73% of people prefer to buy from a website that is in their native language and from a shopping cart that has **not** been translated by Google translate with distorted text and formatting.

73% of the world does not use English to communicate. If you aren't speaking and writing in their languages, you are speaking with the remaining 27%.

What opportunities are you missing?

Translation of a website requires more than translating the text:

- Meta tags and underlying code required for search engine optimization in the local language;

- Translation of all media assets: pictures, graphics, flash animations, HTML 5 animations, video, audio;

- Translation of pop up messages, error messages, or confirmation messages sent via email, Twitter, etc.

- Translation of messages to take into consideration cultural differences

- Translation of website templates;

- Translation of attachments, such as PDF files, Power Point presentations, etc.

- Content Management Systems (CMS) that generate web pages "on the fly".

✔ Review your original website for text that is irrelevant to your target audience

✔ Different writing systems take up different amounts of space on a page or use a different format;

✔ Images and ads may need to be redone, colors changed to suit a different culture

✔ Some types of social media are developed and are very popular in other countries

Use a CMS that works well with several different languages

Choosing a Localization Vendor

Find the right translation team:

- Experienced in website translation and localization

- Very fluent in both the source and target languages

- Native speaker of the target language

- Have In-country linguists

- Background in the industry that they are doing translation for

- Certification from a qualified language school, ATA or other recognized organization

What is localization?

Website Translation and Localization

It is the process of modifying an existing website to make it accessible, usable and culturally suitable to a target audience.

The original message does not change. It just gets translated and adapted to suit a target culture

If you are a business owner, big or small, in order to reach a broader market, you need to consider prioritizing localization.

Translation of a website requires more than translating words.

The website must be translated in a linguistically and culturally appropriate way.

Adopt vocabulary, grammar, punctuation, style and level of speech to make sure the language used reflects the target audience's culture and society.

Localization includes:

1. Localizing Layout and Site Navigation

2. Adapting Pictures to the Audience

3. Localizing Symbols

4. Adapting Colors to Cultures

5. Checking Brand names

6. SEO

Website Translation and Localization for a Polished Online Brand Presence

Is it possible to create a global website design (one that serves most users regardless of their location), rather than design, engineer and localize the entire experience for each market?

No: there is no one-size-fits-all solution you can easily tweak for particular locales.

The buying journey for users is <u>different</u> in other cultures

- US and French markets favor images of people and a variety of colors.

- Saudi Arabian websites use fewer colors and images of people.

- Americans prefer to see pricing up front for digital products like courses

- Saudis prefer to get lots of information about courses before they subscribe
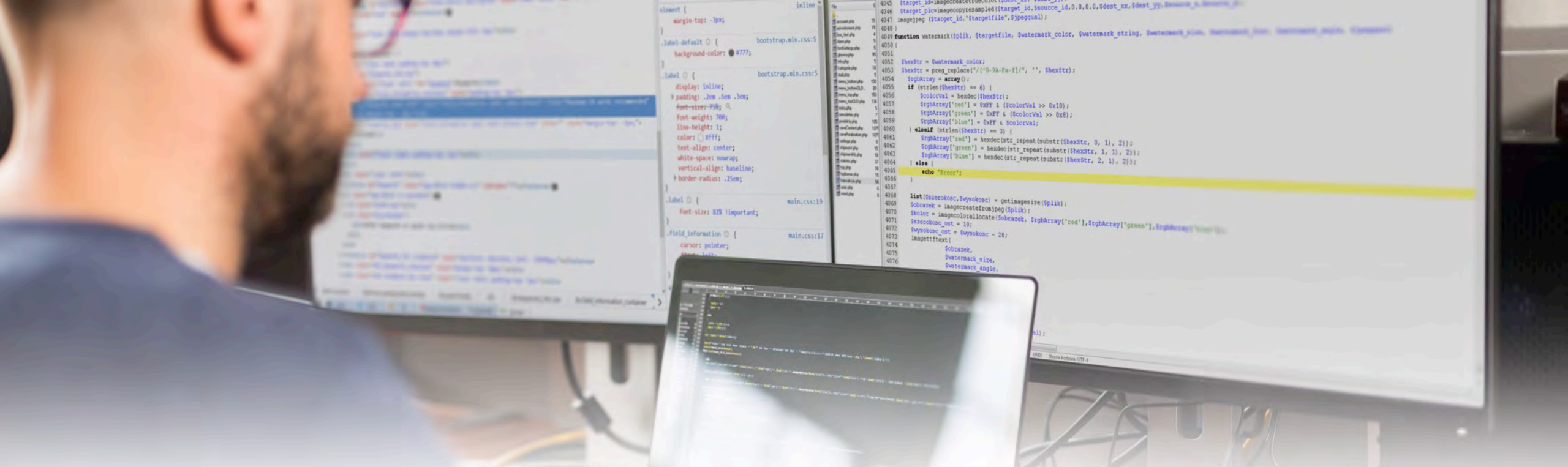
Customizing your website is time-consuming and costly.

