

# New international link building service launched by global search specialists WebCertain

Submitted by: Web Certain

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Multilingual search marketing services company, WebCertain has launched a new international directory submissions service to help clients achieve improved search engine rankings and to increase their share of traffic worldwide.

Even as web marketing grows more sophisticated with the growth in social media, the building blocks of search engine optimisation are still hugely important. Recognising the needs of their international clients, WebCertain, the multilingual web marketing services company, has introduced a new simple and accessible international directory submissions service designed to improve the performance of websites globally.

Link building through directory submissions continues to be one of the cornerstones of search engine marketing, but there are literally thousands of directories around the world of varying quality, which makes it a daunting task for companies with a range of international, multilingual websites to take on.

As a truly multilingual agency with long experience in managing multilingual SEO and PPC campaigns, WebCertain recognises the importance of using local knowledge to achieve the very best results for clients.

This is why the WebCertain team has developed a comprehensive database and their unique "LinkFluency" technology to manage the submission of link requests to directories in all the major countries and local languages across the world.

Visit <http://www.webcertain.com/directory-submissions.html> for full details of the service and to request a quick quote.

Andy Atkins-Krueger, Managing Director of WebCertain explains why the international directory submissions service has been launched: "At WebCertain we routinely deal with clients who are juggling the marketing of five, ten, or more, international sites in different languages. Even the clients with large internal search marketing departments struggle with directory submissions as the research that has to be undertaken to even get started involves a large investment in time and resources."

"This is why our extensive database, managed by international search marketing professionals is invaluable."

How do international directory submission campaigns help websites to perform better? They are proven to boost site performance by -

Increasing the number of high quality local links pointing to a local site

This helps search engines to identify the local site's relevance, leading to improved rankings, both globally and locally.

In turn leading to improved rankings generate additional visitors

The experienced multilingual link building team at WebCertain constantly review the value of the international web directories in the database for the “three Rs” - reliability, reputation and relevance. Working within the WebCertain World Language Hub this service, as with all the multilingual search marketing services from WebCertain, is available in all the major world languages.

Another benefit for companies looking for synchronised international link building campaign management is the attention to detail given to producing varied, optimised anchor text, written by native speakers, ensuring the best value is gained from every directory submission.

The service is a flexible one, with each campaign tailored to the client’s needs. Directory submissions can be as fast or slow as the client requires and reports on submissions and success achieved come as standard.

#### About WebCertain

What makes WebCertain special is that they offer search marketing services in multiple languages from one team in one location and that they specialise ONLY in international campaigns.

The WebCertain team is made up of native speakers of all the world’s major languages from all corners of globe the meaning the company is truly international.

However all core operations are based in the York World Language Hub office, giving consistency and efficiency to multi-language campaigns.

WebCertain is a one-stop-shop for international PPC campaign management, multilingual SEO and also offers a range of global Social Media services.

Visit [www.webcertain.com](http://www.webcertain.com) for more information.

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