

TransPerfect Helps Pan Pacific

Boost China Site Traffic by 466%



PAN PACIFIC
HOTELS GROUP



*The benefit of
working with a
language services
partner on SEO
is clear.*

—Digital Marketing Manager
Pan Pacific Hotels

In order to expand its reach in China, Singapore-based Pan Pacific knows the value of optimizing its website pages for Baidu—China's leading search engine.

TransPerfect's SEO team conducted a thorough audit of Pan Pacific's global website and optimized 200 web pages across six properties with local market keyword research and content editing. Consequently, traffic from Baidu increased by 466% and time spent per session grew by 1.5 minutes.