

THEHOTH

# International HOTH Products



# Introduction

Although the HOTH was originally intended to be English only, and primarily focused on US, Can, UK, and Australian markets, many international customers have come to us asking if our products would work on foreign language keywords. So over time we have ran campaigns in many countries, even non-English and had great success.

Arguably, The HOTH may work even better in foreign countries since some of these markets are not as competitive as the US English market.

Here's a complete rundown of our products and which ones can be used for foreign languages:

## HOTH Products For Foreign Languages

Product	Use Foreign Language?	How It Works
<a href="#">HOTH Boost</a>	Yes	This product accepts international and non-English keywords as long as they are roman characters (no Japanese, Chinese, Hebrew, etc). The articles and subject have to be in Roman characters as well.
<a href="#">HOTH Blitz</a>	Yes	HOTH Blitz accepts international and non-English keywords as long as they are roman characters (no Japanese, Chinese, Hebrew, etc). The articles and subject has to be in Roman characters as well.
<a href="#">HOTH Business Listings</a>	Yes	HOTH Business Listings accepts non-English keywords as long as the business name and keyword are made up of Roman characters.
<a href="#">HOTH Citation Cleanup</a>	Yes	This product accepts non-English keywords as long as the business name and keyword is made up of Roman characters.
<a href="#">HOTH Foundations</a>	Yes	This product accepts international and non-English keywords as long as they are roman characters (no Japanese, Chinese, Hebrew, etc). The articles can only be in Roman characters too.
<a href="#">HOTH Guest Post</a>	Yes	HOTH Guest Post accepts foreign URLs to link to but does not accept foreign anchor text.
<a href="#">HOTH LockMyBrand</a>	Yes	As long as the business name has Roman characters.
<a href="#">HOTH PPC</a>	Yes	PPC is composed of 2 parts, the ads and landing page. For the ads, we use Google Translate to convert ads from English to your desired language. For the landing page, we create it in English and the customer will be responsible for translating to desired language.
<a href="#">HOTH Stars</a>	Yes	HOTH Stars accepts non-English orders as long as the business name has Roman characters. However, the interface of the

		software will still be in English.
<a href="#">HOTH X</a>	Yes	HOTH X is made up of several other products, many of them being link building products that do accept non-English keywords, such as HOTH Foundations and HOTH Guest Post. Typically, HOTH X is also comprised of content products like, HOTH Blogger, which we cannot fulfill in non-English languages.
<a href="#">HOTH Blogger</a>	No	HOTH Blogger requires us to write and we currently don't staff foreign writers.
<a href="#">HOTH OnPage</a>	No	This product requires us to write and we currently don't staff foreign writers.
<a href="#">HOTH Press</a>	No	A long as the content is already written, we can distribute the press release if it's in Spanish.
<a href="#">HOTH Product Video</a>	No	HOTH Product Video requires us to write and speak in a foreign language. Unfortunately, we don't currently staff foreign writers or actors.
<a href="#">HOTH Syndication</a>	No	A long as the content is already written, we can syndicate the article if it's in Spanish.
<a href="#">HOTH Video</a>	No	This product requires us to write and speak in a foreign language. Unfortunately, we don't currently staff foreign writers or actors.
<a href="#">HOTH Web Copy</a>	No	This product requires us to write and we currently don't staff foreign writers.

# Recommendations

International SEO / Localization is based on a number of different factors including language, server location, TLD, etc. After all these factors are optimized it's helpful to get localized links as well to build a foundation for the ultra-targeted links you'll get from the HOTH. [We wrote an article about international SEO here.](#)

# The Results

The following are all campaigns and keywords that the HOTH has worked on. Some keywords are foreign, some are simply localized for countries outside of the US.

While these are anecdotal and there are many other factors in making these site's rank, our customers have reported success with using the HOTH on foreign sites / keywords.

URLs, names, and other information may be blurred for privacy.

## Brazilian Site (Google BR)

Keyword	Search Engine	SERP	Change	Volume	Updated	Actions
Longboard Skate	Google BR	1	-	360	24/01 13:23	📊 🗑️ 🔍
Carveboard Shop	Google BR	1	-	-	24/01 13:23	📊 🗑️ 🔍
Skate Longboard	Google BR	1	-	440	24/01 13:23	📊 🗑️ 🔍
Longboard Shop	Google BR	3	-	590	24/01 13:23	📊 🗑️ 🔍
Carveboard	Google BR	5	-	190	24/01 13:23	📊 🗑️ 🔍
Linha do Skate	Google BR	3	-	360	24/01 13:23	📊 🗑️ 🔍
Skate Carveboard	Google BR	5	-	75	24/01 13:23	📊 🗑️ 🔍
SkateShop	Google BR	10	-	160	24/01 13:23	📊 🗑️ 🔍

## Brazilian Site, Portuguese Keywords

Keyword	Search Engine	SERP	Change	Volume	Updated	Actions
moodle de col dragen	Google BR	6	-	-	24/01 13:23	📊 🗑️ 🔍
shape longboard	Google BR	2	-	100	24/01 13:23	📊 🗑️ 🔍
mala maku	Google BR	4	-	30	24/01 13:23	📊 🗑️ 🔍
carrapeta skate	Google BR	2	-	100	24/01 13:23	📊 🗑️ 🔍
lisa longboard	Google BR	1	-	140	24/01 13:23	📊 🗑️ 🔍
lisa patine	Google BR	10	-	170	24/01 13:23	📊 🗑️ 🔍

