attaches great importance to content". In the data, "Strongly Agree" is 2.9%, and "Agree" is 56.3%. "Undecided" is 17.5% and "Disagree" is 23.3%. A website that is carefully planned in terms of content offers quick access, and cares about customer relations will not only protect existing customers but also provide companies with the opportunity to gain new customers (Altınkaya and Nacar, 2020). For companies and organizations all over the world to experience positive effects in the customer context, content should be given importance. This attitude, which is valid for almost all sectors, is a valuable formation for translation agencies in the translation sector. The sites of the organizations that attach importance to content can experience positive changes in terms of customer growth and satisfaction. The employees of translation agencies in Turkey are divided in half and show that they attach importance to content for the translation agencies they work for, while the other half say that they do not attach importance to content.

In Table 1, "which" questions related to the content are shown, and the answers of the participants are presented in percentages. Each of the questions was expected to be answered as multiple choice.

4)Which steps do you follow in the content creation process?	%	5)Which target audiences do you create content for?	%	6)Which visual elements do you use to create content?	%
Keyword Research	81,6	Young	33	Photograph	95,1

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Title Creation	60,2	Adults	91,3	Video	75,7
Creating Subheading	42,7	Elderly	4,9	Animation	48,5
Content Creation	52,4	Business Owners	6,8	Graphics	21,4
Add Image	45,6				
SEO Compatibility Check	49,5				
<b>7)Which content types do you prefer?</b>	%	<b>8)Which keywords do you use in the content to create SEO-friendly content?</b>	%		
Article	92,2	Consider Word Density Taking	79,6		
Blog	86,4	Target Keyword Selection	80,6		
Social Media Content	43,7	Natural Keyword Embedding	14,6		
Advertisement Copy	7,8				

Table 1 "Which" questions about content

In Table 1, which steps do you follow in the content creation process?, Which target audiences do you create content for? Which visual elements do you create content using? Which content types do you prefer? Which keywords do you use in the content to create SEO-friendly content? questions and the percentages of the answers given by the participants are indicated. It can be set forth that some strategies in the content creation process are applied based on the answers of the participants. The content creation process does not only consist of keyword research but with the use of other strategies, positive results can be obtained in the content dimension. Companies should take care to ensure that their content is of high quality and adaptable for use on diversified platforms (Yeniçeri, 2020). With the implementation of strategies, it is one of the important points to adapt them according to content types.

According to the answers given by the participants regarding content types, the most used content type is the article. In addition, blog and social media types are also used extensively. Content strategies may need to be adapted according to articles, blogs, and social media. Content research and content types should be selected according to the audience to be reached. Almost all the participants stated that they produce content for adults. However, there are also translation agencies that cater to young people. On the other hand, in terms of SEO-friendly content production, word density, and target word selection were marked and dominated by the participants. The natural word placement strategy was not emphasized much. All these questions are interrelated, and after the target audience selection, the content creation strategies to be used should be determined and content types and visual elements should be selected. According to the responses of the participants regarding visual elements, it was revealed that photographs and videos are used the most.

### 9) Update frequency

Updates are made on websites. Updates can be welcomed positively by users. If there are errors, they can be corrected, or the content of the sites can be changed by following current developments. Therefore, the question "How often do you update the content presented on your website?" was directed to the participants. The options were "Frequently", "When necessary" and "Never". While 65% of the participants selected the "Frequently" option, the "When necessary" option was selected by 35%. Key factors such as regular updating of the website and interaction between the users and the site management are the main criteria of the update, pressure, interaction, and waiting issues under these

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questions (Çelik, 2014). Therefore, if the websites are kept up to date, the interaction with the users can be evaluated positively.

