

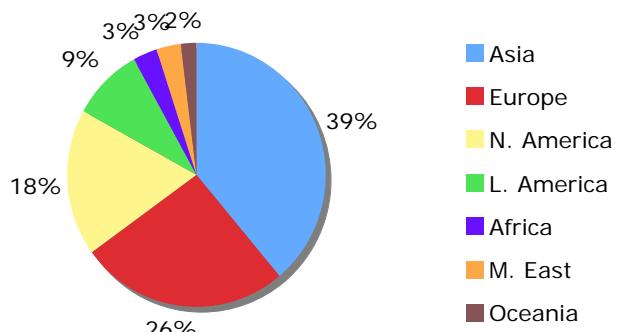
Search Around The World

- Japan -

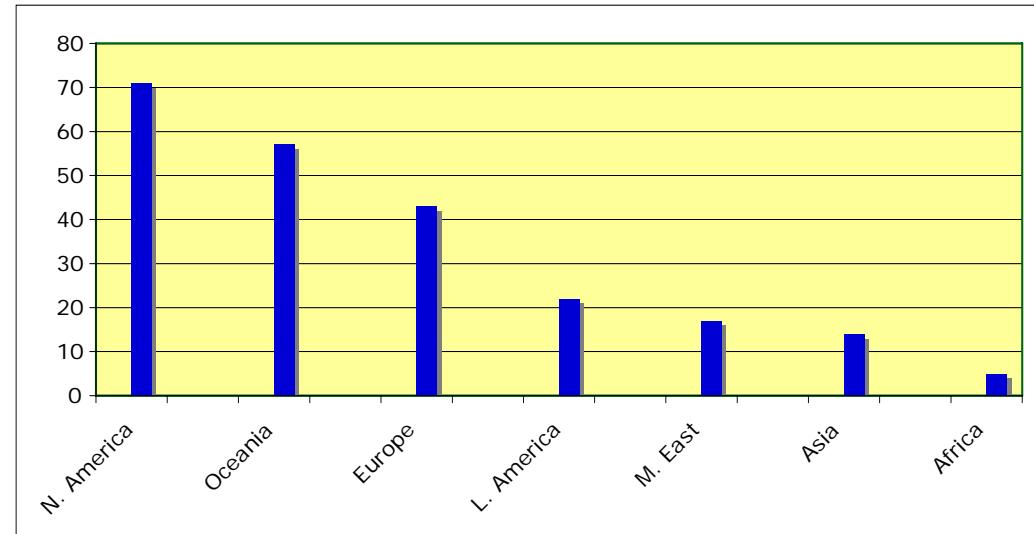
Search Engine Strategies
Conference & Expo - NY
March 17, 2008



