

# **Navigating the American Digital Landscape**

**A Guide for Japanese Companies**

# Basic Differences Between Japan and American Digital Practices

## Local SEO

- America is huge, so tailoring your site with local SEO is crucial. Particularly for companies serving specific geographic areas.
- This involves optimizing websites for local search queries. American's have a lot of different slang for different things.
- Ensuring local business listings are accurate.
- Encourage reviews
  - On the point of reviews, they are different here than America. For example, a 3-star review in America is pretty bad. A 4 is ok, and a 5 is great.
- Use, verify, and optimize your Google My Business.

# Basic Differences Between Japan and American Digital Practices

## **Brand Recognition and Consumer Behavior**

- Major vs. Indie Brands:
  - American consumers have a preference for authenticity and personal touch. This can sometimes lead them to favor indie brands over major, established ones. This trend is partly driven by a cultural push towards supporting smaller businesses perceived as more transparent and community-oriented. This is very popular among the younger generation.
- Personal Connection:
  - In the U.S., consumers often seek a personal connection with brands, expecting them to show genuine care for their customers.
- Experimentation and Innovation:
  - American consumers are typically more open to experimenting with new brands. Especially those that innovate or disrupt traditional markets.
- Authentic Foreign Products:
  - There is a recent trend for Americans wanting an authentic product. They are tired of American companies offering a “whitewashed” product from another culture. So, this is an avenue Japanese companies can take when promoting to American audiences.



# Design Preferences in the American Market

## Design Elements

- **Minimalism:**
  - American web design heavily favors minimalism. Which involves using clean lines, ample whitespace, and a limited color palette. This approach helps to focus the user's attention on the most important content.
  - This is changing in Japanese websites recently. The current trend is to emulate more Western style websites with a more clean and simple look.
- **Adaptive Designs for Various Devices:**
  - With a significant portion of web traffic coming from mobile devices, American websites prioritize responsive design.

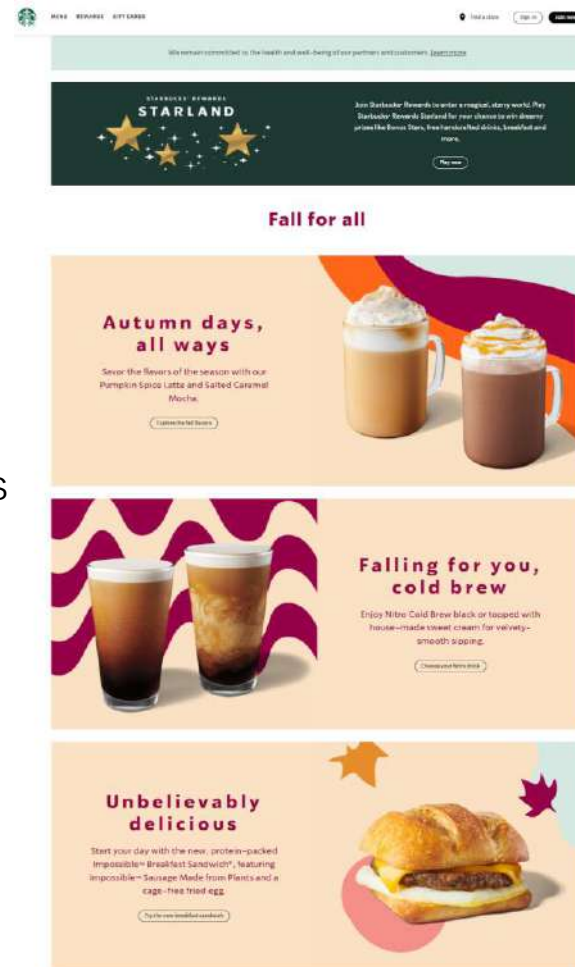


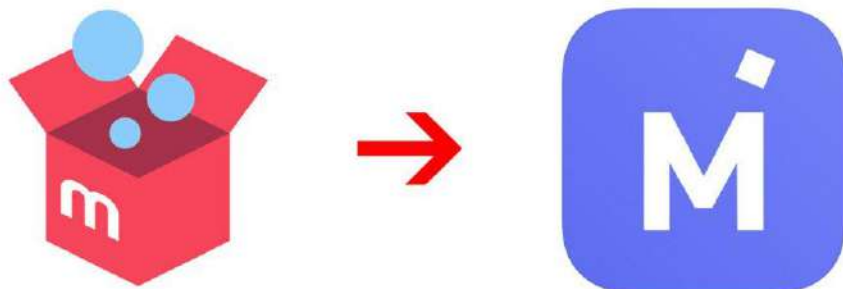
Image citation :  
<https://www.starbucks.com/>

# Design Preferences in the American Market

cont.

