

CASE STUDY: WEBSITE LOCALIZATION

The implementation of
an SEO-friendly
multilingual website



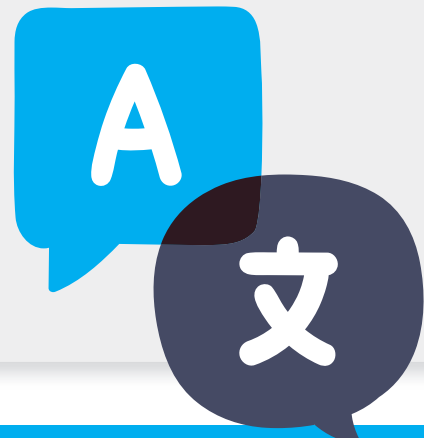
THE CLIENT

Our client is a medium-sized company operating in the mechanical engineering sector. The company already had a global presence and a large international customer base. By localizing the company website into several languages, the online reach now also needed to be expanded. The aim was to improve market sales and create a better user experience.

THE CHALLENGE

Our client faced numerous challenges when it came to translation and search engine optimization (SEO) for multiple languages:

- **Data handling and project management:** the client's previous workflow was not capable of handling the various aspects of translation and localization into multiple languages. This resulted in inconsistencies in terminology, tone and style across the different language versions of the website, which had a negative impact on the user experience and the company's international image.
- **SEO integration:** Another major challenge was the integration of different categories of keywords that had different meanings in different markets. If the keywords had not been correctly and organically integrated into each localized version of the website, this would have resulted in a lower ranking in the international search engines and less organic traffic.
- **Highly technical content:** The client, which operates in the mechanical engineering sector, had highly technical content on its website that required precise translation and localization.





THE SOLUTION

To effectively address these challenges, our team developed a comprehensive solution tailored to our client's needs.

- **Dedicated project management:** We provided the client with a dedicated project manager for the entire website localization process. This person served as the main point of contact for the client and was responsible for coordinating all project activities to ensure smooth communication and efficient project delivery.
- **Use of Translation Management Systems (TMS):** The TMS played a central role in the management of individual translation tasks and the maintenance of a central terminology database. We also made use of the terminology function to integrate the keywords for SEO and the corresponding additional information (keyword type, purpose, etc.). Thus making the localisation process more efficient for the translators. In this way, we were able to ensure consistency of terminology and style across all language versions.
- **SEO translation:** When researching the SEO keywords, it was discovered in advance that they have a different meaning for certain target markets than in the source language. During the translation process, they were therefore carefully integrated and the text was transcreated where necessary to ensure that the content was linguistically correct and culturally relevant.
- **Quality assurance and review process:** To ensure the highest level of accuracy and quality, we have implemented a comprehensive quality assurance and review process. This includes review services, correction loops and linguistic testing of website functionalities to ensure that the translated content is error-free and achieves the desired impact.

THE BENEFITS

The implementation of the localization solution resulted in numerous benefits for our client:

- **Time and cost efficiency:** By optimizing project management and using TMS, we were able to significantly reduce the time and resources required to localize the website.
- **Consistency and brand identity:** The integration of TMS ensured linguistic consistency and brand identity across all language versions of the website and improved the user experience for the international target group.
- **Improved search engine ranking:** The careful integration of keywords for SEO resulted in more organic traffic, greater online presence and a higher likelihood of reaching potential customers from around the world.
- **Global market expansion:** With a well-localized, SEO-optimized website, our client was able to successfully expand its reach into new international markets.

ABOUT tsd – A SEPROTEC COMPANY

tsd Technik-Sprachendienst GmbH is a language service provider with 45 years of successful market presence. Our strong internal team is committed to our customers worldwide and makes even challenging projects possible.

As part of SeproTec, an international group of companies headquartered in Madrid, we are among the TOP 30 service providers in our sector worldwide.