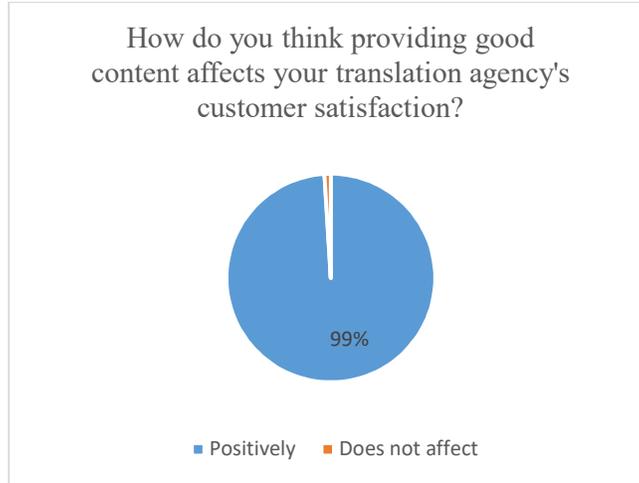
### 10) Content quality

In this section, there is only one open-ended question "What do you think about the quality of your content? Do you evaluate it based on customer feedback or by another method?". According to the data obtained, customer feedback on content quality is one of the most important factors for websites. Data were also obtained that the content should be kept up to date. It was stated that the feedback of the customers, the content being up-to-date and original content are important for the organization and have a positive effect on customer satisfaction.

### 11) Content sources

For the question "From which sources do you obtain your content? Is it prepared by your team or is it obtained from third-party providers?", the options are "My team" and "Third-party providers". 59.2% of the respondents selected "Third-party providers" and 38.8% selected "My team". Based on the answers given to other questions, it can be concluded that the translation industry does not have much knowledge about content and generally receives help from companies or organizations working on content.

12) The data in Graphic 1 shows the effect of content quality on customer satisfaction.



Graphic 1 Content Quality on Customer Satisfaction

99% of the participants think that good content presentation has a positive effect on customer satisfaction. Based on the content prepared; it is aimed for consumers to adopt the brand and create an emotional bond with consumers (Akgün and Kızıllan, 2022). With good content presentation, customers' positive thoughts about the site, exploration times within the site, service utilization, and satisfaction rates can increase.

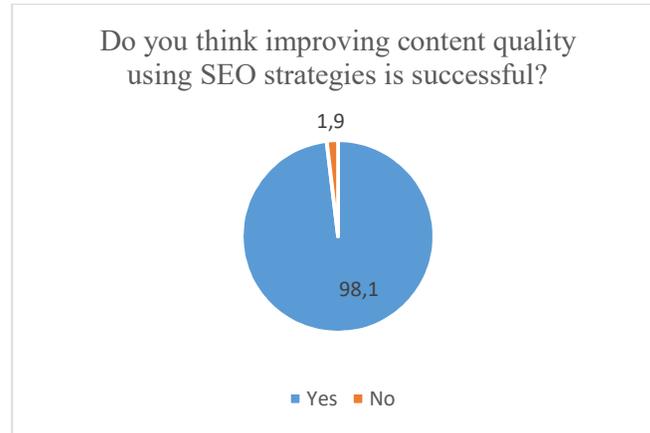
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Graphic 2 Content Quality and SEO Strategies

**13)** In Graphic 2, the correlation between the use of SEO strategies and content quality is tried to be measured. There is a positive correlation between the use of SEO strategies and content quality. SEO strategies can also increase customer satisfaction by increasing content quality. Content and SEO can be used together, and even if they are used together, they can positively affect the user experience in terms of websites and increase customer satisfaction.

### 7.3. Translation service and SEO

A total of 12 questions were asked in the translation service and SEO section. There are questions such as search engines, customer satisfaction, ranking, SEO strategies, and advantages of SEO.

#### 1) SEO strategies knowledge

The first question in this part of the survey is "How much do you know about SEO strategies?". The options include "I am an expert", "I have a good level of knowledge", "Medium level", "I have some knowledge" and "I have no knowledge". According to the data obtained, "I have a good level of knowledge" is ranked as 62.1%, "Medium Level" as 26.2%, "I have some knowledge" as 7.8%, and "I have no knowledge" as 3.9%.