## Logo and Branding

- Simplicity and Versatility:
  - In the American market, logos and branding are designed to be simple. This is partly based on consumer taste and partly to ensure they work across various platforms.
  - I think this is a trend Japan is adopting as well.



[Reference: Logos from the Japanese site and the American site of Mercari, Inc.]

# Design Preferences in the American Market cont.

## **Content Strategy**

- Directness:
  - Content on American websites tends to be direct and to the point. American readers often skim rather than read in-depth.
- Engagement With Multimedia:
  - American websites often incorporate a variety of multimedia elements such as videos, interactive tours, and infographics.



# B2B Marketing for Japanese Companies Branching Out To America

## Professional Network Optimization

- In the U.S., platforms like LinkedIn play a crucial role in B2B marketing. Optimizing a company's LinkedIn profile and actively engaging on this platform can lead to significant networking opportunities.

## American Business Culture

- Direct Communication:
  - American business culture values directness and straightforwardness in communication. B2B interactions are expected to be clear and concise, with straightforward proposals and minimal ambiguity.
- Negotiation Styles:
  - American businesses appreciate transparency in terms and conditions and a straightforward approach to discussing contracts and agreements.
- Value-Driven Approach:
  - American businesses focus heavily on ROI and the value a product or service brings to their operations. B2B marketing should highlight how the offering can help improve efficiency. Case studies and testimonials are particularly effective.

# B2C Marketing to Foreigners Coming To Japan

## **Transparency**

- Transparency:
  - This involves clearly communicating product details, pricing, and policies. American consumers appreciate knowing exactly what they are purchasing and the ethics behind the product.

## **Website Design for B2C**

- Emotional Branding:
  - American audiences want to be connected to on an emotional level. For Japanese companies, this could involve sharing stories of craftsmanship, heritage, and the cultural significance of their products.
- Authenticity
  - American consumers have shown a growing preference for authenticity, which means they are more likely to engage with brands that offer genuine feelings and products.



# B2C Marketing to Foreigners Coming To Japan

## **Authentic Foreign Products**

- There is a significant market segment in the U.S. that values authentic experiences and products, especially from cultures different from their own. Japanese companies have the opportunity to market their products not just on utility, but as gateways to experiencing Japanese culture and tradition.

## **Marketing Genuine Experiences**

- For those visiting Japan, emphasize the authentic experiences they can have. Focus on how the products are part of cultural immersion.
- Talk about how products are made, who makes them, and the story behind them.

# YouTube and Social Media Trends in Western Media

## Content Style

- YouTube, and all other social media to be honest, tends to take a very personalized and casual approach.
  - In YouTube in particular, it is common for even company channels to have a laid back feel. Typically it's just a person, in a well decorated room, dressed casually, talking to a camera.
  - American audiences who watch YouTube, even for corporate channels or professional goals, want a casual feeling. They want to feel like the YouTuber is just talking to a friend. Not a businessman selling a product.
  - Example: <https://www.youtube.com/watch?v=EsfaZTlscLw>
- **Other Social Media Differences**
  - Again, a casual and laid back style is popular across all social media platforms. Even for professional brands. Being too formal with your audience can come off as cold or like the brand just wants the customers money.
  - Example: [https://www.tiktok.com/@ryanair/video/7347993781087554848?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7368300610871199240](https://www.tiktok.com/@ryanair/video/7347993781087554848?is_from_webapp=1&sender_device=pc&web_id=7368300610871199240)
  - Example: <https://x.com/Starbucks/status/1651254817262563333>

# American Searching Habits

## Where Americans Get Their Information

The largest sources of information from social media outlets, friends recommendation, Google search, and some television.

