

# Local Tastes, Global Success: 4 Key Ingredients for Website Localization

A winning website is like a successful restaurant: It's all about catering to the tastes of local audiences. But adapting your website to different markets requires the right recipe and meticulous measurements. Here are **4 key ingredients** to localize your website to Michelin star quality.

87%

of B2C customers wouldn't buy from an English-only website

## 1. Planning and design

74%





of customers would switch to a different brand if it spoke their language

First, make sure you're equipped to support customers in the new markets. Then choose the translation software that will pair best with your CMS. Prepare your terminologies, keywords, and style guides for your translation partners.

Select the right serving dish: Will each language be hosted on a separate domain or offered in a dropdown menu? Finally, add localization to your website testing strategy and pour a generous amount of performance tracking for multilingual pages and keywords into your process.

## 2. Internationalization and automation

It's time for kitchen prep: To prime your website for localization in multiple languages, assess your strapline and content for your target locale. Test each language to minimize the impact of language scripts on website design and page layout, and plan to support different time zones, currencies, and address formats. Keep pace with growing content and number of languages by leveraging automation:

-  automated data transfer
-  a digital platform for quote approval
-  a CMS with easy overview of new and updated content
-  an online portal for website translation review

## 3. Asset recreation

64%

of customers would pay more for a fully localized customer experience

Like swapping a plant-based substitute in a vegan meal, sometimes you'll need to reinvent your UI assets to fit the palates of different countries. Color palettes, imagery, and icons may need to be taste-tested by a native marketer. For your text-based content, use your English glossary and style documents as a baseline to create consistent glossaries and style guides.

## 4. Content-focused strategies

Service web pages, legal pages, product content, blogs... they can't all be cooked at the same temperature. When localizing your website, choose the right strategy and translation levels for each content type based on budget and volume. Don't forget to sharpen your multilingual SEO early on to drive traffic to your site in all target markets.

Looking for your next localization sous chef?  
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