

The Business Case for Translating your Websites

How will displaying your website in a foreign language increase your company's profits?

According to research (and estimates are crude, so beware), hundreds of millions of people access the internet in a language other than English - around 60% of all internet users.

Professional marketing translation of your website not only gets your message across but accelerates the buying process. A professional marketing translator will think of the impact of your words in a broader sense and help you to navigate the many cultural pitfalls.

As with your home language website, it's important to persuade people to transact on your website, not merely tell them what you are offering. You do this, of course, by writing engaging content in the target language and then adding depth to it.

Which languages should you target? Clearly you need to focus on the markets of your initial customer base, first and foremost. If your product is globally accessible however, it may be worth bearing in mind the following "top 10" ranking of languages on the web:

1. English
2. Chinese
3. Japanese
4. German
5. Spanish
6. Korean
7. Italian
8. French
9. Portugese
10. Russian

The above ranking was estimated from several sources and is in a state of constant flux.

Nevertheless, it's clear that websites conversant in English, Chinese and Japanese should be far more common than they currently are.

If you own an e-commerce website then the business case can be even more directly quantified. Given the relatively low investment in translation, what you are doing in simple terms is simply scaling up your business substantially.

Whatever you do, just make sure you get it translated professionally, preferably by marketing-specialist translators.