Internet Population & Penetration

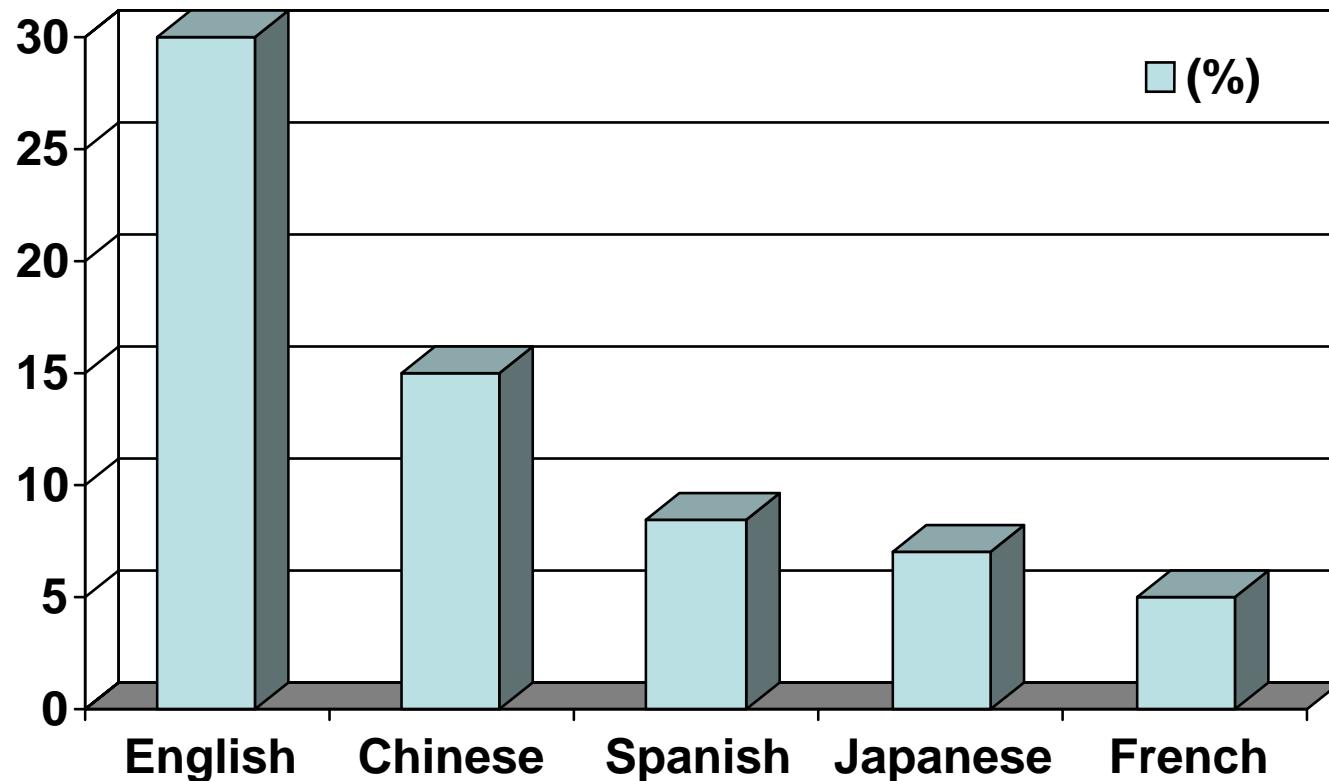


Population

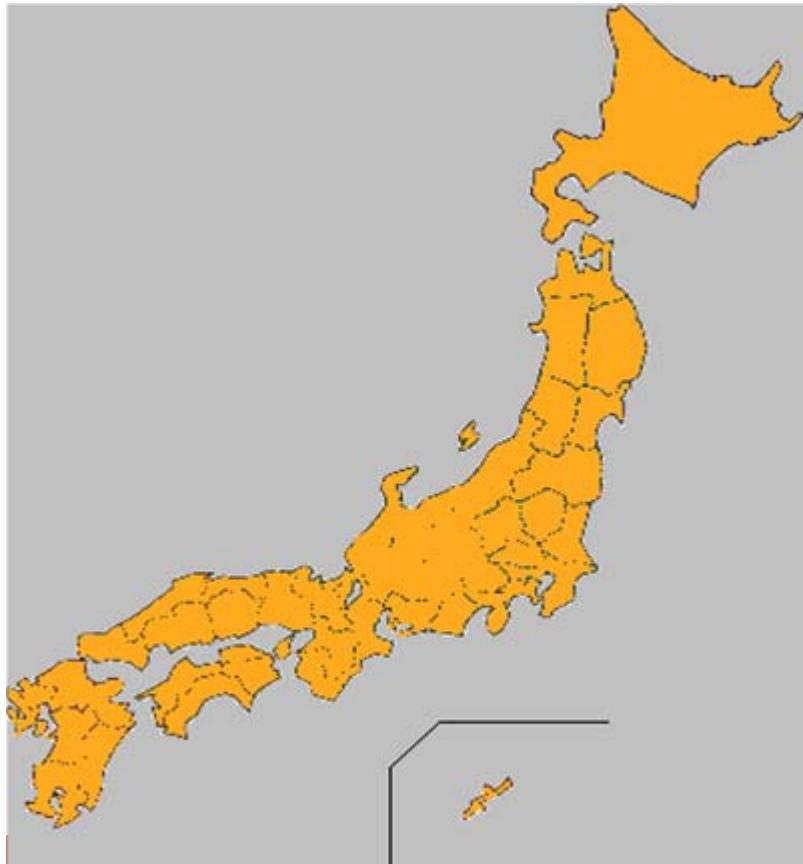


Penetration

Top 5 Languages on Web



Japan



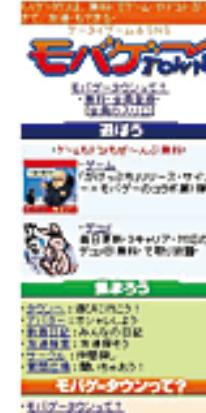
- 87.5mil on Internet
- 68% penetration
- 50%+ on Broadband
- Japanese: 4th popular language on Internet

What's hot?

