



# SEO/SEM for Japanese Market

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# Internet Market In Japan

## Internet Population

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- 77.3 million+ (2003)
  - No. 2 in the world
  - 69.4 million (2002)
  - 11.6 million (1997)
- Penetration rate: 60.6%
  - No. 10 in the world
  - 54.5% (2002)
  - 9.2% (1997)

USA, **Japan**, China, UK,  
Germany, Korea, Italy,  
Russia, France,  
Canada.....

Iceland, Sweden,  
Denmark, Netherlands,  
Hong Kong, Norway,  
USA, UK, Korea,  
**Japan**.....

(Ministry of Public Management, Japan)



# Internet Market In Japan

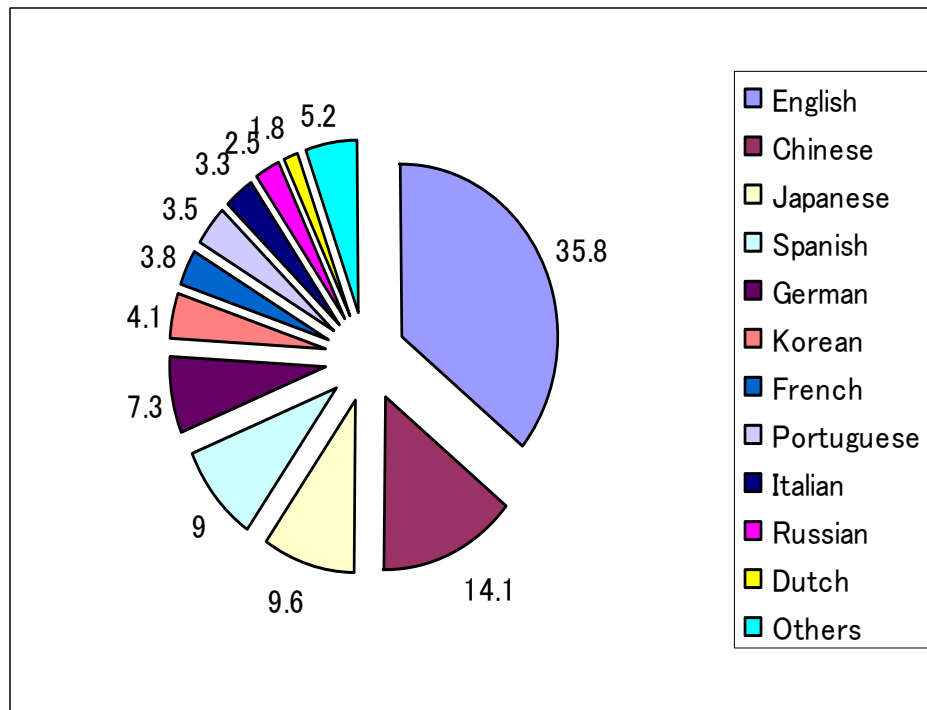
## E-Commerce

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- B2C
  - ¥1587 billion (2002)
  - ¥443 billion (2000)
- B2B
  - ¥60 trillion (2002)
  - ¥38.3 trillion (2000)
- Mobile users on Net
  - 69,732,000 (2004)
- Popular items purchased online
  - Books and CDs – PC users (40.4%)
  - Tickets – mobile users (25.6%)
- Payment methods
  - Credit card (48.2%)
  - Cash on Delivery (41.5%)

(Ministry of Public Management, Japan)

