translations.com

RETAIL SITE LANGUAGE STRATEGY

Optimizing online content for international customers is the biggest growth opportunity for retailers today. But with a wealth of content to consider, where is the best place to start?



OPTIMIZE BUDGET | ANALYZE WEB METRICS | MAXIMIZE ROI

CONSULTING & STRATEGY

Leading retailers worldwide turn to Translations.com's expertise to boost localization performance.



LANGUAGE ECOSYSTEM AUDIT



BUSINESS LANGUAGE STRATEGY



BUDGET/ROI OPTIMIZATION





MULTILINGUAL UX & A/B TESTING



CONTENT TIERS: ROI IMPACT

Translations.com analyzes your web data to identify the top languages and content in each tier, in order to optimize your budget and maximize your ROI.

PURCHASE PATH

A localized sales engine is critical for conversion. Not only is it low in word volume and yields high return on investment, it can leverage traffic from affiliates, metas, and other partners.

PRODUCTS CONTENT

Product pages are the main entry point of 60 percent of visitors, but not every market is interested in all products. It is crucial to identify the top markets for each product and localize accordingly.

BRANDED CONTENT

Select the type of content to localize based on your market objectives; blogs are important for building an online presence, whereas a loyalty program encourages repeat business.

ADVANTAGES OF A TIERED APPROACH

PERSONALIZE THE USER LANGUAGE REACH NEW MARKETS WITH THE SAME BUDGET PROVIDE ONLY RELEVENT CONTENT TO EACH MARKET

ENHANCE TRAFFIC AND SITE STICKINESS SHIFT SALES ONLINE

WE KNOW HOW[™]

languagestrategy@translations.com www.translations.com