



ADVANTAGES OF A MULTILINGUAL WEBSITE

You are a business owner and you have your website in English. It does pretty well and your online business goes pretty smoothly. You are satisfied with results, but you really want to grow your company and expand it internationally. Yet, your website is still in English. Why? Why not to change it?

This article tries to explain advantages that multilingual websites have over conventional single language.

First of all, English is not a predominant language in the Internet any more. As the Internet grows, the more people from developing countries such as China, India, Russia and Brazil gain steady access to the web. They browse websites, look up for information, and, of course, make purchases, lots of purchases! They prefer to browse websites in their own language such as Chinese (Mandarin and Cantonese), Japanese, Korean, Russian, Hindi and so on. Variety of languages is huge. If you can deliver your website in all of those languages. This means you will be able to sell much more to those new customers. There are plenty of ways to receive online payments to US bank accounts from foreign countries, and, therefore, merchants' opportunities for sales are big. Great buying audience is a first advantage of having a website in several major languages.

Second of all, if your website is translated to many languages, it receives not just many new orders, but it enjoys a bigger flow of traffic. Your website will receive more visitors per day, per week, per month. This is also great. If you know how to put this traffic to work, then you will probably use AdSense ads more efficiently and will receive more CTR and will increase overall dollar amount per day. More traffic means more clicks. Similarly, more clicks means more AdSense revenue. This is a second advantage of a multilingual website.

Third of all, Multilanguage website brings credibility to a company. Since professional language services are not cheap, having a website professionally translated to many languages brings respect to its owners. I am not talking about a cheap free machine translation of a website. I am talking about a professional human approach to translation when each sentence is conveyed to the foreign language correctly, when each image or button is translated well. All errors may hurt reputation of a company. Poorly done, machine translation may erode a company's reputation completely. But thorough human approach to translation of a website may help to avoid such pitfalls and problems. Thus, credibility that can be established by a website that is translated to many major languages. Multilingual website brings credibility and respect to its owners. This is the third advantage of having a website translated to foreign languages.

Contemporary Internet shifts toward globalization. This word has strongly gotten to our vocabulary. There are new people coming to the web each day. Internet grows and matures. New laws are being implemented and old ones get challenged. English is no longer a number one language on the web and it will never be. English is even challenged here domestically in the United States of America where it gets a lot of competition from Spanish, Chinese and Russian. The future language will become a mix of languages and having your website translated to most of them will secure your small business in the long run and will ensure its steady source of income. Website translation is not an expense, it is an investment, probably the most cost-efficient you will ever make.

If you feel convinced about your website translation and would like to find out more about this, please visit our website for more information.
www.translation-services-usa.com

Translation Services USA is your reliable language partner for all your language needs.

<https://blog.granted.com/>