

# Multilingual Digital Single Market

Jochen Hummel, CEO



coreon

Knowledge meets language.

ESTeam<sup>®</sup>

language technology software

# About Me

Founded and exited

■ TRADOS

Founded and passed on

twinity

Manage

ESTeam

Founded and represent

 coreon

Chair

  
LT-INNOVATE.EU

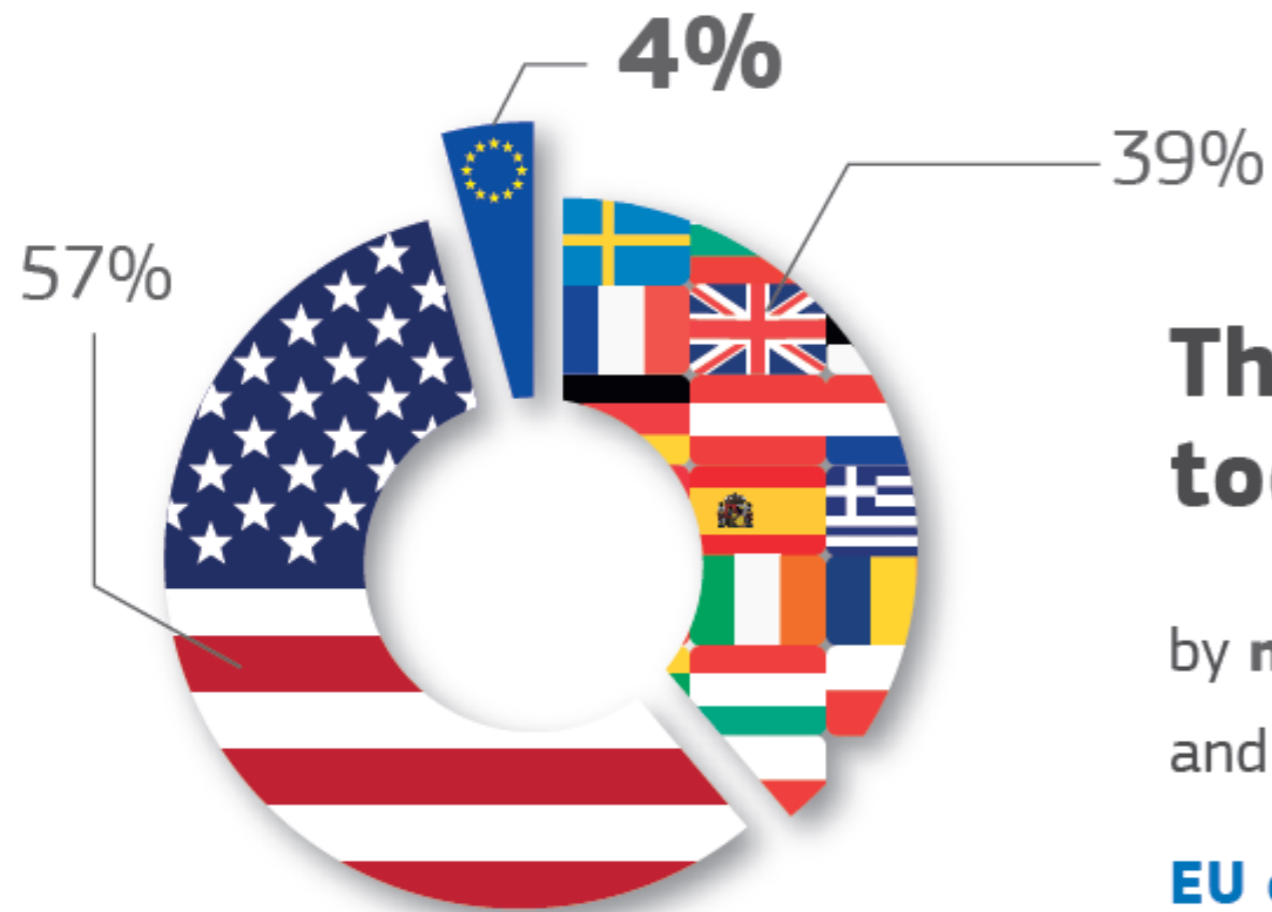


“Consumers need to be able to buy the best products at the best prices, wherever they are in Europe.”

