

TransNpack

How to create a multilingual website?

A user-friendly, engaging, and multilingual online presence is key to scale your business internationally. Your business can grow without having a physical location in other regions, helping you maintain your expenses of expanding. However, one of the main marketing strategies you have to rely on is your company's website. The more widely-used languages you add to your website, the more you would easily 'communicate' with your audience.

According to Statista, as of January 2021, 4.66 billion users worldwide were active on the internet, representing 59.5 percent of the global population. The highest number of internet users were and are still located in China, India, and the United States. With more than 854 million internet users in China and approximately 560 million in India, we can assure you that you need a multiregional website to expand and reach international growth. Almost every business is taking advantage of this golden opportunity to lead the market and be more successful among its competitors.

A multilingual website is NOT just translating.

It can seem tempting to take your content and translate it on Google Translate or any other low-cost translation machine. But when it comes to your company's website, you need a flawless translation that would relate to your audience. Translated text that can be extraordinary in a certain market can be embarrassing and poor in another. That's why you need to deeply understand the local audience and the context that you will send out. Here, localization is vital.

Localize your content.

To create natural and personal experiences on your website, you have to have enough knowledge of the targeted culture. This would only work out with a native speaker who has a deep insight into this nation's culture, norms, and linguistic issues.

Offer multilingual customer service is a MUST.

Providing multilingual customer support only leads to a better and quicker experience for your customer. Through your customer service representative, you are eliminating all communication barriers, which will help you gain more value for your products and services.

Other tips to keep in mind while creating your website.

Don't forget that you need to consider the left-to-right and right-to-left differences of languages, and also dates and timezones. Disregarding those options will only leave your customer lost and confused.

In a nutshell, it can be a challenge to create a multilingual website that would easily relate to its targeted locals. For this reason, you need to hire a professional and certified translator that would guarantee you the best-in-class language services that would increase your sales and brand equity across the world. We can help you through this process. TransNpack offers its translation and localization services to help you 'communicate' better with every single person across all geographical borders. Our team of native translators is located everywhere in the world and can translate any volume of work from and to 70+ languages within the timeframe you set. We also offer cost-efficient packages. Reach out to us and we will support you on your journey to international success.