

WHY WEBSITE LOCALIZATION?

International markets have become a key way to achieve long-term growth for many companies. But to reach out beyond a company's national borders effectively, a company must consider localizing its website. Zia Daniell Wigder, senior researcher at JupiterResearch, states it plainly in her recent Web Site Localization report: "Large companies that are not developing content for non-English-speaking markets—domestically or internationally—risk losing market share to competitors with relatively more targeted strategies."

Research shows that translating your website offers key benefits such as:

- Significantly greater market exposure
- Product/service awareness and recognition
- Customer retention
- Reduced call center support required

MCELROY'S WEBSITE LOCALIZATION SERVICES

McElroy Translation offers extensive website localization services. We work with your product, marketing, and corporate teams to develop a localized website that is linguistically accurate and visually appropriate for your target audiences. The final product will be consistent with the corporate image and message while also conveying a local image that will spotlight your understanding of each market you enter.

Translation is a major part of localization. The first step is to determine which markets and languages are most important to offer on the website. The top 10 global brands localize their sites, on average, into 30 languages. You may only need to consider a couple of languages. Either way, McElroy provides services for all of the world's major languages and locales, as well as for some of the more exotic languages and dialects. We can provide you a list of languages that we have most recently translated to give you an idea of the scope of our translation experience, but we are by no means limited to this list. In fact, we have provided translations for more than 220 languages in the past seven years.

During the translation step, idiomatic expressions commonly found in business language will be "transcreated," meaning they will be changed in the process of translating them to terms that are meaningful to the target audience. For example, some American English idiomatic expressions that would not be meaningful without "transcreation" are: as a rule, make a request, red tape, sure thing, spin on a dime, and many more.

In addition to the language, our website localization experts also consider other elements, such as local variations on what is appropriate, monetary differences, regulations and internationalization of standard elements. Internationalization includes text expansion/contraction within navigation graphics, developer questions regarding the extent of separation of coding and content, management of alt image and metadata text, recreation of Flash or other animated elements, and how graphic content and placement affect SEO (search engine optimization).

McElroy also offers expertise and experience in managing the technology, local market knowledge, and infrastructure necessary to deliver your localized website consistently and effectively. We provide localization of text and visual content combined with site-design expertise. We are able to perform functionality testing, maintain version control, leverage prior translations, and work with your content-management system to ensure consistency.

MULTILINGUAL SEO

When a nonnative English speaker is searching for your product on the web ("Security Appliance," for example) the user may type some of the keywords in his or her own language. If your website is English only, you are likely to be missed by these searches. Since web searching is no longer predominantly in English, a large chunk of your global market will never know you are there. It is important to consider multilingual search engine optimization to make sure your customers can find you. McElroy can help ensure that your website AND your access to the world through search engines are optimized.

McElroy is committed to developing the right localization solution to meet your exact requirements. Our team of localization professionals will work with you to ensure your localized website is delivered on time and within budget.