Vice-President Ansip, Dec 2014

Accelerating growth through a connected Europe:  
Speech at GSMA Mobile 360 conference in Brussels  
[http://europa.eu/rapid/press-release\\_SPEECH-14-2420\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-14-2420_en.htm)

# ...and the Reality



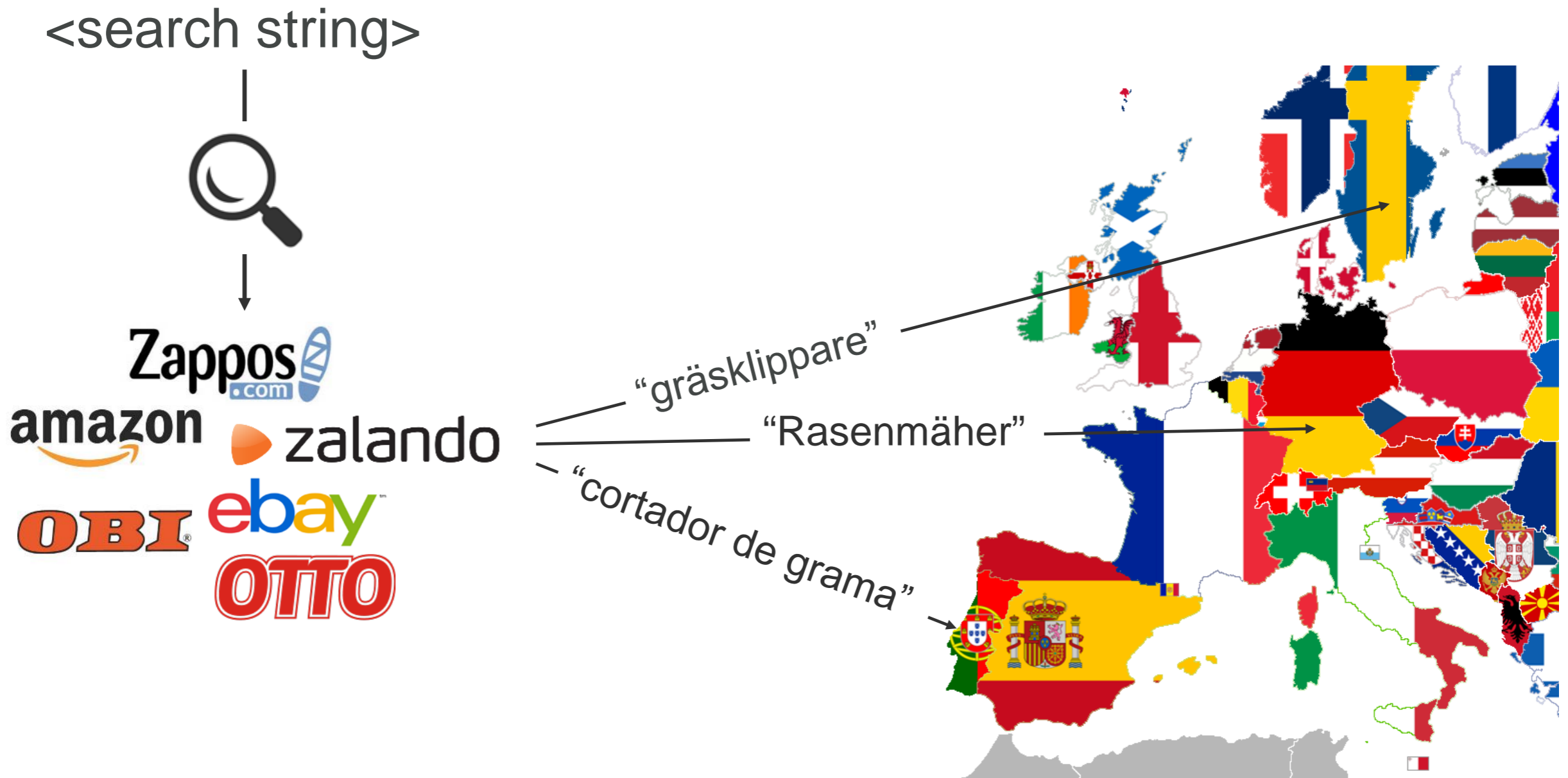
## The Digital Market today is made up

by **national** online services (39%)  
and **US-based** online services (57%)

