



WEBSITE LOCALISATION

GOING GLOBAL NO LONGER REQUIERES A COMPANY TO HAVE A PHYSICAL PRESENCE ACROSS THE WORLD



The growth of global Ecommerce means that companies can build their brand across borders and sell into any country without having a physical presence there. Global ecommerce sales for 2020 are projected to reach \$3.9 trillion!



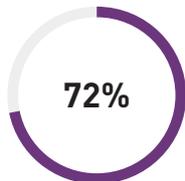
Ensuring your website is accessible in multiple languages will enable you to significantly increase your target market and ultimately, your international sales.



We will help you to break into new markets seamlessly by using language that is relevant and natural whilst simultaneously ensuring your message is consistent across all markets.

WE ARE YOUR PASSPORT TO BUILDING A GLOBAL BRAND.

DID YOU KNOW THAT..?



72% of consumers spend almost all their time on websites in their own language.



13 languages constitute 90% of all online spending.

Transform your monolingual website into a multilingual platform by choosing McFelder Translations.



WHY SHOULD YOU TRANSLATE YOUR WEBSITE?



Communicate internationally



Access new markets



Global SEO



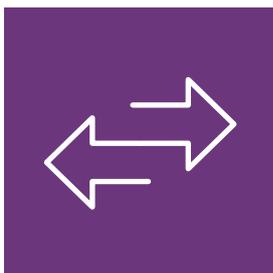
Increase global brand visibility

HOW DO YOU TRANSLATE A WEBSITE?

Every localisation project is unique, which is why we will take the time to understand the project and develop a solution that is the most pain-free for our client.

Whether you require your website translated into one language or several, the core process remains the same.

There are a number of ways in which we can translate your website, these are the most common place options:



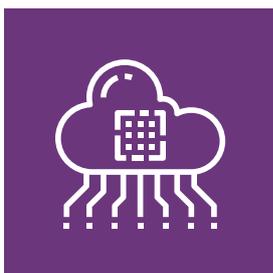
OPTION 1

No direct website access (export/import)



OPTION 2

Direct access to client CMS



OPTION 3

Direct access via API integration



OPTION 2

Direct access via WordPress WPML plugin

WHAT DO OUR CLIENTS SAY?

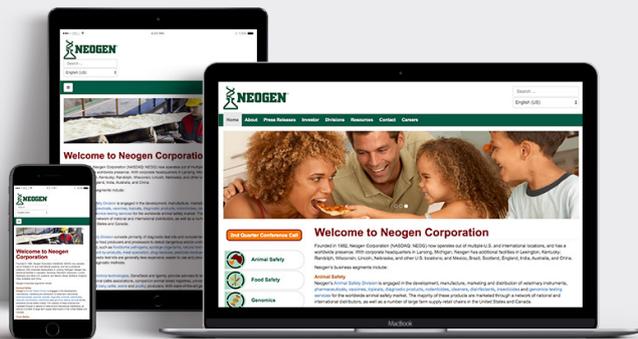
Over the years we have provided our website localisation services to clients ranging from multinational corporations to hotel chains allowing them to successfully engage global audiences and expand their business' opportunities.



Client: Neogen

Industry: Healthcare

Business Need: Embrace their European audience with a new corporate website.



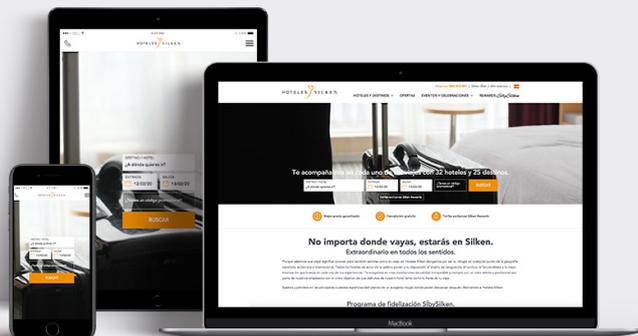
McFelder Translations implemented our website translation into French and German. From the initial contact they understood our expectations, took our feedback on board and ensured the translations were consistent. Their translation management portal to upload and download files permitted us to oversee the project's progress. Everything was easier than envisaged and stress-free thanks to the efficiency and reliability of McFelder Translations.



Client: Hoteles Silken

Industry: Healthcare

Business Need: Boost international online reservations and introduce a loyalty scheme.



McFelder Translations has a long history of collaboration with the Silken Group. We challenged them to localise our website into English, French and German in a short time frame and they earned our trust. The translation quality excelled, allied with their professionalism and respect.



Partner with us for global communications excellence.
Call or email today for a FREE consultation and test.

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VISIT OUR WEBSITE

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