

Search optimization and localization of the website of Department of Applied Linguistics

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Localization is important to international search engine optimization (SEO) because it helps connect your product to a location using the words, terms, and behaviors of an audience in a particular region. Rather than simply use a generic term search in the hopes that it is used universally, one might prefer to use the terminology and language of the target audience.

Generally speaking, localization refers to aspects of the content of the page/website, and other marketing efforts that are tailored to a specific geographic place or region. This can mean anything from using terminology that is familiar to users within that region to establishing map locations for physical presences you have in the area.

Linguistic optimization is a set of special measures that are generally connected to the change of site content and links so that they correspond to potential users' inquiries. An ideal search advance is when the website ranks in the top three pages of the search results.

Practically any verbal phrase that makes some sense is typed into a search line as an inquiry will receive millions of links to the sources where this phrase is mentioned. It is natural that most users pay greatest attention to higher positions of the offered search results. According to statistics, no more than 85% of users follow even to the second link, and no more than 10% go further than the second link. Thus, any owner of a web resource (business company, private and public organizations, social networks, clubs etc.) wishes his/her website to be "shown through" to the Internet users and collect as many visitors as possible. In a nutshell it means they try to promote their websites to the first pages of search results (and ideally number one!). The solution of this task is provided through SEO i.e. ensuring a website can be found in search engines for words and phrases relevant to what the site is offering.

Our research consists in two stages. Firstly, we aim to improve the website of Applied Linguistics Department at National Aerospace University through reorganization of its semantic kernel using optimization techniques and meta-tags.

Secondly, we are going to localize the Ukrainian version of the website into the English version. This will add up to the department popularity and attract foreign students that might be interested in becoming an applied linguist. To illustrate, a Chinese speaking student may become our student and obtain profound knowledge of English and German.

Of great concern are the linguistic and technical aspects of localization. The first suppose perfect knowledge of translational transformations and good skills in content

management, the second focus on electronic tools such as SDL Passolo 2014. SDL Passolo is a specialized visual software localization tool intended to enable the translation of user interfaces and other software. It meets all the relevant demands of software localization.