- Social Media: TikTok, X (Twitter)
- Television: News outlets and commercials.

**This seems to be split between age demographics.**

- Ages 18-29
  - TV – 41%
  - Social media – 69%
  - News sites – 59%
  - Search Engines (Google) – 77%
- Ages 30-49
  - TV – 53%
  - Social media – 55%
  - News sites – 70%
  - Search Engines (Google) – 74%
- Ages 50-64
  - TV – 72%
  - Social media – 40%
  - News sites – 72%
  - Search Engines (Google) – 71%
- Ages 65+
  - TV – 85%
  - Social media – 34%
  - News sites – 63%
  - Search Engines (Google) – 62%

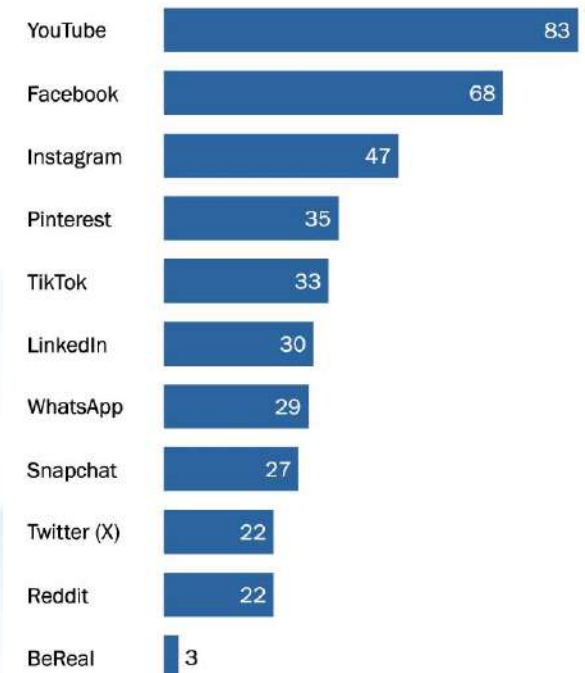
# American Searching Habits Cont.

## What Social Media Is Most Used By Americans?

- YouTube and Facebook are the largest in use for Americans.
  - 83% of adults use YouTube
  - 68% of adults use Facebook
- However, there is another split by age groups.
  - Ages 18-29
    - 78% use Instagram
    - 65% use Snapchat
    - 62% use TikTok
  - Americans ages 30-49, and 49-64 fall somewhere in between for all three of these platforms.

### Most U.S. adults use YouTube and Facebook; about half use Instagram

*% of U.S. adults who say they ever use ...*



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.  
"Americans' Social Media Use"

**PEW RESEARCH CENTER**



# Conclusion

- **Main Differences**

- Tailor your SEO locally.
- Reviews are different.
- Google My Business is important.
- Indie brands can have a stronger appeal to American consumers.
- Consumers want a personal emotional connection with brands.
- American consumers are typically more open to experimenting with new brands.

- **Design Preferences**

- Logo design is slightly different.
- American web design heavily favors minimalism.

- **B2B**

- American business culture values directness.
- American businesses appreciate a straightforward approach.
- American businesses focus heavily on ROI.

- **B2C**

- Market genuine experiences and foreign products.
- Americans want Authentic Foreign Products.

- **Social Media**

- Very laid back and casual style.
- Emotional connection with your audience is important.
- It's common to use strange or shocking advertising ideas (this may be common in Japan too.)

- **American Searching Habits**

- Most Americans gain their information from social media.
- The social media most used in America being YouTube, Facebook, Instagram, Snapchat, and TikTok

# About Us

# Introduction of our company 「Tokyo SEO Maker」

Digital marketing company specializing in SEO

## Tokyo SEO Maker

<https://www.switchitmaker2.com/>



- ✓ 12 years through over 2,000 clients has been supported
- ✓ Extensively and longly researched in Japanese search engine algorithms
- ✓ Show up on the first page of Japan google by these Japanese keyword , [SEO Strategy] [SEO Tokyo] [SEO Consulting] [What is popular content?] .
- ✓ With over 7,000 keywords ranked, Tokyo SEO Maker boasts top-three placements for more than 100 critical SEO and content-related terms.