#### 2) Advantages of SEO

The next question was Likert-type "SEO provides advantages for translation service providers". 5.8% of the participants selected "Strongly Agree", 78.6% selected "Agree", 12.6% selected "Undecided" and 2.9% selected "Disagree". SEO plays a critical role in increasing brand recognizability and providing potential customers with the opportunity to find relevant answers (Andonov, 2020: 38). SEO is one of the important tools for websites. It can offer advantages such as increasing the brand credibility of the desired brand, service, or organization, attracting traffic, or increasing visibility in search results.

#### 3) Resources for SEO

The use of SEO and resources is another important topic. For this reason, the question "Which resources do you use to optimize the SEO of a website providing translation services?" is posed. According to the data given by the participants, 68% of the respondents use SEO tools (e.g. Google Analytics, SEMrush, Ahrefs, etc.). After SEO tools, SEO experts and agencies are preferred by 19.4%.

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#### 4) SEO measurement

After the implementation of SEO strategies, measurements or evaluations can be made. Therefore, the question "How do you measure the impact of your efforts to optimize the SEO of a translation service website?" gains importance. At the point of measurement or evaluation, 54.4% of the respondents paid attention to conversion rates, 23.3% used ranking changes in organic search results as a basis, and 17.5% made evaluations based on website traffic. At this point, SEO strategies can be measured based on customer feedback, visitor increase, website traffic, or ranking changes in organic search results. If updates are made when necessary and arrangements are made according to the feedback of customers, there may be a website that can develop and encounter more positive results.

#### 5) To what extent does the SEO compatibility of a translation agency's website affect the ranking of your website in search engines? - Do you care that the translation agency's website ranks high in search engines?

Rankings in search engines are important for websites. Being ranked high depends on SEO strategies, content quality, and user behavior. The question "To what extent does the SEO compatibility of the website providing translation services affect the ranking of your website in search engines?" was asked to find out whether the participants value the rankings in search engines. The responses of the participants were 80.6% "It affects a lot", 17.5% "It affects a lot" and 1.9% "It affects a little".

Organic changes in ranking can occur with SEO compliance. Current SEO strategies should be made a process that requires regular collection of methods believed to increase search engine rankings (Vural and Alpkoçak, 2020). As can be understood from here, it is understood that organic increases in websites can occur with SEO strategies and should continue as a process. In connection with this question, the participants were also asked the question "Do you care about the website of the translation agency being ranked high in search engines?". The results showed that 99% of the participants answered "Yes" and 1% answered "No". It was concluded that almost all participants agreed that SEO has a lot of influence on the ranking of the website in search engines and that it is an important element.

#### 6) SEO factors

There are SEO factors applied to websites. Site speed, mobile compatibility, site structure, keyword optimization, and backlinks are SEO factors. The question "Which SEO factors do you think are important in choosing a website that provides translation services?" was asked for these factors that can be used to positively change the place in search engine rankings. In this multiple-choice question, 65% of the participants selected "Site Speed", 55.3% selected "Mobile Compatibility", 41.7% selected "Site Structure", 85.4% selected "Keyword Optimization" and 5.8% selected "Backlink Profile". In general terms, respondents attach importance to SEO factors. While keyword optimization is the most valued factor, it is concluded that the importance given to backlink profiles is low.

