

genero

Top 3 SEO Challenges in Finland and How To Master Them

SEO in Finland is a little bit different from search engine optimization in English or many other languages. Finnish is a tricky language to learn, and it seems that Google does not really master it yet.

Challenge 1

Finnish is a language with a lot of suffixes.

Example: “in the car” is just one word in Finnish; “Autossa”. The word “in” does not really exist in Finnish. It is the same way with the words “on”, “with”, “from” and “to”, and many more. So to take the car, to go “with the car” would be just “autolla”.

If you try to write a search engine optimized text in Finnish and want to target one phrase or word, the problem is that Google often sees the different formats of words as separate words. If you want to target the whole keyword, you should try to get every suffix of the word represented in the text. There are at least ten of them. And that is why it is very hard to make the text flow in a natural way. It can easily start to look a little spammy.



Top tips for suffixes

1. Check which of the suffixes are the most relevant ones and have the most searches and target those.
2. Try to write as natural content as you possibly can with all suffixes you have chosen to optimize.

Challenge 2

Finnish is also a language with long words.

Example: a phrase “Digital marketing is cost-effective” (35 letters) translated into Finnish is “digitaalinen markkinointi on kustannustehokasta” (47 letters). That’s 12 letters more than in English and you have the same amount of letters to use in SERP.



Top tips for SERP and long keywords

1. If your keywords are long, try to use them without suffixes because they will make the words even longer.
2. Try to find short words to create click-friendly SERP texts. You can use words like “upea” (fabulous), “löydä” (find), “osta” (buy) or in the example above you could replace the word “kustannustehokasta” with “edullista”.

Challenge 3

Search volumes in Finland are low.

Example: “autovakuutus” is quite a big keyword in Finland with 5400 monthly searches. Just to compare, take “bilförsäkring” that has 33100 monthly searches in Sweden and “car insurance” that has 550 000 monthly searches in the UK.



Top tips for low search volumes

1. Try to find as many related keywords and long-tail keywords as you can to gain a maximum amount of traffic related to the subject.
2. Top 3 positions are very important because these positions get most of the traffic.

Pro Challenge

Another challenge in Finnish SEO is that most search engine optimization tools are not made for Finnish market. Therefore they do not include any Finnish words, or even Google.fi in the toolbox.

The SEO tools all have a lot of keywords indexed in English, Swedish and other languages except for Finnish. This makes it hard to get fast reports or find top keywords that competitors are optimizing for.



How to manage this problem?

You have to do the work yourself and add the Finnish keywords, find the competitors and wait for the results. You also have to do a little bit more work to find out who are the biggest competitors and which keywords are they optimizing for.

Are you looking for a partner for digital marketing, or even more specifically, would you like to improve your SEO in Finland? Be sure to drop us an email or call us, and we can discuss your specific challenges more in detail before providing you with our best suggestions for solving them!

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