- Mobile/Internet
 - Web, E-commerce, Blog, SNS, Video, etc.
 - SNS

The mixi logo features the word "mixi" in a large, bold, black serif font. To the right of the "i" is a yellow speech bubble containing the Japanese characters "ミクシィ". Below the main text is the word "version" in a smaller, italicized gray font.
 - Blog
 - Blog to book, TV shows, movies
 - Video

The YouTube logo consists of the word "YouTube" in its signature red and white sans-serif font, enclosed within a red rounded rectangle. A small "TM" symbol is located at the bottom right corner of the logo.

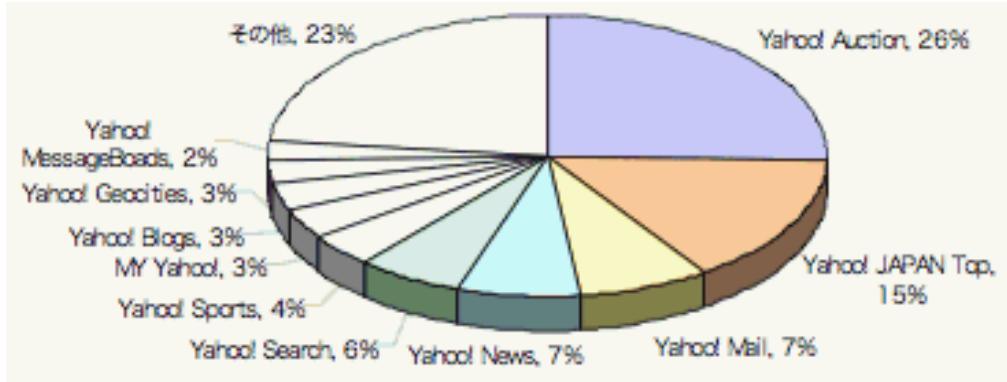
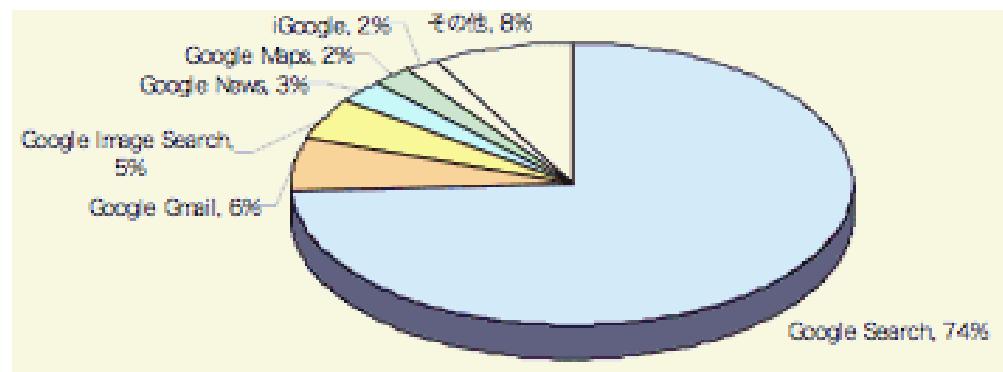


ニコニコ動画(RC2)
NICO NICO DOUGA

AJPR

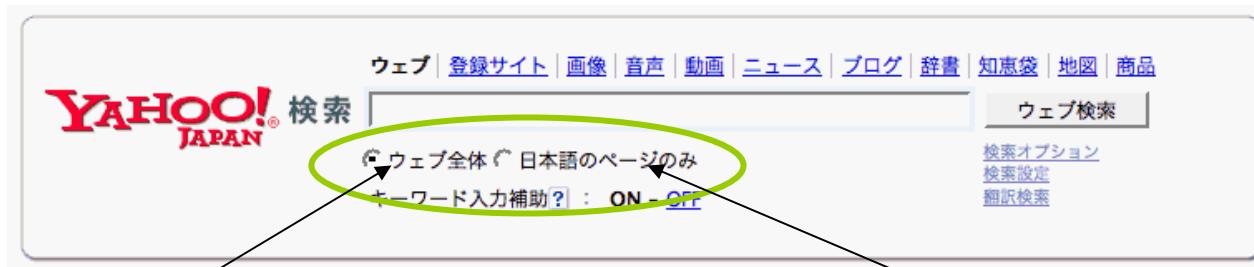
Top Properties

Top 5 Properties	Users/month (mil)
Yahoo	42.6
Google	27.1
Rakuten	27.0
NTT Communication	24.2
Microsoft	23.2