#### 7) SEO strategies

"What is your website's SEO strategy?" is another evaluation question in the field of translation services and SEO. Among the options for the multiple-choice question, 93.2% of the participants selected "Keyword Research", 86.4% selected "Content Optimization", 48.5% selected "Technical SEO", 19.4% selected "Social Media Usage", and 7.8% selected "Analysis and Reporting". The participants responded to both this question and the above question as "Keyword Research" and "Keyword Optimization" as the majority. The most important issue for the participants in SEO was keywords. It has been concluded that other strategies are also applied but at low rates. Companies are increasingly using social media tools to interact with customers, attract potential customers, build trust, increase brand awareness, and

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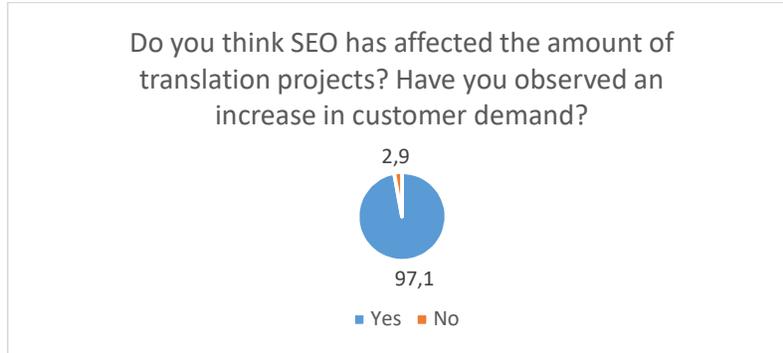
protect their reputation (Mills, 2012:165). Considering the number of today's social media users, the importance of social media use cannot be ignored, and according to the answers given by the participants, the rate of social media use in SEO strategies is very low.

### 8) High rankings in search engines

In SEO strategies and websites, it is in question to increase the ranking or to determine a customer-oriented approach. For this reason, the participants were asked the question "Is your SEO strategy focused on customer satisfaction and user experience or only on achieving high ranking in search engines?". Strategies are carried out for Google and other search engines to increase their ranking, and in the customer-oriented approach, there is a site and content structured according to the expectations, needs, and characteristics of the customers. Both strategies are among the most important strategies for a website and are important for both the success of the site in search engines and the satisfaction of customers.

### 9) Focused search engines

The multiple-choice question "Which search engines do you focus on?" was directed to the participants about which search engines should be focused on for SEO and which search engine can provide more benefits. 100% of the participants chose "Google", 76.7% chose "Yandex" and 38.8% chose "Bing". Although Google, Yandex, Bing, and Yahoo! are currently the most widely known search engines in Turkey, various search engines offer services for different user groups and preferences (Koç, Tarhan, 2019). Focusing on the right search engines in SEO studies is one of the important factors in terms of website visibility, traffic, and customer potential. Google, Yandex, and Bing, which are widely known and used in Turkey, can provide more success than SEO studies according to the number of users.



Graphic 3 SEO and Customer Demand

10) As can be seen in Graphic 3, the question posed to the respondents revealed that SEO activities have led to an increase in translation and customer demands. 97.1% of the respondents selected the "Yes" option that there has been an increase in translation and customer demands. Increases in translation and customer demand were observed through content-related survey questions and SEO questions, and positive responses were also received in terms of customer satisfaction.

### 11) How do you evaluate the impact of SEO strategies on content quality and customer satisfaction?

Two open-ended questions were asked in this section. The first one is "How do you evaluate the impact of SEO strategies on content quality and customer satisfaction?". "Increases customer satisfaction", "I find it successful", "It is important", "It is important to increase ranking", "It is valuable for original and qualified content", "It increases customer potential and satisfaction by providing quality content" are

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among the frequently given answers. Based on the answers given to this open-ended question, it can be said that SEO and content can positively change the position of the website in the rankings, help in producing quality and original content, increase the number of customers and translation projects, and provide success in customer satisfaction.

## **12) Are there any different opinions or ideas you would like to express or present about SEO and content?**

The second open-ended question is "Are there any different opinions or ideas about SEO and content that you would like to state or present?". It was desired to include a different opinion or opinion about SEO and content in general. Approximately 95% of the participants did not express any opinions. One of the participants used the expression "Updates should be paid attention to and regular publications should be made". Another stated that "SEO and content studies require effort and the website can achieve success over time". It can be concluded from this question that the survey questions are generally sufficient for SEO and content issues.

