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Optimizing Your Localized Site's Customer Experience

Discover two website translation best practices that can dazzle your global customers—and boost on-site engagement.

Introduction

When your company is looking to reach new international customers, quickly localizing online experiences for global markets becomes a priority. But speed shouldn't come at the expense of your longer-term goals.

Here are two best practices in website translation that can take a bit of extra effort, but will help ensure you're putting your best digital foot forward.

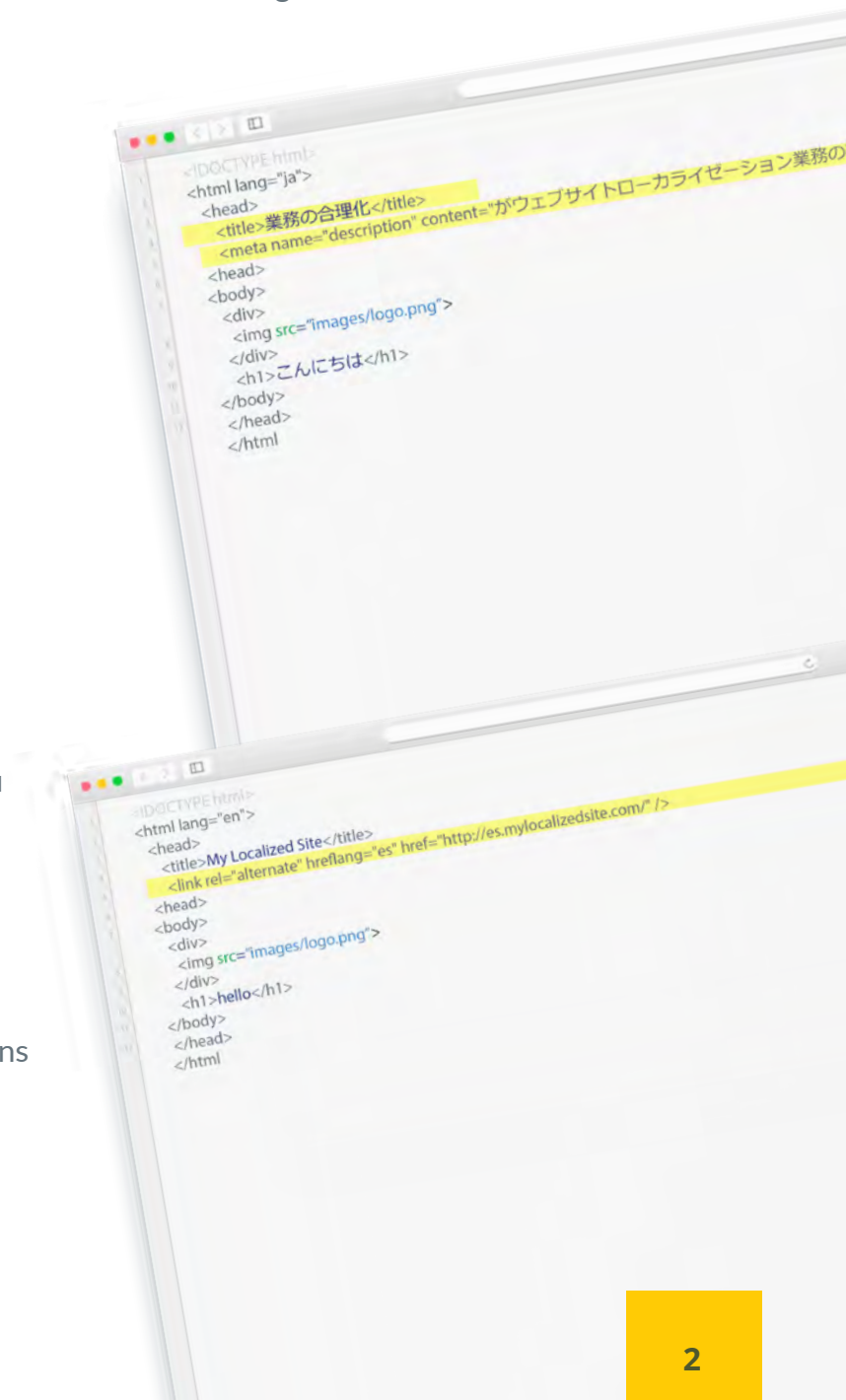
1 Global Search Engine Optimization

Creating footholds in a new market takes time, and at the start, your company won't have the same brand recognition and customer trust you might have in your primary market. Rather than relying on prospective customers to look for you, you must create opportunities for them to discover your brand.

This means leveraging international SEO best practices. Consider these SEO concerns when you localize your site:

TRANSLATE YOUR METADATA

Your multilingual websites should make the most of its SEO-rich metadata—the stuff that global search engines use to determine website quality, customer relevance and page rank. Translating this keyword-friendly content will help your multilingual site rank higher in local search engines.



CREATE A GLOBAL SITEMAP TO BOOST SEARCH RANK AND TRAFFIC

When global customers conduct searches using their local versions of Google, a localized sitemap can ensure the right localized version of your website appears in those results.

Through implementation of *hreflang* tagging, your localized website's URLs can be organized and automatically associated with a URL from your origin website.