Search Options

All the web



Pages in
Japanese
language



The screenshot shows the Yahoo! Japan search homepage. At the top, there is a navigation bar with links to various services: ウェブ (Web), 登録サイト (Registered Site), 画像 (Image), 音声 (Voice), 動画 (Video), ニュース (News), ブログ (Blog), 辞書 (Dictionary), 知恵袋 (Knowledge Bag), 地図 (Map), and 商品 (Product). Below the navigation bar is the search bar with the placeholder "検索". To the right of the search bar is a dropdown menu titled "ウェブ検索" (Web Search) which includes links to 検索ナビメニュー (Search Navigation Menu), 検索設定 (Search Settings), and 翻訳検索 (Translation Search). A pink rectangular box highlights this dropdown menu. On the left side of the search bar, there is a list of 10 suggested search terms, each preceded by a small blue square icon with a white triangle pointing right, indicating they are clickable. The suggested terms are: 1. Yahoo!検索, 2. 郵便番号検索, 3. 揭示板検索, 4. 歌詞検索, 5. 電話番号検索, 6. ルート検索, 7. 検索サイト, 8. 検索エンジン, 9. 住所検索, and 10. 2ch 検索. Below this list is a note in Japanese about using the keyboard to select related words and execute the search. There is also a note explaining the meaning of the blue square icons.

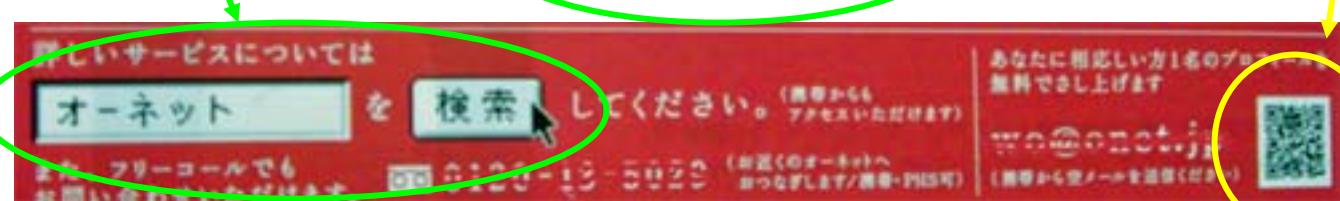
Keyword assist
(suggestions)

Click ▶ to view
more words
related to
suggested word

Search Box



QR Code



Mobile Internet

- Mobile web: i-mode, EZweb, Yahoo...
- More Internet access
- Official/non-official sites
- E-commerce
 - Payment method
- Mobile SEO/SEM



Language Issues

- 4 different sets of letters and characters
 - ひらがな、カタカナ、漢字、Roma-ji
- No spaces segmenting the words

高収益と豊富な資金力を背景に基礎科学研究にも力を入れ、ワトソン研究所などノーベル賞受賞者も排出している。米国での特許取得件数は14年連続トップである。
- Spelling variation

ベンダー／ヴェンダー／ベンダ 問い合わせ／問い合わせ／問合せ

Keyword Challenges

Venice

ペニス

ヴェニス

Venetia

ベネチア

ベネツィア

ヴェネチア
ヴェネツィア



"Screamer" by Motoko ;-)

ポート
Vote
Boat

ビーズ
Beads
B'z
Bees

ライス
Lice
Rice

Keyword Research

Must find the best (most popular) words/phrases used in Japan for SEO, and create the list of all popular words/phrases for PPC.

- Different words, spellings, character sets, etc.-

Search Engine

||

検索エンジン (102,000)

Or

サーチエンジン (16,000)

E-Commerce

||

E-コマース (4,300)

Or

電子コマース (460)

Consider These

- Localize it, don't just translate it.
- Conduct extensive keyword research.
- Have a room to adapt what works in Japan.
- Consider different doorways to approach Japan market.

Thank you!

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AJPR / Japanese SEO/SEM Services

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