**EU cross-border** online services represent only 4%

[http://europa.eu/rapid/attachment/IP-15-4653/en/Digital\\_Single\\_Market\\_Factsheet\\_20150325.pdf](http://europa.eu/rapid/attachment/IP-15-4653/en/Digital_Single_Market_Factsheet_20150325.pdf)

# Broken already by a Simple Search





Content  
Static  
Dynamic

# Consumers Control Content

ENGINES. ON PAGE SEO CONSISTS OF KEYWORD AND TITLE TAG OPTIMIZATION, WEBSITE ARCHITECTURE MANIPULATION, IMAGE TAG OPTIMIZATION, AIRSPEED LEADER TAG OPTIMIZATION AND SITE MAP IMPLEMENTATION AND SUBMISSIONS TO SEARCH ENGINES. ON PAGE SEO, ALTHOUGH MENTIONED AS "BASIC", IS STILL A CRUCIAL EXPERIENCE AND TALENTS TO IMPLEMENT IN A COHESIVE MANNER. SEARCH ENGINES ARE GOOD AT IT! OFF PAGE SEO IS AN ALL-ENCOMPASSING TERM THAT FOCUSES ON THE ROOT OF CURRENT TRENDS IN SEARCH ENGINE OPTIMIZATION - POPULAR SEARCH CAMPAIGN ENTAILS OFF PAGE (LINK BUILDING, SOCIAL MEDIA, ETC), ARTICLE OPTIMIZATION, DISCUSSIONS (FORUMS, BLOGS, ETC), AND A FEW). THE OFF PAGE SEO IS CRITICAL TO GETTING INCREDIBLE SERVICES FROM OTHER WEBSITES. LOCALIZED FEEL, GETTING LISTED ON LOCAL SEARCH ENGINES SURVIVAL. ALL SEARCH ENGINES SPEND SIGNIFICANT TIME BASED ON YOUR LOCATION AND BASED ON YOUR REGIONAL SEARCH TRENDS. YOUR BUSINESS TO RANK ON THE SEARCH ENGINES ON LOCAL SEARCHES, REGIONAL OR NATIONAL. AT INCREDIBLE MARKETING, WE SPECIALIZE IN CREATING EXPOSURE ON THE WEB AS POSSIBLE - INCLUDING NATIONAL, REGIONAL, MOBILE SEARCH IS TAKING OVER - DID YOU KNOW THAT? DID YOU ALSO KNOW THAT MOBILE SEARCH AND STANDARD SEARCH ARE DIFFERENT? PROBABLY MANY PEOPLE DO NOT UNDERSTAND THAT MOBILE SEARCH IS ITS OWN BEAST. BECOMING IMPORTANT TO FOCUS ON. CURRENTLY, ABOUT 40% OF ALL SEARCHES IN THE WORLD COME FROM A MOBILE DEVICE, AND THAT NUMBER IS GROWING EXPONENTIALLY. TO DOMINATE THESE RANKINGS, IT IS NOT ENOUGH TO MERELY HAVE A MOBILE FRIENDLY WEBSITE. YOU MUST ALSO OPTIMIZE THEIR WEBSITE FOR MOBILE SEARCH CRITERIA. WE CAN HELP YOU WITH THAT.