# Why Clients Choose Tokyo SEO Maker

## Reason 1

### Experts for All Things SEO



Web marketing is about building a sales engine online. Mastering SEO is key to driving efficiency and success.

With our deep understanding of the latest Google algorithms, we offer advanced, result-driven SEO solutions.

## Reason 2

### Experts in Analysis



Every site is unique. That's why we start by thoroughly understanding your current situation through detailed 3C analysis.

Count on us for data-driven marketing solutions that deliver real results.

## Reason 3

### Both Domestically and Internationally



Different cultures and search engines require unique strategies.

Leveraging our strong point in trilingual SEO expertise, we implement effective marketing measures both domestically and internationally, including in the U.S., Europe, and Asia.



# Japanese Consultant

## SEO Consultant



CEO  
SEO Consultant  
**Takeshi Amano**

He is a marketing expert holding a GAIQ. After graduating from Nihon University's Faculty of Law, he broadened his international perspective and language skills through extensive travel in Australia, Italy, France, Thailand, Cambodia, and a year-and-a-half-long stay in the UK. Before founding Admano in 2012, he gained 12 years of valuable sales experience in an advertising agency.

## SEO Consultant



SEO Consultant  
Web Analyst  
**Ayaka Kuragami**

SEO consultant and web analyst, backed by extensive experience in web production. Starting her career as a coder, she developed expertise in UI/UX design and analytics. Her transition to an SEO consultant and web analyst was driven by her diverse experiences in website creation, enabling her to develop specialized strategies for our clients.

## SEO Consultant



SEO Consultant  
Web marketer  
**Noriyoshi Otaki**

A specialist involved in advertising operations and recruitment support for many years. Holder of Google Analytics Individual Qualification GAIQ. Worked in an advertising agency for 20 years, supporting various advertising contents, mainly in the recruitment field, as a marketer. After joining Admano, responsible primarily for job site SEO and owned media strategic planning consultation.

# International Web Consultant

## Thai & English Consultant



Web Consultant & Web Analyst  
**Paveena Suphawet**

A trilingual professional in English, Thai, and Japanese, she has numerous achievements in international SEO. She studied the latest IT technologies at Assumption International University, Thailand, and majored in International Business at the University of Greenwich, UK. After She worked at ExxonMobil's in Thai, she became a member of Admano.

## English Consultant



Seo Consultant  
**Greer Julianna Hope**

Experienced Native English-speaking Copywriter and Marketing Expert skilled in crafting compelling content, implementing effective marketing strategies. Proficient in American SEO techniques and website design. Dedicated to maximizing brand impact and optimizing online presence. Graduated from New Media Communications. New media is any media that are delivered digitally. Earning a degree make me an excellent way to develop a wide array of skills to work in media and technology across many industries.

## French Consultant



Seo Consultant  
**Mathieu Julien Villard**

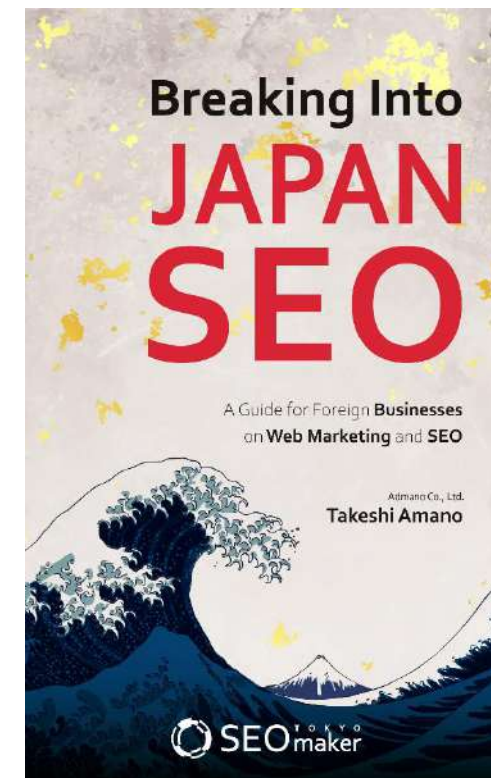
Graduated from the Department of Japanese Studies at the University of Grenoble in France, obtained a Brevet de technicien supérieur MCO (Management of Commercial Operations), and a Diplôme Européen d'Études Supérieures en Marketing (European Diploma in Advanced Marketing Studies). Currently responsible for Japanese public relations in the nuclear industry at a French company, with deep knowledge of Japanese culture and history. Skilled in coding and technical SEO. Active as a representative at Admano's French branch.

