

## Website Globalization Services



Web content is the cornerstone of customer experience in global markets. RWS Moravia provides a variety of localization services to make sure your website replicates the emotion of your brand, speaks the language of each target culture, generates the desired call to action and drives your online conversions.

Your website is the face of your company, delivering personalized brand experiences to global customers. It is the first impression your new customers will have, and drives continued positive experiences for existing ones. And it is the main source of product and brand information: when a customer considers buying services or products, your website offers critical materials such as brand information, support content in FAQs or forums, educational content such as blogs and product reviews.

**Website globalization process steps can include:**

- › interacting with a client's content management system (CMS) to export and import content;
- › reviewing your site for cultural appropriateness;
- › keyword research and localization;
- › revision of source content for SEO;
- › file analysis and preparation;
- › translation, edit and proof;
- › client review;
- › engineering localized versions;
- › functional and linguistic testing; and
- › bug fixing.

A strong web presence is vital to your global sales and marketing strategy.

Did you know that visitors:

- › stay for twice as long if the website is in their own language?
- › are 30% more likely to purchase if the website is localized for them?

To truly embed your brand in target markets, localization is no longer optional.

RWS Moravia recreates your website for new markets through the following services:

- › **Translation and adaptation**—In-country linguists translate your website in a linguistically and culturally appropriate way.
- › **SEO**—Activities such as keyword localization, technical SEO, on-page and off-page strategies and content creation for findability.
- › **Translation of web apps**—Any software that is a part of your website (such as a purchasing interface) should also be localized.
- › **Multimedia localization**—Translation and engineering of content such as banners, videos and other interactive content.
- › **Website internationalization**—Pre-localization engineering steps make sure that your website code is ready to handle other languages.
- › **Cultural adaptation**—Pre-translation step to review and adjust colors, icons and images to avoid negative connotations in each market.
- › **Testing**—Functional testing ensures the localized site works just the same as the original. Linguistic testing checks the accuracy and consistency of the translations in context.
- › **Multilingual website management**—We can use your web content management system (WCMS) to update pages, maintain content and publish websites.



RWS Moravia's Website Globalization Solutions optimize your highly visible online content for prospective and current clients, making sure customers have a successful online experience with your brand.

If you are ready to make sure your website packs the emotional punch of your brand in each market, we are RWS Moravia. We deliver the best online experience to your customers through the globalization of your website.