

# TRANSLATION AND LOCALIZATION

# Website Translation

Website localization and translation ensure your multilingual terminology is appealing and consistent, cultural references are meaningful and respectful, and your brand's style and personality connect with your international clients. More specifically, a professionally translated website allows you to enter new markets with confidence, promotes your global credibility, and enables you to compete on equal footing with in-country competitors.

## Why choose us?

We use native translators and leading-edge software to make your website content available in multiple languages with the same clarity, accuracy, and effectiveness as the original.

We combine the talents of professionally qualified linguists and SEO specialists with experience in a wide variety of industries to enhance online visibility and ensure higher search rankings. Our localization process ensures that your new-language site is optimised specifically for local search engines.



## Making an international impact.

### Flexibility comes as standard

Our modular service offers a range of standalone options. This allows you to pick and choose the best fit for your particular project needs, or to opt for the convenience of our integrated end-to-end service.

### Key terminology

We create a glossary of approved industry-specific terms in the required target languages. We use only native-speaking translators with subject matter expertise to ensure consistency and suitability of key terminology.

### Website localization and SEO testing

We research and localize existing keywords to drive traffic to the new-language website. The localized keywords are tested by our in-country SEO experts to identify the best-performing terms for the target market.

### In-context review

This vital step ensures your translated content displays correctly in context before the site goes live. It typically involves checking for issues relating to image sizing, menu and button text placement, and the overall look and feel of each page.

## TECHNICALLY WRITE IT

From content strategy to publishing and more, we offer customised end-to-end workflows, expertise, and management of your content projects.

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