## Brazilian Site, Portuguese Keywords

Root URL	Net Change	Top Rank	Number of Keywords
www.brazilian.br	0	1	0

Keyword	Search Engine	BSRP	Change	Volume	Updated	Actions
Aplicação Solar	Google BR	3	-	-	24/01 13:25	📊 ❌ ?
Pranchamento facial 3d	Google BR	1	-	-	24/01 13:25	📊 ❌ ?
tear and 3d	Google BR	1	-	16	24/01 13:25	📊 ❌ ?
Clínica dermatológica 3d	Google BR	1	-	-	24/01 13:25	📊 ❌ ?
tear 3d	Google BR	2	-	-	24/01 13:25	📊 ❌ ?
Pranchamento facial	Google BR	1	-	1880	24/01 13:25	📊 ❌ ?
dermatologista 3d	Google BR	11	-	725	24/01 13:25	📊 ❌ ?
Manchar no pele	Google BR	7	-	1480	24/01 13:25	📊 ❌ ?

## Netherlands Site, Dutch Keywords

Root URL	Net Change	Top Rank	Number of Keywords
www.netherlands.nl	0	1	0

Keyword	Search Engine	BSRP	Change	Volume	Updated	Actions
top vijfde tv	Google NL	1	-	-	24/01 13:41	📊 ❌ ?
tv vijfde	Google NL	1	-	-	24/01 13:41	📊 ❌ ?
tv vijfde kijken	Google NL	1	-	-	24/01 13:41	📊 ❌ ?

## Belgian Site, Dutch Keywords

Root URL	Net Change	Top Rank	Number of Keywords
www.belgium.be	0	0	0

Keyword	Search Engine	BSRP	Change	Volume	Updated	Actions
na laptop	Google BE	10	-	-	24/01 14:35	📊 ❌ ?
hanglamp	Google BE	8	-	-	24/01 14:35	📊 ❌ ?
hanglamp	Google BE	3	-	-	24/01 14:35	📊 ❌ ?
design hanglampen	Google BE	5	-	-	24/01 14:35	📊 ❌ ?
design lampenfel	Google BE	4	-	-	24/01 14:35	📊 ❌ ?
edertable	Google BE	7	-	-	24/01 14:35	📊 ❌ ?

## Danish Site, Danish/English Keywords

Root URL	Net Change	Top Rank	Number of Keywords
www.denmark.dk	0	1	1

Keyword	Search Engine	BSRP	Change	Volume	Updated	Actions
construction	Google DK	2	-	-	24/01 14:43	📊 ❌ ?
SD Construction A/S	Google DK	1	-	-	24/01 14:43	📊 ❌ ?
construction	Google DK	2	-	-	24/01 14:43	📊 ❌ ?

# Testimonials

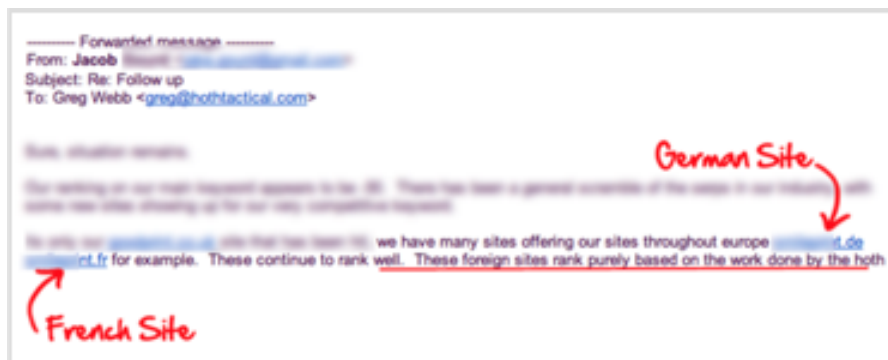
Below are translations from a Brazilian site where the HOTH is recommended. Original on the left, Translation on the right (from Google translate).

“I have worked with some customers with sites in PT with excellent results.”

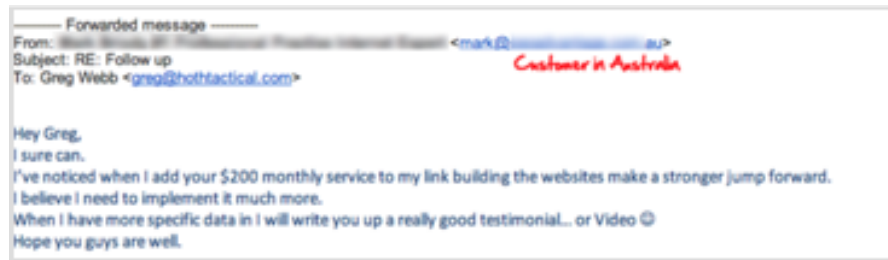


“Portuguese, English, Spanish, German, Hungarian... certain markets much easier because there is not much competition...”

Below is a testimonial from a customer that has sites in France and Germany, claiming these sites rank purely based on the HOTH.



Below is a testimonial from a customer in Australia.



If you'd like to get started ranking your sites internationally, check out our [SEO Product Suite](#) and [book a call with one of our SEO Consultants!](#)