Among the 103 translation agency employees who participated in the study, it was tried to determine their opinions and thoughts about content and SEO in general terms. The participants were asked about their use of translation technologies, their knowledge and opinions about content, and their knowledge and opinions about SEO techniques and their use. Through survey questions, it was tried to reveal the evaluations of the place of content and SEO in the translation sector. On the other hand, the knowledge of the people in the translation sector about content and SEO and the attitudes of the offices they work for about content and SEO were tried to be determined. The hypothesis "SEO positively affects customer satisfaction by increasing content quality" was also tried to be revealed with the questions asked in the questionnaire.

When the findings of the "Translation Services" section of the study are analyzed, it is seen that translation agencies mostly work in the field of general translation. Specific fields are among the fields that are worked on less than general translation. Since the scope of general translation is broad, it can be said that general translation is the most common area of work. English is the most common language in the translation sector. Although it can be said that English is translated at the highest rate since it is the lingua franca, French, Italian, and Russian languages are translated after English. As for translation technologies, it has been found that online dictionaries and translation memories are mostly used in the translation sector. The use of dictionaries that facilitate intercultural transition and understanding can be considered as one of the important factors in translation. While the use of translation memories, which save time and reduce workload, is increasing day by day, the importance of their place in the translation sector comes to the fore.

The "Translation Service and Content" section, which combines the topics of the translation industry and content, was created to present the participants' knowledge and opinions about content. Most of the participants think that content is one of the most significant issues for websites. The participants who think that content is one of the most important issues have relatively low levels of content knowledge. The low level of knowledge of the participants who think it is important shows that an important issue has not been sufficiently researched and learned. While the participants individually think that content is one of the most important issues for the website, it is revealed that the translation agencies they work for attach importance to content to a lesser extent.

The most common activity in the content creation process is keyword research. Almost half of the participants dominate the content creation process and carry out studies. It should be emphasized that keyword research is valuable in content and SEO studies, but the fact that content creation cannot be

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completed if other studies in the content creation process are not done. The most used content types are articles and blogs. Social media is much less preferred than articles and blogs. It can be concluded that the communication and access power of social media is ignored in terms of the translation sector and content. Updating content can be important for the position of websites in search engines. While most of the participants are aware of this situation, it can be stated that a minority of them are not aware of how valuable content updates are for the website. When updates are made, the algorithms in the search engine work and can positively affect the natural search results.

In terms of measuring the quality of content, almost all respondents emphasized that they evaluate the quality of content based on customer feedback. Another indication of the relatively low level of content-related knowledge in the translation industry is the fact that most of the respondents reported that the content process is outsourced to third-party providers. The positive impact of SEO strategies on content quality was confirmed by 98.1% of the respondents. It is thought by 99% of the participants that customer satisfaction increases with the quality of the content.

The questions in the survey were asked under the heading "Translation Service and SEO" for the perspectives, opinions, and knowledge of the participants working in translation agencies on SEO. Approximately half of the participants have a good level of knowledge, while approximately 80% of the participants think that SEO provides advantages for websites. In terms of SEO measurement, as in the same content, recycling rates and feedback were found to be important. Almost all the employees of translation agencies care about their websites ranking high in search engine results and think that SEO is one of the most important factors for a website to rank high in search results.

The most important SEO factors are site speed, site structure, and mobile compatibility. It was concluded that backlinks were not paid attention. Backlinks are one of the most important points since they are references from other websites. It is supported by 97.1% of the participants that SEO studies increase the number of translation projects and customers in the translation sector.