Keep costs low by localizing for the most important ones
or for groups of markets with commonalities.

Make your main site as "usable"
as possible on an international scale.

Providing Your Website Visitors with a Great Experience.

- **User experience (UX):** Factors related to how users perceive and feel about a site.

- **Usability:** Factors related to a website's functionality, independent of the country.

Goal completion

Users must achieve their goals independent of where they live or who they are.

1. "What is the main goal of our website?"

2. "Can users do what they're supposed to do?"

3. "How easy or difficult is it for them to reach that goal?"

The path to that goal should be:

- Clear
- Logical
- Quick to load
- Easy to navigate

Accessibility

Basic questions to ask:

- Is there a good color contrast between the text and the background for people with visual impairments?

- Is the text large enough to be read on the devices your users prefer?

- Have you added all text to describe images and heading tags (H1, H2, etc.) to divide sections of content for people who use screen readers?

- Are shortcuts available for people who don't use a mouse?

  - As mobile continues to trump desktop, make your website accessible across devices.

Two distinct groups with unique patterns of behavior.

Serious buyers

- Returning visitors spend more time and look at more pages.

New visitors

- Between 70% and 96% of first-time visitors will never return.

- Make your user experience relevant to each segment.

Bonus Tip:

Don't just optimize for the typical behaviors above—look at your own data. For example, evidence of *new* visitors spending more time on your site might indicate they're struggling to find the information they need.

What if this is not enough?

Localizing for separate markets is costly in terms of development and management

Make your website easy for all humans to use (usability) and provide a good experience (UX).

Once you've built the foundation of a cross-cultural site, turn to analytics or user testing to reveal which areas of design need localizing.

We offer end-to-end solutions that cover all aspects of the website translation in order to avoid communication and translation breakdowns.

From website copy to graphics and multimedia, your message will never get lost in translation.
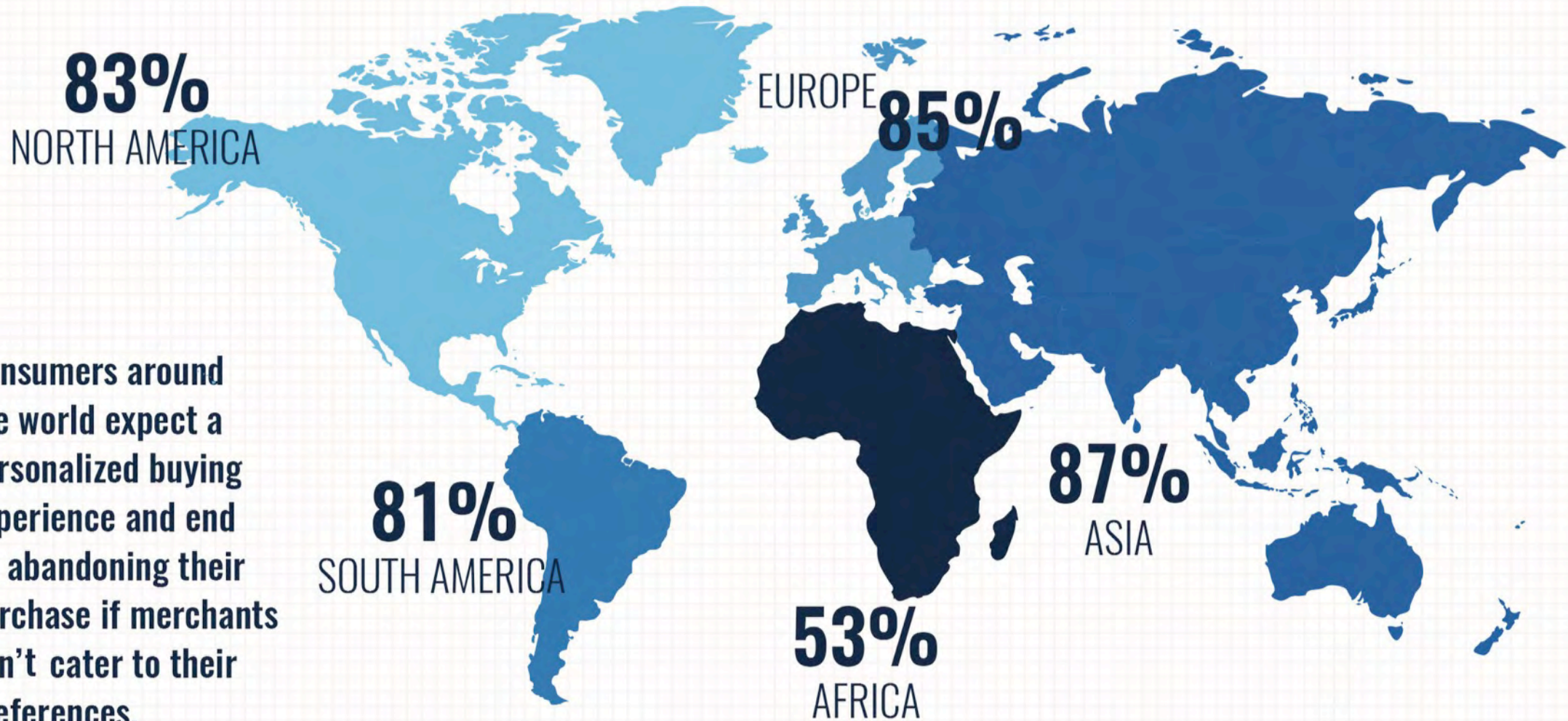
Examples include:

