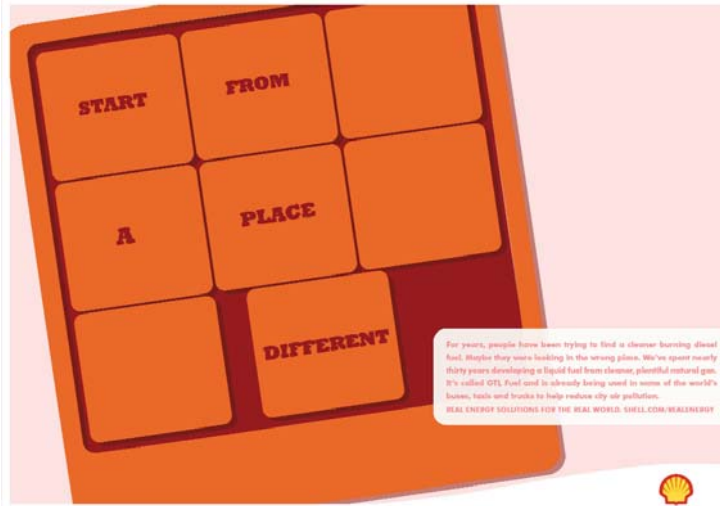


Shell GTL press ad



We were briefed by JWT, Shell's advertising agency, to adapt a number of press ads and an animated website for the Shell GTL (Gas To Liquid) campaign.

Along with the website copy, we were asked to provide a full Search Engine Optimization (SEO) service and Google Adwords pay-per-click (PPC) campaign in German, Mandarin, French (for Canada) and Dutch.

By using the same copywriters that had worked on the web copy, we were able to ensure that the keyword translations and Adword copy were consistent with the actual copy on the website.

In all we translated 2,200 keywords, 40 creatives in 17 ad groups. We also translated the Alt Image text and all of the off-page optimization meta data.

# Shell GTL



Shell GTL website in Mandarin

Links to the language versions of the websites

- <http://realenergy.shell.com.cn> (Mandarin for China)
- <http://realenergy.shell.ca> (French for Canada)
- <http://realenergy.shell.de> (German)
- <http://realenergy.shell.nl> (Dutch)



长久以来，壳牌一直在为世界的能源新世纪也会带来新的挑战，但只要到答案。

Mother  
Tongue  
Writers



A world of  
difference