

About the project:

The client developed a multilingual website, and they need someone with traditional Chinese Keyword research or SEO background to review the traditional Chinese version website from both a content perspective and an SEO perspective. They want us to review the availability and quality of the content as well as make site/page specific alterations if necessary and then do some link building. The client send us a list of links in the excel file and let us check these pages in regard to a series of interest points, such as content, translate, title, headline and other.

CCJK solution:

We assigned the job to our experienced SEO engineers to review the website. They have done lots of projects using the technologies such as Keyword research, link building, website analysis, image optimization, creation of meta information(title, description, keywords), setup website analytics and Baidu analytics, social bookmarking services, social media link building(SEO friendly links, no paid links) and so on.

We read the client's requirement carefully, and then check the URLs one by one and answer questions related to the meta info, on-page content and many other respects carefully.

After the website audit finished, we begin the link building in two aspects: extensive link building in order to improve the indexing and traffic driven by the search engines; ongoing link building focusing on industry directories and link exchanges. Finally, we finish the project and deliver the files to the client on time.

Read Also: [Activity or Performance Based Charge for SEO?](#)

About the client:

The client is the famous tourism agency and responsible for promoting Australia worldwide and boosting its visitor economy. Their mission is to grow the value of inbound tourism to Australia, working with a wide range of partners in both the Australia and overseas. Through our global reach, they aim to increase visitor spend to all parts of Australia and improve Australia's ranking in the eyes of the visitors all over the world.

About CCJK:

Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and



programmers who work as a super organized team. It is an ISO 9001:2008 Certified Language and IT Services provider. From language translation, desktop publishing, graphic design, software localization, website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way. For more details about CCJK, please visit www.ccjk.com