



The One Source for a World of Translation Services

190 Rt. 18, Suite 203
East Brunswick, NJ 08816
phone: 732-613-4554
fax: 732-238-7659
info@thelanguagectr.com
www.thelanguagectr.com

The Advantages of Maintaining a Multilingual Website

Although nearly every American corporation now has a web presence, less than 15% offer more than one language. A multilingual website can expand your business. If you are currently operating only in the US and have intentions of gaining global customers, localizing your website as a marketing tool is a wise choice. Providing localized content of your website helps generate awareness and interest from your target audience abroad. You can accomplish this by employing an efficient translation company that will translate your web content into different languages.

People like to browse websites — whether for obtaining information or to buy goods and services — that are in their own language. English may be the universal language but it does not work for everyone. The general principle is that the language of selling is the language of the customer. “If I’m selling to you, I speak your language. If I’m buying, I want you to speak my language. —Willie Brandt” A customer won’t purchase your product or service if they can’t understand it. Even fluent speakers of a second language are often more comfortable using their own native language. Websites in local dialects are becoming more appealing to a variety of Internet users from around the world. If you want to touch base with this market, maintaining a multilingual website is the first step.

A multilingual website enjoys more impressive traffic. Since a great percentage of Internet users prefer to browse websites that speak in their own language, you can expect lots of visitors coming in and out of your website. Heavy Internet traffic means an impressive amount of revenue on its own. You can capitalize on that to earn from online advertisements and gain affiliates as well.

Building a multilingual website helps build your company’s credibility in the Internet arena. A high quality translation service does not come free of charge. In that sense, you will gain respect from your users. They will have confidence in you knowing that you are willing to make the investment for their comfort and convenience. That kind of confidence, trust, and respect will be translated into increased sales and bigger revenues in the long run.

Spending on professional translation to aid your multilingual website is equivalent to cost-effective marketing. Definitely using professional translation to touch base with your range of customers from all over the world would yield an impressive return on investment. The results that you could get from a multilingual website are worth the effort. Professional translation will help boost your product or service, making it easier for your company to gain bigger revenues from a larger market.

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