# Company Profile

Site Name	Tokyo Seo Maker ( <a href="https://www.switchitmaker2.com/">https://www.switchitmaker2.com/</a> )
Company Name	Admano Co.,Ltd ( <a href="https://admano.co.jp/">https://admano.co.jp/</a> )
Corporate Corporation Number	0115-01-017825
Date of Establishment	July 11, 2012
Representative	Takeshi Amano
Capital	10,000,000 YEN
TEL	03-5394-8107
FAX	03-5980-9170
Address	3-1-1 Sumagura Sakura Namiki Dori Building # 301, Sugamo, Toshima-ku, Tokyo 170-0002, Japan
Business Operations	Search engine optimization (SEM/SEO) / Web production / System development / Web marketing / Internet advertising business
Banking Information	Johoku Credit Union, Komagome Branch Sugamo Credit Union, Main Office Business Department

# Tokyo SEO Maker (Admano Co.,Ltd) Publications

You can find them with the Amazon Kindle Unlimited plan.





# Getting Started

# Usage flow



# About Our Service

# Execution Schedule # example format

The execution schedule varies in detail for each customer. We formulate an original plan for each customer.

measures	1st month	2nd month	3rd month	4th month	5th month	6st month
website improvement	renewal		SEO site audit			
	UI Check/Technical SEO Check					
Link building implementation	Maintenance of 5 links					
	3 links from media		3 links from media			
	3 links from media			5 links from media		
Content SEO implementation	Article Direction Submission					
	Alignment	execution	how many articles can be done per month?		Effectiveness verification	
Efforts other than media publication and SEO	Planning		Media publication application			
			press release	Citation Acquisition		



## Q. What are your SEO measures?

A. An SEO consultant works with the team to formulate an SEO strategy and work on improving SEO on a monthly basis. If necessary, we will support the implementation of SEO work. The goal is to help your keywords rank higher in search engines and increase organic traffic and conversions. Specifically, we will carry out internal SEO measures and external SEO measures.

## Q. How will SEO measures be reported?

A. Tokyo SEO Maker (our company) will send monthly reports by email and hold monthly meetings using ZOOM or Google Meet. We make ranking reports, site improvement reports, confirm problems, etc., and share the details of our measures with our customers once a month. It's easy to see what we did and which team member did the work. Having everything in sight will give you peace of mind and keep you moving in the right direction.

## Q. How long does it take to see the results and effects of SEO measures?

A. It takes about half a year to a year for the SEO effect to appear. The time it takes to see results from SEO measures depends on many factors, such as past penalties, the status of competitors, the age of the domain, and the current ranking of the site. The goal of SEO is to appear on the first page of search results, and a gradual increase in ranking will also increase the brand and overall awareness of your site. SEO requires long-term efforts, and steady efforts are essential to achieve top rankings.



Tokyo SEO Maker is a professional team of digital marketing experts that solve "any challenge" through solid strategic consulting. Founded in 2012 by a leader who has been researching the web with a focus on SEO from the early days of search engines, we have developed a unique set of top-ranking strategies through years of algorithm research and testing. By creating an efficient internal system, we have been able to deliver high-quality services.

Today, we have expanded our business beyond SEO, constantly updating our technology and expertise to stay at the forefront of digital marketing. We view marketing as the "creation of systems to sell products and services." We believe that "optimizing this system efficiently is the shortest route to increasing revenue," and this principle is fundamentally the same as SEO, which optimizes search engines.

By sharing the techniques we have developed through research and practice without holding back, and by striving to deliver "the best and most dedicated performance we can achieve," we have supported over 2,000 companies domestically and internationally as of 2024.