## 8. Conclusion and suggestions

Translation helps many sectors and professions by providing intercultural communication, which is vital in the world and Turkey. As is known, translation is now carried out with technology integration both in our country and in the world. Along with general technological developments, some other changes have also occurred in the translation industry, namely computer-aided translation tools, machine translation programs and artificial intelligence-supported tools. On the other hand, there is competition in the translation market, as in other sectors. Translation offices, which keep up with the times by using technological tools in the translation industry, also must keep up with the digitalizing world in terms of increasing customers and translation business. Unlike the past, people or institutions who want to receive translation services do not physically search for a translation office or a freelance translator anymore. They try to find a translation agency suitable for them with the help of search engines. At this point, content and SEO issues come into play, on which not much research has been done in Turkey and about which people and institutions in the translation sector lack knowledge.

The present study investigated the opinions of 103 employees from translation agencies on content and SEO in the translation sector. The survey aimed to understand the importance of these topics and their attitudes towards them. The study found that general translation is the primary focus, with English being the most frequently translated language. Online dictionaries and translation memories were the most commonly used technologies, facilitating intercultural understanding and reducing workload.

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The "Translation Service and Content" section focuses on the importance of content for websites, with most participants valuing it. However, they have little knowledge about the content, suggesting it has not been adequately researched. Keyword research was found to be the most common content-creation activity, with articles and blogs being the most popular. Social media is less preferred than articles and blogs, indicating a lack of communication and access power in the translation sector. Updating content is crucial for a website's search engine position, but a minority is unaware of its value. Most respondents evaluate content quality based on customer feedback, and most outsource the process to third-party providers. SEO strategies positively impact content quality, and customer satisfaction increases with content quality.

The current study on SEO in translation agencies revealed that half of the participants have a good understanding of SEO, and 80% believe that it offers advantages for websites. Key SEO metrics include recycling rates and feedback. Most employees prioritize website ranking in search engine results, with SEO being a crucial factor. Key SEO factors include site speed, site structure, and mobile compatibility. However, backlinks, which serve as references from other websites, were not considered. 97.1% of the participants believe SEO studies increase translation projects and customers in the translation sector. Overall, SEO is considered to be a crucial factor for a website's success in search engine results.

Similar studies can be conducted in different sectors and with employees to learn the place of content and SEO in the digitalizing world. The thoughts and attitudes of sectors and employees about content and SEO can be analyzed in further studies. The positive or negative results of content and SEO in other sectors can also be investigated.

In departments such as translation and interpreting at bachelor's level and applied English and translation at associate degree level, a syllabus can be prepared to provide information to potential translation candidates in this context. Translators are no longer just translators and are taking their place in the digitalized world. According to the data in this research, translation agencies do not have much knowledge about content and SEO, but they attach importance to content and SEO in terms of customer satisfaction and customer acquisition. Although it is considered important, their level of knowledge and implementation is relatively low. If student translators are provided with information about content and SEO, they can contribute to translation offices not only as translators but also as supervisors by understanding what can be done and what has been done in terms of customer satisfaction and customer acquisition. Translators who are thinking of opening a translation agency should start by knowing translation, the sector, and the digital world.

As in other sectors, the importance of digitalization in the translation sector is undeniable. In the translation industry, it is important to reach a large audience, get more work, and satisfy customers. For this reason, according to the data available in the present study, SEO positively affects customer satisfaction by increasing content quality. Individuals and organizations in the translation sector can benefit from the data in this article.

Finally, the points that translation agencies can make for their websites will be mentioned. It is necessary to know content and SEO. The content creation process should be completed with SEO. The work in the creation process should not be skipped and all of them should be given the same value. Care should be taken to ensure that the content is SEO-compatible, original, qualified, and user-friendly. It is useful to make all updates to the websites frequently. The main search engines to focus on are Google, Bing, Yahoo, and Yandex. SEO strategies should be implemented in full, just like the content creation process. It should not be forgotten that backlinks are as valuable as SEO factors such as site speed, site structure,

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or mobile compatibility. For the translation industry, content and SEO can bring in more customers, generate more translation requests, and increase customer satisfaction considerably.

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