



Overview

Project goal

To capture search from international audiences, we will create a landing page template for Investor-State LawGuide that is applicable and optimized for search in multiple languages.

On-Page Elements

Recommendation: The meta information on this page should cater to the designated language and region for the following elements:

- Page Title
- Meta Description
- Focus Keywords
- H1
- H2
- Page copy
- Image tags
- Internal and external links

Recommended Focus Keywords

English

Investment Treaty Law Legal Research Guide

Arabic

دليل البحوث لقانون الاستثمار الدولي

French

Guide de recherche sur le droit encadrant les traités d'investissement

Spanish

guía de investigación legal de un tratado de inversión

Mandarin (Simplified Chinese)

投资条约法律研究指南

Cantonese (Traditional Chinese)

投資條約法律研究指南

German

Leitfaden zur rechtlichen Recherche für Investitionsabkommen

Implementation Guide

Below are recommendations of how to implement the different language landing pages with backend, UX and UI elements.

URL Structure

Recommendation: Utilize a subdirectories URL structure with gTLDs in order to segment by geotargeting (e.g. investorstatelawguide.com/de/, investorstatelawguide.com/fr/, etc.). This is the most effective and easiest way to separate these pages by language with low maintenance as they're collectively hosted under the same domain. This allows search engines to identify the language variations of the website and redirect users to the language matching their location.

Language Navigation

Recommendation: Include internal links to help with search engine optimization for these language landing pages. It is optimal to embed the language navigation of the pages in the header of the website so that each language option is easily accessible at all times, resulting in a smooth user experience.

Language Markups

Recommendation: Utilize 'hreflang' tags to markup these pages for their languages so that search engines can identify which URLs should be served to which visitors based on their language setting and geographical location.

There are 2 ways to implement this markup for ISLG:

1. **HTML link element in header.** In the HTML <head> section of <https://investorstatelawguide.com>, add a link element pointing to the French version of that webpage at <https://investorstatelawguide.com/fr>, like this:
`<link rel="alternate" hreflang="fr" href=" https://investorstatelawguide.com/fr" />`
2. **Sitemap.** Instead of using markup, you can submit language version information in a Sitemap.

Option 1 is recommended as this is easy to set up during the landing page development process. For more information on supported values, visit the [Google Webmaster support article](#) on the topic.

Schema Markups

Recommendation: Utilize a [product schema markup](#) template and customize the information for each individual page in each specific language. This will allow Google to serve users information on ISLG in the search engine results page.

Webmaster Tools

Recommendation: Once all the above search engine optimization recommendations have been implemented, it is extremely important to use webmaster tools [Google Search Console](#) and [Bing Webmasters](#) to crawl these new language landing pages and the new site so that they are indexed by the search engines.

1. [Submit](#) new site URL to Google.
2. [Set-up](#) search console to submit sitemap.

Link Building Opportunities

Recommendation: Build links from external sites (backlinking) and improve internal link structure will allow for search engines to increase the relevance of these landing pages. For internal linking, building the language navigation into the header of the website will allow every page to link to the language pages. For external linking, it would be optimal for affiliate organizations, universities and NGOs to link to the landing page in their language when relevant.

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