# KNOWLEDGE IS KING





Content  
Search  
SEO/SEM  
Feedback  
Customer Support  
Social Media Analysis



# Find and Buy what you are Looking for

## Find product

String and language independent meaning search

## Explore product offering

Browse a product graph instead of a hit list

## Use related information

Similar products, related products, customer feedback

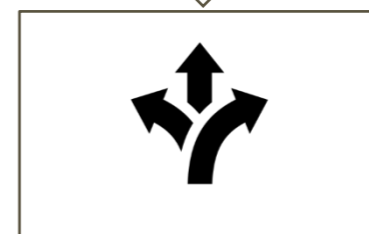
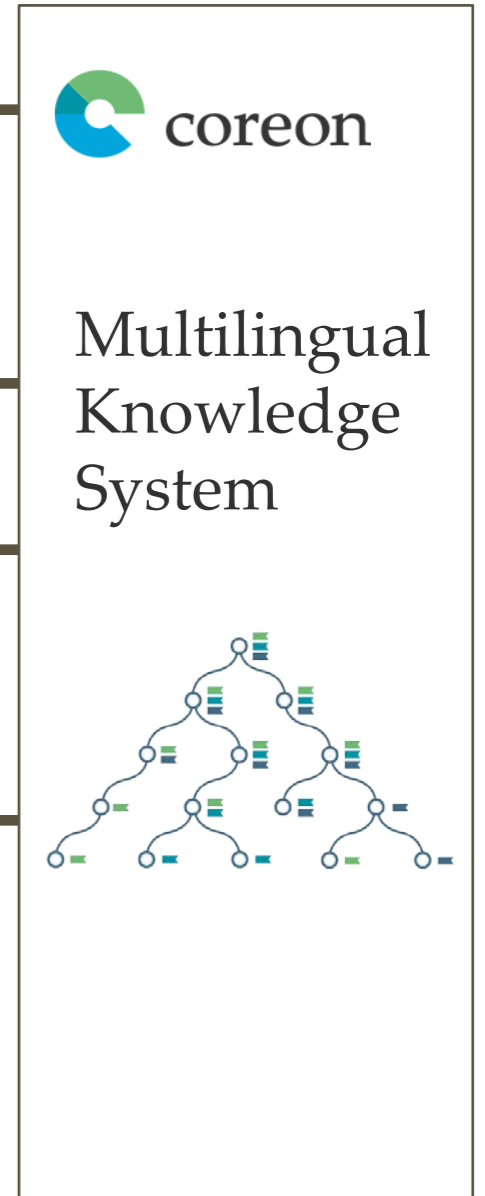
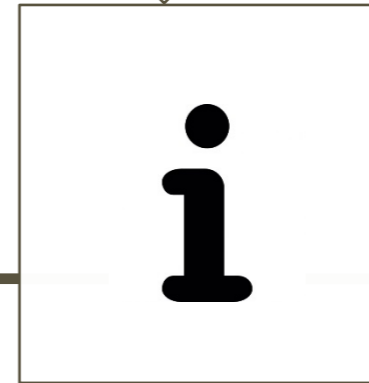
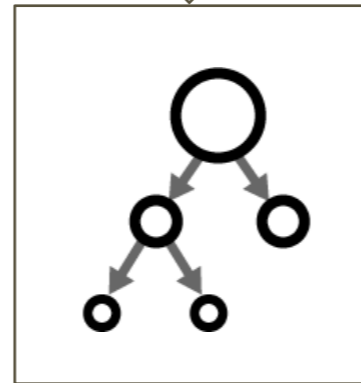
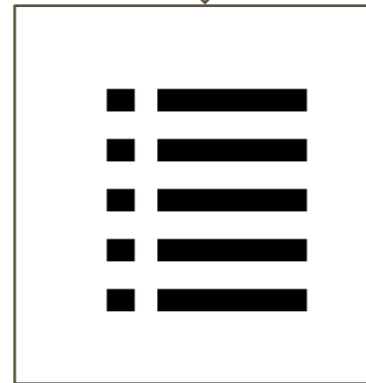
## Product information in your language

Machine translation, computer-assisted translation (CAT)

# DSM Shopping



abc|



# Turning a Challenge into a Win

If we manage, in spite of our many cultures and languages, to create a Digital Single Market and cross-border eGov, we will become the fittest for the global market.



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