

## CASE STUDY

TECHNICALLYWRITEIT.COM

WEBSITE TRANSLATION AND LOCALIZATION

# SOFTWORKS

Effortless website localization  
to support expansion into Europe.



# IMPACT

Softworks now generate 95% of their Italian market leads and 50% of their German market leads through their localized website.

## INTRODUCTION

Softworks are leaders in workforce management solutions. They are based in Ireland's dynamic "Silicon Valley" with offices in the UK, US, and Canada and have built a reputation over three decades as a major industry player.

So when the company took the decision to expand into the German and Italian markets, they looked for a partner with a similar reputation and complementary values to help them engage seamlessly and effectively with this promising new customer base.

## THE CHALLENGE

The importance of launching into untapped markets with credibility and confidence right from the start was not lost on Softworks.

Their primary concern was to create new language versions of their digital presence that offered German and Italian speakers the same user experience as their existing English-speaking customers.

The brief was to create completely standalone versions of the English website that would mimic the theme, layout, and functionality of the original.

Softworks were very aware that website translation involves more than simply translating the content of individual web pages – that it is about creating a tailored experience that resonates with the target market, making it easier for customers to engage and buy.

Softworks wanted to:

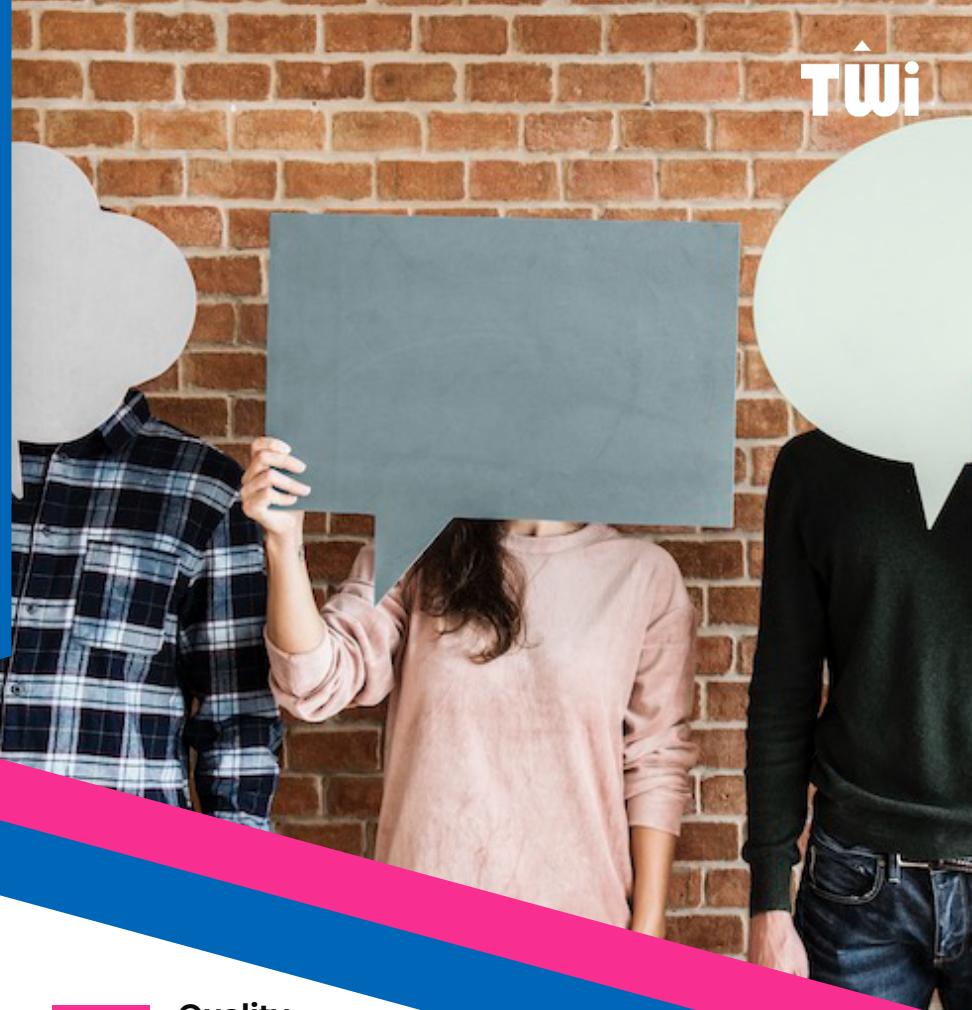
- Establish a credible online presence in Germany and Italy.
- Free up in-country sales staff to focus on higher value sales activities.
- Generate qualified leads and increase sales.

- Achieve equivalent SEO results to their English site.
- Get advice on the most appropriate domain/URL strategy.
- Adopt a staged approach: selecting only priority web pages for initial launch.

*"We needed to free up sales staff in Germany and Italy, so they could focus on higher-value sales activities."*

# ACTION

*“They immediately understood our requirements and tailored the project to suit.”*



## Project Plan

1

To support the successful delivery of the localization project.

2

## Technical Configuration Expertise

To set up your website to allow for professional and high-quality translation.

3

## Translator Selection Process

To identify the best in-country translation and technical skills, from our global team.

4

## Glossary Creation

To define a common voice across all languages.

5

## International SEO

To complement marketing strategies and boost in-country keyword performance.

6

## Translated Content - Technical Implementation

To build out the localized content across your site.

## Quality Assurance and In-context Review

7

To ensure high-quality localized content for each language.

8

## Go-live and Beyond

To support in ensuring the localized content meets the business needs.

## THE CLIENT'S PERSPECTIVE

*“We thoroughly enjoyed working with TWI. From the outset we felt confident in their ability to deliver this project. They had excellent processes and procedures in place and worked with our team on the ground in Germany and Italy as well as the marketing team here in Ireland. They worked to our timelines and delivered the project on time and to our specifications. We are delighted to see traffic and leads coming in from our two new markets. We are looking forward to working on further projects with TWI and I would have no hesitation recommending them to other companies looking for help with website localization.”*

Mairéad Walsh, CMO, Softworks

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# RESULT

A localized website that supports Softworks in their goal of expanding into new markets.

## THE IMPACT

We helped Softworks to communicate confidently with new German and Italian customers by creating fully localized and SEO optimized language websites to support their expansion into Germany and Italy.

Our experienced team of linguists, project managers, and web specialists were tasked with providing a bespoke service that required minimum input from the customer, leaving their own resources free to concentrate on other aspects of selling into these new markets.

### **The project delivered the following objectives:**

- Softworks now have fully functional German and Italian websites to actively target new business in these markets.
- These websites are ranking well in search engine results in Germany and Italy thanks to comprehensive SEO optimization.
- Softworks now has the credibility to compete on an equal footing with other HR solution providers in the German and Italian markets.
- Their German and Italian sales teams have been freed up to focus on higher-value sales efforts on the ground.
- Softwork's web master is now trained on the basics of maintaining the website language versions.

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