

AN OFFICIAL GUIDE ABOUT

Website

TRANSLATION &
LOCALISATION

**GLOBAL
TRANSLATIONS UK**
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WHY TRANSLATE?

The most straight forward benefit to translations is the economic growth of your companies. Translation services allow you to break down language barriers, this leads to a growth in target audience and sales.

Customers are more likely to buy from websites in a language they can understand.

It is not just about being able to understand, but it is the consideration of having something in their language. Customers feel included, are more likely to trust you and see you as a reliable company just because of language.

Economic protection is a big reason to expand your business. Every country has their unique economic ecosystem, by expand into different ecosystems, you can avoid economic fallouts in your own country.

Stay ahead of the competition by expand your market and localising your web content.

By using different languages, you can guarantee being a step ahead, as audiences will know your product or service first.

Translations can help you grow your business in more than one way.

It can help with your brand reputation. Correct use of localisation and translations from a reputable agency reflects upon your company. A good translation tells your audience that you have a quality, trustworthy service that stands above the rest.

94% of the world's population does not speak English as their first language. 75% do not speak English at all. That is a big number of untapped customers that could be purchasing from you with website translation services.



2022 WEBSITE TRANSLATIONS

Website translations is a dynamic service for business owners looking to expand their operations. Whether you are an e-commerce or own a B2C or even B2B business, a great deal of interactions recently are done online. If you operate online only, it is the first only thing audiences see, but even if you operate in physical shops... your online present is still the first thing your audience sees. With translation services, your audiences now can get a completely immersive experience when looking up your brand. From blogs, to website pages, to any web content you produce. As a global operation, language is the key.

LOCALISATION

Localisation is essential when it comes to website translations. A straight forward is not enough when trying to reach a brand-new target audience with your web content. Localisation is the process of adapting not just language, but essentially translating culture; taking into account cultural norms and trends whilst translating your web content. Which ensures that the meaning does not get lost.



HOW TO CHOOSE A GOOD PROVIDER

You have a great website, an amazing product or service, and sales are doing great. Now it is time to expand and broaden your horizons.

You have looked at every aspect of going international, now you are here wondering “I need a good translation service, but how do I find one?”.

We have got you covered. Firstly, when choosing a reliable business partner to carry out your translation requires, it is good to look internally.

Who are the translators?

Don't be afraid to ask questions, such as whom the translators are and how much experience they have. For any translator, it is important for them to have native level knowledge of the language and culture.

For translators who have languages as their secondary or tertiary languages, it is important for them to have experience in their target country, either working or studying.

Does the company treat their workers fairly?

Translators often get paid late, even months have projects are finalised. Ask the company when do translators get paid. Ideally it would at the start of a project.

What are the values and morals of the agency?

A company's ethical duties and codes of conduct are a reflection of the everyday functioning of the company. Make sure that the company you choose to be partnered up with shares the same morals you do.

Check for case studies, qualifications and testimonials. Finally, ask the agency for their case studies of companies similar to yours to see how they handled the projects. Read testimonials of what it is like to work with said company.

Above all, check for the ISO seal of approval in the shape of ISO 9001:2015 and ISO 17100:2015 which attest to a company's quality management.

What We Consider

SEO Keywords

Search Engine Optimisation (SEO) is the thing in every business owner's mind nowadays. Trying to stay ahead of the trends, rank higher and produce more leads.

Don't worry, when choosing website translations, we keep in mind keywords and your SEO-rich content will be carefully localised to reach your desired target audience.

When picking a professional translator, agencies select the relevant linguist with the necessary experience for you. In this case, a translator would have to have SEO knowledge in order to accurately carry out the project.

Tone & Audience

Another important aspect when translating web content is tone and your audience.

It is part of the localisation process to analyse every aspect of a website content translation.

The general message and tone remain the same across languages, and your target market will always be considered.

As well as “invisible” metadata that only search engines see is translated which allows for no information to get lost in the process. This is so your foreign language web pages rank and performs as well as your English pages.



About Us

Global Translations UK is an award-winning translation agency, covering **120+ languages and 900+ language combinations**. We specialise in 11 different sectors and offer a variety of services such as website translations, certified translations and more.

Our gold standard services are testified by our ISO 9001:2015 and ISO 17100:2015 accreditations.

We have a proven track record with a reported 100% customer satisfaction guaranteed.

Here at Global Translations UK, we believe in a new way of doing translation services. We are a sustainable, ethical company that believes in a result oriented approach.



Sustainable Mindset

For every service purchased with Global Translations UK, trees are planted on your behalf. Sustainable living is at the forefront of our operations.

One tree sequesters 0.3t of CO2 over its life span. That is almost the same as the country of Bangladesh produces per capita. Can you imagine what good a forest will do?

How We Work



Free Instant Quote

The first step is to get your free quote using our instant calculator on our website. Get your quote in seconds! Afterwards, a member of our team will contact you to discuss your project.



Competitive Prices

We offer competitive prices to fit most budgets—getting a high-quality service shouldn't have to break the bank.



Global Translators

Your project is then sent to one of our native-speaker translators that specialise in the field.



Expert Service

Our team of translators have years worth of experience in our specialised sectors. We are ISO 17100:2015 & ISO 9001:2015 accredited and 100% customer satisfaction guaranteed.



Checked by Project Managers

Once your project is translated, it is then checked by our project managers to ensure it is to the standard of Global Translations UK. If there is a mistake or the quality is not high enough; it will then be sent to another translator to correct and back to the PM.



Fast Turnaround

From our instant quote to the process of starting a project and finishing, we aim to be time-efficient. The communication network never sleeps and in this fast-paced environment—we offer urgent translation services and operate 24/7.