

## SERVICE OVERVIEW

# SEO Services.

## Rank for how Japan actually searches.

Japanese-market SEO usually fails for a simple reason: the keywords were translated, not researched. We build search visibility from how people in Japan actually type, ask, and decide — then back it with the technical and multilingual foundations that let it hold. You get a bilingual team that does the work itself and reports on traffic and conversions, not just positions.

### WHO THIS IS FOR

This is for foreign brands whose Japanese pages exist but do not get found — usually because keywords were translated rather than researched. It is equally for Japanese organizations building English or Chinese properties who need the multilingual architecture done right the first time. If your team wants honest reporting tied to business outcomes rather than screenshots of rankings, you will feel at home here.

## What's included.

**01**

### Japanese keyword research

Research built from how people in Japan actually search — kanji, katakana, and kana variants, question phrasing, and intent — not translated English keyword lists.

**02**

### Technical SEO

Crawlability, indexation, site speed, structured data, and rendering issues found and fixed, with clear tickets your developers can act on immediately.

**03**

### **On-page optimization**

Titles, headings, metadata, and internal linking written by bilingual humans who understand both the search engine and the reader.

**04**

### **Content strategy**

A topic map and editorial briefs matched to real Japanese search intent, so every new page has a defined job and a defined audience.

**05**

### **Multilingual and hreflang architecture**

Clean EN/JA/ZH site structure with correct hreflang signals, so each language version competes in its own market instead of cannibalizing the others.

**06**

### **Reporting on outcomes**

Rankings, organic traffic, and conversions in one honest report — what moved, what did not, and what we are doing about it.

## **How we deliver.**

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**1**

### **Discovery and research**

We learn your business, your markets, and your margins, then research how your customers in Japan actually search — before touching a single page.

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**2**

### **Audit and roadmap**

A full technical and on-page review of your properties, distilled into a roadmap ordered by impact, not by what is easiest to invoice.

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**3**

### **Foundations first**

Technical fixes, hreflang architecture, and on-page corrections ship early, because content built on a broken foundation is wasted effort.

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**4**

### **Content and optimization cycles**

Ongoing briefs, new pages, and refinements to existing ones — each cycle informed by what the previous one taught us.

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**5**

## Measure and adjust

A plain-language report tracking rankings, traffic, and conversions, plus a working session to decide what we prioritize next.

## Deliverables.

- Japanese keyword and intent research document
- Technical audit report with prioritized fixes
- SEO roadmap ordered by impact and effort
- On-page optimization specs, page by page
- Multilingual architecture and hreflang map
- Content briefs and editorial calendar
- Implementation tickets your developers can act on
- Monthly report covering rankings, traffic, and conversions

## What we measure.

Rankings across the agreed Japanese and multilingual keyword set

Organic sessions by market and language

Organic conversions and leads attributed to search

Click-through rate from search results on priority pages

Indexation coverage and crawl health

Share of non-brand organic traffic

## Pricing.

**From ¥150,000/mo.**

Retainers from ¥150,000/month. One-off technical audit plus roadmap from ¥250,000.

Guideline pricing. Your final quote is tailored to scope after a short discovery conversation — email us and we will take it from there.

## How we start.

- 1 Discovery**  
A short email exchange (or call, if you prefer) to understand goals, audience and scope.
- 2 Proposal & quote**  
A tailored plan with a fixed quote — scope, timeline, deliverables and KPIs agreed up front.
- 3 Agreement**  
The contract is signed electronically through our secure e-sign portal. No printing, no fax.
- 4 Kickoff & portal access**  
You get access to your OJI client portal — tasks, progress, files, notes and deadlines, all in one place.
- 5 Delivery & reporting**  
Work ships on the agreed rhythm, with transparent updates and plain-language reports against the KPIs we set.

## **Common questions.**

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### **We already do SEO in English. Why does Japan need separate work?**

Because Japanese search behavior is genuinely different, not just translated. The same product gets searched in kanji, katakana, hiragana, and romaji variants — often with different intent behind each. Directly translated keywords usually target phrases nobody types. We research from Japanese search data first, then align it with your global strategy so the two reinforce each other instead of competing.

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### **Should we start with the audit or go straight to a retainer?**

If your site has never had a proper technical and Japanese-language review, start with the audit — it gives you a clear picture and a prioritized roadmap you own outright, whether or not you continue with us. If you already know the gaps and want steady execution, a retainer makes more sense. We will tell you plainly which one fits after a short email exchange about your situation.

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### **Do you implement changes, or just hand us recommendations?**

Both, depending on your setup. If you have a development team, we deliver specs and tickets they can act on directly, and we review the work once it ships. If you don't, we can implement on-page and content changes ourselves on most common platforms. Either way, recommendations never sit in a PDF gathering dust — we track every item through to done.

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## Let's talk.

Email is fastest — tell us your goals and we'll reply within one business day.

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