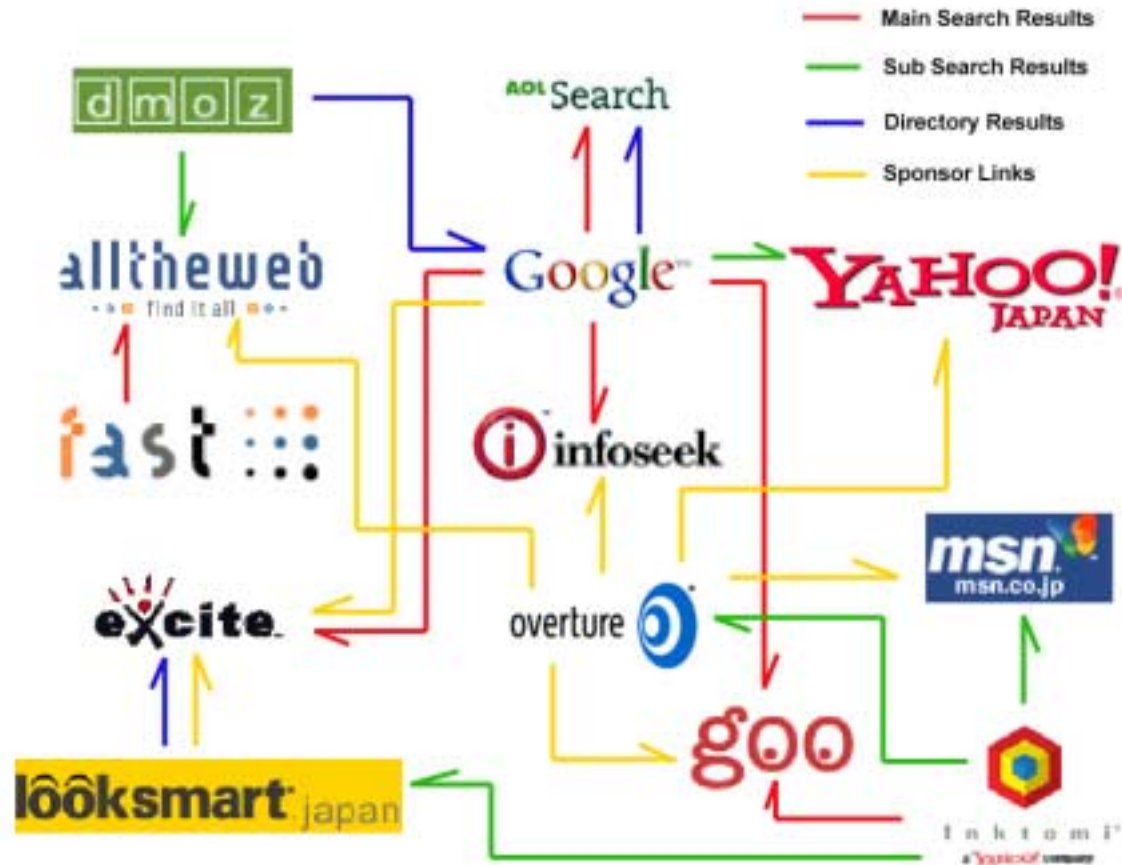
# Languages



- Japanese language has the third largest share (9.7%) on the World's Internet Market

(Ministry of Public Management, Japan)

# Japanese Search Engines





# Key Optimization Issues

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- Algorithm Compliance
  - Keyword(s) placement for prominence
  - Title, Meta description, Meta keywords, & ALTs
- Mobile Format
  - I-mode, EZWeb, J-Sky, etc.
  - Optimize mobile sites



# Problems with Japanese SE

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- Words are not separated by spaces in Japanese sentence
  - 「日本語の文章では、単語がスペースで区切られていません。」
  - 「本(book)」in「日本」「本日」「六本木」
- SE uses common dictionary terms
  - 「取れた／取られた／取った／取りました／取る」
  - 「ベニス／ヴェニス」
- SE have problems with words with “Okurigana”
  - 「組み替え／組替え／組替」



# Writing for Japanese SE's

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- Grammatical Problems (Machine)
- Keyword Density, Substitution
  - Product → “it”
- Tone Of The Voice
- Choosing The Right Words
  - Switzerland vs. Swiss
  - Website vs. Homepage





# Characters

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- Kanji, Hiragana, Katakana, & Romaji
  - 瑞西、すいす、スイス、Suisu
  - 検索、けんさく、ケンサク、Kensaku
- Double Byte
  - → x2 Space Required
- Text : Image : Coding



# Localize it for Japanese Customers

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- Site Image/Feel
  - Set the right tone for your target audience
    - Age, industry, gender, interests, etc.
- Message
  - Invite vs. Demand
    - “Please click” / “Click now!”
  - Imply vs. Instruct
    - “Next” / “If you would like to learn more, please see next page.”
  - Informative



# Expected Company Information

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- Business Sites Are Expected To Provide Company Information
  - Company (& shop) name, & address
  - Contact info. (name, phone, fax, e-mail)
  - Capital info. & organization info.
  - Price(s), tax, shipping, payment, delivery, claim, return, warranty, cancellation, & other info. => E-commerce sites



# Contact Information

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English/Japanese Website Localization  
Japanese Search Engine Optimization/Marketing



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