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Case Study

yolcu360°

Araç kiralamak ne kolaymış!

Protranslate accompanies Yolcu360 on the road to globalization

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About Yolcu360

Yolcu360.com offers rent a car price comparison system with a systematic and secure infrastructure to make it easier and more practical for users to choose from the exclusive services offered by many local and global car rental brands.

When tourists from all over the world search on the web to rent a car, Yolcu360 is the first result encountered.

Okay, but how?

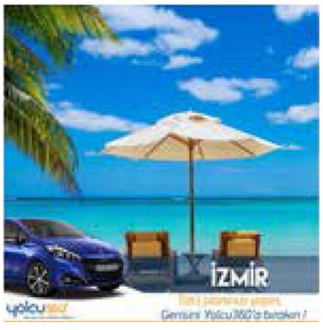
We wanted to make Yolcu360 appear in the top rankings at the car rental searches of the tourists visiting Turkey and Protranslate followed a professional and systematic way while fulfilling our demand.

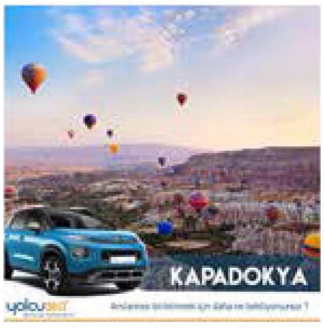
Protranslate team, which carried out our translation process with a team who S experienced in search engine optimization, has carried English version of our website to the top rankings in search engines for searches related to our target terms using professional traffic research tools such as SemRush, as well as high traffic terms that are carefully chosen, and increased the rate of our site being visited by visitors who speak English from all over the world. The fact that the meta tags in our website were included in the translation, taking into account the number of characters, Protranslate provided very satisfactory results.

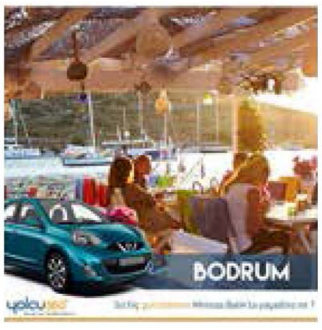
"We have achieved success in long tail keyword searches through original page content in a competitive language like English."

Dilayda Aksoy

Lead Coordinator @ Yolcu360







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> "While translating our Yolcu360.com website, Protranslate has managed to preserve the style we use in Turkish, afterwards, it achieved great success by editing the language of our website with its foreign proofreaders."
>
> Dilayda Aksoy
> Lead Coordinator @ Yolcu360

70% of the searches in search engines consist of long tail keywords. Special long tail keyword studies were performed for each of the information pages about 230 different locations on our website. These pages were translated one by one in a completely original way and revised using various analysis tools to keep the authenticity rates above 90%. Working with the Protranslate team, that knows the sensitivity of search engines on the replicated texts like Google, and focuses on added value, has made us feel in safe hands.

> "Thanks to Protranslate, we have not only solved the production of English content by outsourcing, but also allowed approximately 427 million English-speaking people to understand us clearly when they visit our website."
>
> Dilayda Aksoy
> Lead Coordinator @ Yolcu360

About Protranslate

Protranslate, which provides translation and localization services through its online platform into more than 70 languages worldwide, mainly the countries speaking Turkish, English, Arabic, Spanish and French, is the largest online language services provider in Turkey and the MENA Region.

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