

Top Tips from Iwona Lebedowicz, founder of PAB Languages Centre

Unlocking the Power of Multilingual Websites: Key Considerations for Selecting the best Website Localisation Partner for Your Business.

A multilingual website engages new audiences and opens the opportunity to become visible across international search engines. A properly localised website speaks directly to the consumer in their own language, enabling businesses and brands to compete with local and global players in their niche.

Localisation is a comprehensive process that entails not only text translation but also other factors to bear in mind. These include modifying your content to respect local market habits, addressing economic, historical, and sometimes political references, adjusting images, icons, and colours to local tastes and culture, changing dates, addresses, phone numbers, and other details to fit a local format, and converting to local currencies and units of measure.

Selecting a translation agency to translate your website can be a challenging task. That's why, today we explore what to consider when choosing a partner for localising your website into multiple languages so that it can be one of the best investments you make within your marketing budget. Here are some tips:

Check their experience, expertise, and references:

Localisation is a complex process and one that requires a huge range of skills and specialist knowledge. For these reasons, the process of localising a website is best handled by a team of professionals.

When selecting a website localisation company, consider their team's expertise and experience. Look at their portfolio to see their approach to localisation and ability to work with diverse content types. Check for reviews and ask for references from previous clients to understand their quality of work, responsiveness, and ability to meet deadlines. A professional team should include experts in areas such as culture, technical architecture, web development, SEO, copywriting, translation, and quality assurance. Localisation requires specialist knowledge, and to ensure that your localised website delivers a return on investment it is essential to choose a trustworthy agency with a good reputation.

Consider the value of their services:

When choosing a website localisation company, consider their value beyond just cost. Look for transparent pricing and a breakdown of costs (translation work, keywords research, managing the project, proofreading, revisions, Integration, quality assurance, and testing). The most common mistake when considering a translation provider is only considering cost-per-word. The amount charged per word varies by language, with some costing more than others. Some languages use more words than others to describe the same idea. There is an average of 30% word increase when translating from English into another language.

Check for credentials such as ISO certification. A reliable company should have a robust project management process and clear communication methods. Ask about how they handle changes to project scope.

Check whether they have experience working with your target audience:

When selecting a website localisation company, consider their experience working with your target audience and their expertise in language translation, cultural adaptation, and technical skills. Machine translation tools may not accurately capture cultural references, slogans, or idioms, making human translation essential for crafting compelling messages. Professional translators with cultural backgrounds and a similar mindset to your target audience can help ensure your copy is engaging and effective. Choosing the right website localisation company is crucial for effectively targeting local markets and achieving business objectives.

Why PAB Languages?

PAB Languages Centre helps organisations across all industries connect and communicate with their audiences in over 200 languages. Whether you're looking to translate your advertising copy, create a video in several languages or localise your website PAB's resolute project management team with global network of expert copywriters, marketing linguists, and certified translators can help.

Please get in touch today <https://www.pabtranslation.co.uk/contact-us/> or on 07799 772 360 to discuss your project.