



marie claire

Marie Claire, the famous magazine looking to conquer the international market



Marie Claire magazine was created in 1937. Today, it is one of the most famous women's magazines in France, but also worldwide.

Marie Claire has an intentional societal editorial positioning to respond to the concerns of today's women.

The magazine is available in 30 international editions and has a web presence in 18 countries. It has a readership of more than 75 million women worldwide. Marie Claire's websites receive 35 million unique visitors. Its advertising turnover amounts to 100 million euros worldwide.

Internationally, the magazine's ambition is to offer local magazines "with an international touch". It is therefore a cleverly orchestrated international expansion thanks to a content strategy that aims to cross borders.



Marie Claire translation challenges

The internet is an important lever of Marie Claire's international strategy.

In this context, and in order to distribute its publications across different international markets, Marie Claire called on Milega to translate a volume of 35 articles (of 600 words) per month, i.e., an average total of 21,000 words per month with keyword proposals.

The French articles had to be translated into four languages: English, Spanish, German, and Russian.

The translation of the website had to meet several objectives:

- To take natural referencing (SEO) into account by carefully choosing keywords. This was to ensure the articles were well-positioned in the search engines abroad.
- To adapt to the readership in the target country, with an appropriate translation that was as close as possible to the tone used in the magazine articles
- Write catchy and "web-friendly" titles to make readers want to read the content of the articles.



The solution provided by Milega

For this project, we assigned two translators per language. After consulting the translation tests, the client was able to choose a main translator and a secondary translator for each language.

A full-time project manager was made available to the client throughout the project. An FTP server, created especially for the client, brought together all the documents related to the project, from translation documents to invoices, estimates, and other relevant administrative documents.

Each time a document or comment was added to the server, the client received a direct notification. This allowed for more efficient and smoother collaborative work.

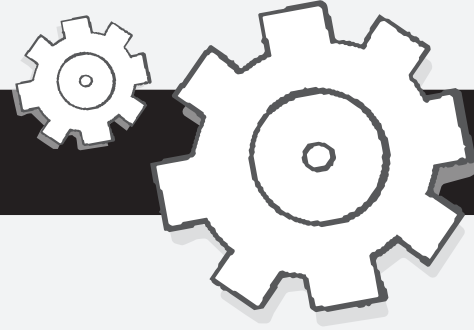


The solution provided by Milega

At the start of the project, the chosen translators had to immerse themselves in the tone and content of the articles. They were then responsible for offering the client two or three keywords or phrases and indicating their SEO potential (number of monthly searches and competitiveness).

In order to analyse the SEO potential of their keywords, the translators used the Google Adwords Keyword Planner. This tool provides information on the number of occurrences of a term on Google as well as its degree of competitiveness for the best positioning in search engines. The translators were thus able to compare different keywords in order to choose the one that best suited the client's needs.

The chosen keywords were then sent to the client for validation before starting the translation of the article. The choice of keywords had to be done quickly in order to be able to meet the deadlines for each content.



Results of our collaboration

The SEO translation of articles and keywords proved effective in terms of traffic in all languages and the collaboration between Milega and the Marie Claire Group lasted six months.

Thoughts from the project manager:

"The key to the success of this project was in the preparation phase for the SEO terminology and format.

Ultimately, by working closely with the client, we created a tailor-made process. In particular, we have created a specific instruction manual to remain faithful to the "Marie Claire style" in other languages (character limitations for titles, descriptions, ongoing monitoring of the Marie Claire writing style).

In addition, this project has been the subject to specific work on natural referencing. For each French keyword, the translators had to propose 2 or 3 equivalent keywords or contextualized expressions according to their SEO potential (monthly search volume, competition, etc.). The client could therefore check the main keywords and validate them upstream".



Laura Calvo / Chef de projet Milega



Lucie Timbert / France & International content project manager for the Marie Claire Group

"We were delighted to work with Milega. We needed expert skincare translators to deliver quality content. Our project manager, Laura, was very professional and responsive to our requests.

We were more than satisfied with our Milega experience!"



How to successfully internationalise your content strategy

Content strategy is essential for building brand awareness and attracting new customers. However, in the context of internationalisation, it is not simply a question of literally duplicating a strategy that works in France.

Making your international content strategy a success:

- Carry out a study of keywords for each target country, choose relevant and less competitive keywords: it is not enough to literally translate your content to obtain the right ranking in search engines.
- Use professional, native translators in the language into which you wish to translate your content. These professionals know the regional and local linguistic intricacies of your target market.
- The translation professionals you have chosen must have a good knowledge of your sector of activity, but also be experienced in web translations and the rules governing natural referencing.

Do you have a content internationalisation project? Use our SEO translators.