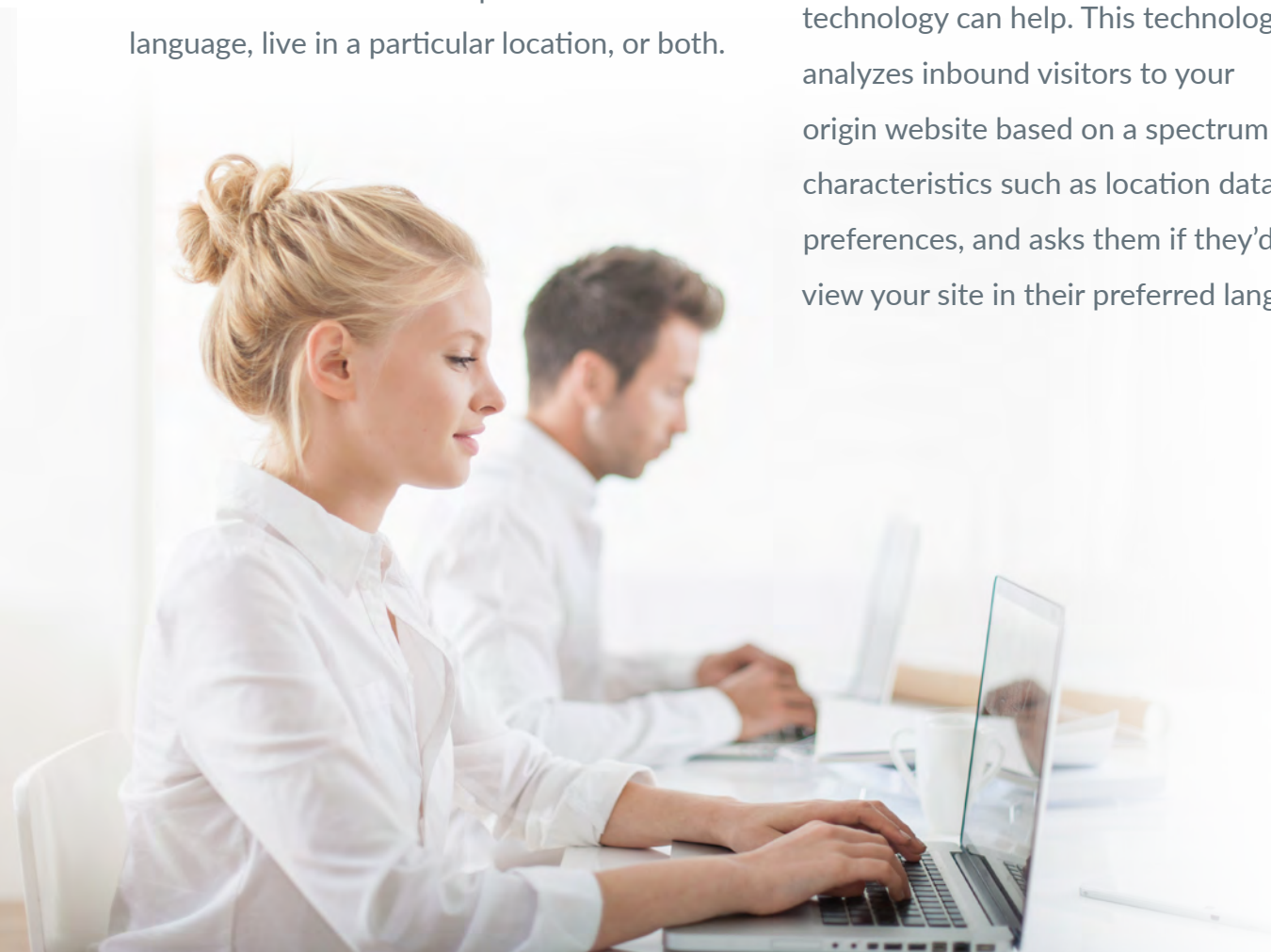
By informing Google of this association, your localized website provides a signal to the search engine that a better user experience exists for customers who speak a certain language, live in a particular location, or both.

2 Intelligent Language Detection

Global customers can find your website through search, but they can also simply type in your origin site's URL, click on an ad, or follow a link somewhere on the web.

Typically, this sends them to your origin website, which often isn't published in their preferred languages. This means they can struggle to find localized sites you've created—which often results in them abandoning your site before accessing the content in their language.

But intelligent language-detection technology can help. This technology analyzes inbound visitors to your origin website based on a spectrum of characteristics such as location data and user preferences, and asks them if they'd like to view your site in their preferred language.



The key advantages:

- ✓ Seamlessly welcomes visitors and asks their language preference without disrupting the user experience
- ✓ Anticipates visitors' language and other preferences, and stores them for future visits
- ✓ Dramatically increases time on-site, which can boost engagement and conversions

Authenticity Rules

The goal of your localized website is ultimately to create an experience that feels tailor-made for global customers. You must help them find your localized content, and once they do, you must give them the seamless experience that lets them know you value their attention business.

Successfully delivering this requires investing in a website translation solution that creates these personalized experiences, without demanding much—if any—of your time. This empowers you to keep focusing on what matters most: taking your business to new global heights.



Can Your Translation Partner Do All This?

Smartly serving global customers takes a website localization partner that's fluent in languages and digital technologies.

The best solutions can:

- ▶ Implement performance-boosting UX optimizations
- ▶ Leverage your origin site's code and content
- ▶ Combine great technology with skilled human translation
- ▶ Translate sites in as little as 30 days
- ▶ Focus on all aspects of translations and user experience

...all without demanding any effort from you or your team.

About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.

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