

Newsletter

April 2013

At last Spring has sprung and hopefully the warmer weather is on its way. We're not sure about you but we are glad to see the back of Winter! Since our last newsletter, we have seen a substantial increase in digital marketing-related translations, particularly around websites so we thought we would give you some helpful advice on the topic as well as a brand new offer!



You don't simply need your website translated, you need it localised too...

The Internet has certainly provided businesses with a golden opportunity. Though most companies have a website, many companies haven't taken advantage of the untapped international customer reach available on the Internet with website content translation and localisation.

English speaking countries often assume that potential customers speaking English as a second language will be as likely as any native English speaker to purchase their product or fully comprehend their website content. But the truth is different, and with 75% of the world's Internet users speaking a first language other than English, this can be a missed opportunity.

According to the Digital Agenda for Europe, 90% of European Internet users prefer to visit a website in their own language. That statistic isn't surprising, but only 53% of those users would use an English version of a website instead. At Burravoe Translation Services we know the impact of website content translation and localisation on the business reach.

Spanish, as the second most spoken language in the world, is spoken in a broad spectrum of cultures. Yet, 58% of Spanish speakers feel that they miss out on interesting information because web pages are not in a language they understand. Business websites should be catering for the different cultures, as well as the different languages. Latin American Spanish is different from the Spanish used in Europe for instance.

Our translators only translate into their mother tongue, which means that they can translate and alter website content for a business that then provides full customer comprehension. The different language and cultural subtleties sell your business to the customer. It encourages them to buy from you, and return to your business in the future.

Internet trader expands Internationally with help from Burravoe Translations

Ashford-based family run business, AB Online, trades solely on the Internet. It started trading from home in 2009 and the business quickly expanded before it moved into a business unit in 2011. The business now has three websites and also trades on the Amazon and Ebay sites in Europe and worldwide. Last year AB Online decided to expand into other EU countries selling directly to consumers, initially in France.

Business owner, Alan Benabo told us a little bit about how he found Burravoe and the types of work we have provided for his business.

1. How did you hear about Burravoe Translation Services? We searched on Google for a local translation service and came across Burravoe based in our home town.

2. What made you decide to use Burravoe?

Following initial contact by telephone and email we formed the impression that this was a professional organisation that could provide the services we required.



3. Which services have Burravoe provided to your company? Our first request was to translate a number of our Amazon listings into French so we could list directly on Amazon in France. All work was completed promptly and professionally.

4. Which language combinations were required? Following the success of this project we have subsequently had further listings translated for France as well as multi language product information sheets in French, German, Spanish and Italian. More recently these same listings have also been translated into Italian as part of our further expansion.

5. Would you recommend Burravoe to others? The service we have received has been impressive and we will certainly be using Burravoe again as we expand further. **We highly recommend them.**

THE LONDON BOOK FAIR®

On 16 April 2013 a few of the Burravoe team ventured out of the office to attend The London Book Fair at Earls Court and were delighted to see a number of our existing clients on their stands, as well as meet so many new publishers and suppliers to the book publishing industry.

Spotting Joan Collins OBE at the exhibition with her nose in a book was exciting but the highlight of the day had to be seeing some of the books we have translated, in print and available on the shelves for people to buy!

We look forward to following up the enquiries we've received from the book fair and seeing more of our translated books published throughout the year and hopefully at next year's book fair as well!



Joan Collins OBE

SPECIAL OFFER: WEBSITE & SEO TRANSLATIONS

Are you making the most
out of your website?

Do you work with
international clients?

Is your website available in
different languages?

With 90% of European Internet users preferring to visit a website in their own language you would be crazy not to translate your website into other languages.

Throughout April, May and June 2013 we are offering a 10% discount on all website and SEO translations.

If you don't want to get your entire site translated straight away, why not select a few pages about your company to be translated first?

Quote 'WEB13' for a quote today.

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SPECIALISTS

LANGUAGES

German to English

French to English

Marketing

BOOKS

TRANSLATE YOUR WEBSITE'S SEO KEY WORDS INTO HIGHER PROFIT MARGINS

Most businesses are aware of the power SEO can hold. Translating your SEO keywords will boost your website traffic and encourage further sales.

We can translate your key words and cater them for different cultures too. Businesses intending to begin a campaign in a different country really should make sure it's easy to find the website online via a search engine.

*"What happens when the user searches for my service
in a language other than English?"*

English is a second language for many Internet users, who will instinctively choose to browse in their mother tongue instead. The key question: do you have SEO keywords in other languages? If you don't, you're making it very difficult for a large quantity of potential customers to find you online. The differences in American English and British English can exemplify the need for localised SEO keywords, with words like garbage predominantly being used instead of rubbish in America. It's exactly the same issue with Spanish; Latin American Spanish has its own unique culture - with valued phrases and different words.

Half the battle is getting the traffic on your website and the other half is translating and localising your website content, so that when customers do visit there will be something worth reading. Burravoe Translation Services can help your company get noticed in a global market. Our services are quick, reliable and reasonably priced.

***At Burravoe we translate all documents
and all language combinations***

To discuss your next translation project with a member of our team, or for a no obligation quotation, please contact Burravoe Translation Services.

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