



# Website Localization Simplified: 5 Steps for Seamless Global Communication

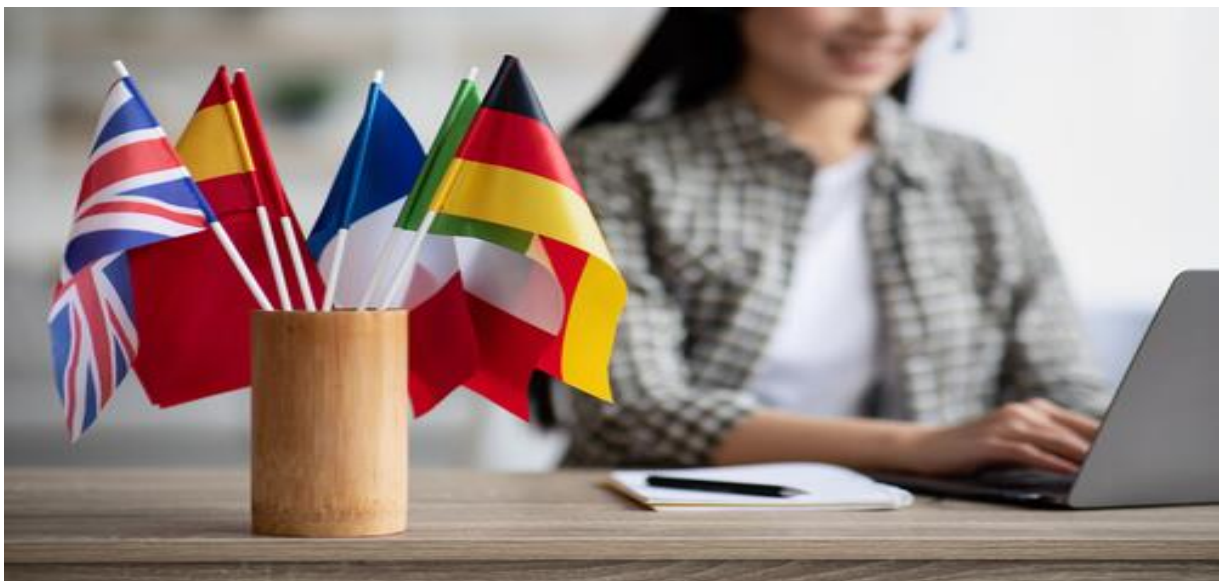
75% of consumers are more likely to purchase products if the information is presented in their native language? Even more astonishingly, 87% of non-English speakers won't consider buying from an English-only website.

So, if you're looking to break into new markets, adapting your website for local audiences is not just an option—it's a necessity.

Here's a simplified guide on how to execute a seamless website localization process in five key steps.

## What Is Website Localization?

Website localization is the process of adapting your website's content, design, and functionality to meet the unique linguistic and cultural needs of your target audience. This includes everything from modifying payment processes to accommodate local preferences, ensuring the layout fits various languages, and selecting images that resonate with the market. Translation is just one component of the broader website localization effort.





## 1. Define Your Localization Strategy

Before starting the localization process, establish a clear strategy that outlines how to adapt your messaging, content, and offerings for new markets. Begin with thorough market research to identify target languages, cultures, purchasing behaviors, payment preferences, and social norms. This foundational knowledge will guide your localization efforts for successful international entry. Key components of your strategy should include:

- Identifying target markets and their cultures.
- Consider how your brand's voice translates across languages.
- Assigning responsibilities to team members, including designers and developers.
- Establishing KPIs to measure the success of your localization strategy





## 2. Design Pages with Localization in Mind

Designing your website with localization in mind from the start is essential. Traditional approaches often prioritize one language, deferring localization, which can increase costs and lead to errors.

For instance, German text can expand by up to 35% compared to English, so your design should feature flexible layouts to accommodate language variations.

## 3. Internationalize Your Website

Internationalization (i18n) prepares your website for localization by enabling it to support multiple languages and cultures. This involves updating your codebase to allow for easy adaptation to different languages.

Use placeholder keys instead of hard-coded text to simplify future translations. This method ensures that when a piece of text is localized, it seamlessly integrates into the existing framework without requiring significant engineering changes.

## 4. Create a Localization Workflow That Works for Your Team

An efficient localization workflow is key to managing the various contributors involved in the process. Typically, this includes developers, product managers, marketers, translators, and QA specialists.

Two primary methodologies for localization exist:

- **Waterfall Localization:** This sequential approach waits until the base language website is complete before starting localization.
- **Continuous Localization (Agile):** This method integrates localization with ongoing website development, ensuring that updates are translated in real time.

Using a content management system (CMS) like WordPress, you can streamline this process by integrating a translation management system (TMS) like **Linguidoor**. This allows for seamless updates, task assignments, and automated notifications without the hassle of spreadsheets or endless emails.



## 5. Translate Your WebPages

While localization encompasses more than just translation, it is a crucial aspect of the process. There are three primary methods for translating your website:

- **Machine Translation:** Automated systems translate content without human input, suitable for simpler phrases.
- **Human Translation:** Native speakers ensure cultural nuances and industry-specific terminology are appropriately handled.
- **AI Translation Tools:** Leveraging advanced AI, these tools provide context-aware translations, balancing speed with accuracy.

To achieve a high-quality localization experience, consider a blend of these methods depending on the complexity of the content and the target audience.

## Conclusion

With 75% of consumers more likely to buy when information is in their native language, website localization is essential. Establishing a clear strategy, designing for localization, and utilizing effective workflows and diverse translation methods can help your business thrive globally.

At Linguidoor, we offer over 10 years of experience, a network of 523+ language experts, and a 99.5% accuracy rate across 64+ languages.

Let us simplify your website localization for seamless global communication.

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### SUMMARY/KEY POINTS

- 75% of consumers are more likely to buy products presented in their native language; 87% of non-English speakers avoid English-only websites.



- Website localization adapts content, design, and functionality to meet target audience needs, including payment preferences and cultural resonances.
- Define a clear localization strategy based on market research, identifying target cultures, and assigning team responsibilities.
- Design pages with flexibility to accommodate language variations, avoiding one-language prioritization.
- Prepare for localization through internationalization (i18n) by using placeholder keys in your code.
- Establish an efficient localization workflow, utilizing methodologies like waterfall or continuous localization.
- Translate using machine, human, or AI tools, ensuring high-quality localization.
- At Linguidoor, we offer 10+ years of experience and a 99.5% accuracy rate across 64+ languages.

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