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Website Globalization 101 by Robert Vadra

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Since its introduction in 1992, the Internet has grown to become one of the most, if not the most, popular method of communication. In fact, the Internet now has over 1.5 billion regular users. Thatâ€™s a lot of peopleâ€”and that can translate into a lot of potential customers! Internet users search the web from all around the world, in many different languages. So how can you market your services to any audience, no matter the language and culture? The answer is simple: website globalization.

Website globalization involves market research, optimization, translation and localization. Essentially, website globalization is the process used to tailor your website to as many communities throughout the globe as possible. The first step towards successful website globalization is effective market research.

Your market research should begin with an analysis of your target market. You will need to ask yourself questions like â€œWho is your target market? How old are they? Where do they live? What languages do they speak?â€• Having a thorough understanding of your target market, what their spending habits are, etc. is crucial for the next step in the website globalization process: Search Engine Optimization (SEO).

Optimizing your website involves choosing relevant key terms and inserting them into your websiteâ€™s content as much as possible (within reason). The goal of search engine optimization is to improve your websiteâ€™s ranking on the Search Engine Results Page (SERP).

Now that youâ€™ve got a properly optimized website aimed at your target market, you need to think about translation and localization. Translating and localizing your website will open up your customer base immensely. For the most accurate translation and localization, it is best to enlist the help of a translation agency like ACCU Translations.

Our multi language translation services include French translation, Spanish translation, German translation, and many other languages. Translation and localization requires a thorough knowledge of not only foreign languages, however, but also of foreign communities. Website globalization does not stop at the simple word-for-word translation of your website. In order to ensure that your website resonates with users all over the world, it is important to tailor it to the beliefs and traditions of different communities. All of the translation experts at ACCU Translations understand the importance of localizing your websiteâ€™s content.

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