- Corporate Websites
- Search Marketing Landing Pages
- Blogs and Content Publishing Sites
- eCommerce Sites and Product Content
- Web Applications
- Online Gaming Sites v

Send us your specs and we'll take it from there.

PERCENTAGE OF PEOPLE WHO SHOP ONLINE BY AREA

83%
NORTH AMERICA

EUROPE **85%**

Consumers around the world expect a personalized buying experience and end up abandoning their purchase if merchants don't cater to their preferences.

81%
SOUTH AMERICA

87%
ASIA

53%
AFRICA

55% of consumers buy only from websites presented in their native language

50% of regular online shoppers will cancel a purchase if their preferred payment method is not available.

13% of online shoppers leave a cart without paying when the price is presented in a foreign currency.

TO TAP INTO 90% OF THE BUSINESS OPPORTUNITIES ONLINE,

companies must offer carts in at least these 13 languages:

English   Japanese   German   Spanish   French   Chinese   Italian
           Portuguese   Dutch   Korean Arabic   Russian   Swedish

1 A localized cart provides a checkout process that is optimized for the country shoppers live in, reducing anxiety and improving conversion rates

2 Localized carts perform most effectively when used in combination with a localized product.

4 ELEMENTS OF A **CART THAT NEED** TO BE **LOCALIZED**

1. CURRENCY

Presenting prices and charging in the shopper's local currency assures them foreign exchange rates won't alter the final cost.

2. LANGUAGE

Displaying all text in the shopper's native language enables them to navigate the checkout process smoothly

3. PAYMENT METHOD

Providing shoppers with a range of their country's most widely used payment methods instills trust tat their payment will be handled securely and helps ensure they have the means to complete the purchase.

4. DESIGN

Customizing a cart's aesthetic according to cultural design preferences strengthens a product's credibility and improves the shopper's experience.

Did You Know?

72.1% of consumers spend **most or all of their time** on websites in their own language.

56.2% of the consumers in the study said the ability to obtain information in their own language is **even more important than** price.

72.4% of consumers would **be more likely to buy** a product using information in their own language.

MAKE YOUR WEBSITE GLOBAL

TRANSLATION

Extract all content, have it translated, develop new pages, and publish the translated content

💡 TIP: Remember to include dynamic and user generated content, images, banners, pop-ups, forms, etc.

SEARCH ENGINE OPTIMIZATION

Each page in each language should have its own URL. META and ALT content should be translated properly and your sitemap should show all languages

💡 TIP: Translating keywords and Meta descriptions helps you boost your ranking in search engines

LANGUAGE NAVIGATION

Remember to include navigation, automatic language recognition, and continuity across sessions for returning users

STYLE AND COLOR LOCALIZATION

Your layout should accommodate right-to-left languages and the colors need to be culturally appropriate

GRAPHICS AND MEDIA

Images should be replaced to match the new audience to reflect local culture. Videos should be dubbed for optimal impact

💡 TIP: Images that contain text should be translated.

Questions and Answers

For more information on Making your Website Global, download our Manual: **Multilingual Website Development**

Thank you

https://alphaomegatranslations.com/

alpha omega
T R A N S L A T I O N S