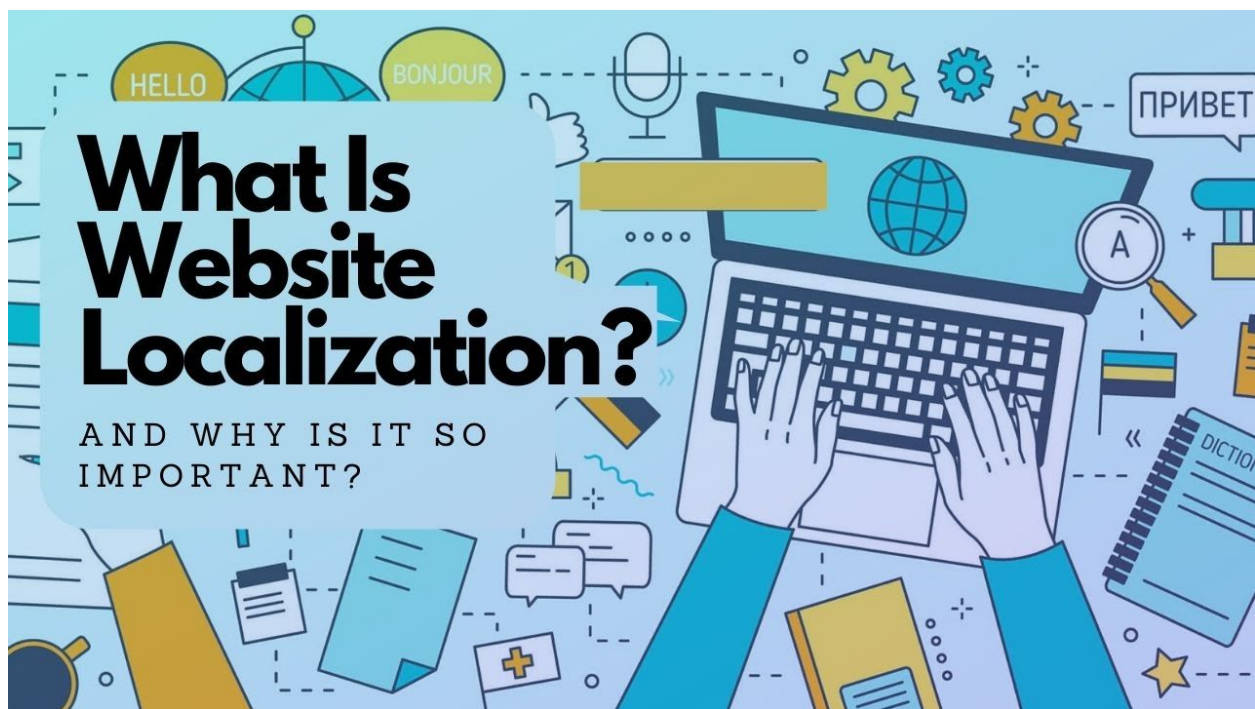


What Is Website Localization And Why Is It So Important?



If you run a business website, it's not a surprise that your audience hails from all parts of the world. So, catering to their needs and demands should be a must for you. However, you need to take note that the group you want to reach out to may or may not speak the same language your website is covered in.

That's why it is pretty important for you to create a portal that they can interact within the language they are comfortable with. By this I don't mean

you need to create a brand new website for each country across the globe, instead, get your current site translated in the language people of those countries to communicate in.

Now you might be thinking - is it really important? Is the investment worth it? Isn't English enough for all? Then, I must tell you, my friend, that this language is only spoken in selected countries, and the world has over 190 countries where people use different linguistical variants. Now don't conclude that you have to get your website translated for each country's natives instead make your site accessible for only nations you have potential customers in.

Once you have done this, not only your visitor's count will take a jump but conversions as well. Eventually, this will boost your business revenue and help your brand grow even bigger.

Before I explain website localization to you in detail, I want to mention here a [cutting edge web design company in Los Angeles](#) that has put customer service on the top of their priority list. Yes, for **SFWP Experts**, meeting their client's website needs post project delivery is as important as acquiring a random user as their customer. They deal with a large portion of result-oriented services naming responsive web design, web development, internet marketing, PPC, and SEO among others.

Let's take a U-turn from the US-based company and get back to the discussion that was going on.

What Website Localization Is All About?

The act of making your website as accessible as possible for users worldwide via language translation is known as Website Localization. There is a slew of countries in the world where people don't know the English

language, still, they want to use your products or services. Now if you don't provide them the needed information in the language they understand, they are less likely to buy your inventories. This is where the need to localize your website needs to be considered.

According to statistics presented by WordPress, only 50% of all of its users are native English speakers while the rest belong to Non-English speaking regions.

Therefore ignoring users knowing other languages than English could reduce your global reach and the money-making potential of your site. This is the reason why website localization is so important.

Looking for a reliable web design company in Los Angeles to carry out your website localization task? Choose us and we will ensure that not only your website is viewed in most countries but also you get a myriad of customers from there.

Now let's take a peek at how to use website localization for your target audience.

Top 4 Tips To Using Website Localization For Your Brand

1. Make A List of Places You Want To Focus On

In order to deliver your users the best possible experience, it's essential to understand their basic needs first. One of them is finding the language they understand and rendering your website in the same dialect. So when you are starting to localize your website, I recommend you to create a list of top locations and languages you have to focus on.

An easy way you can go through is to check out the most popular languages of WordPress users and then work on the translation part. Just to let you know, the list of languages WordPress users know best includes Spanish, German, Russian, and French in addition to English.

Next, you should consider pulling out your website analytics and check regions from where you are already receiving huge traffic. You can do this using the Geo Feature in the Google Analytics tool to view the data related to the language and location of your website visitors.

For instance, if a good number of your products or services are sold in China, it would be a good decision to create a local version of your site for your audience group there. On the contrary, if your website isn't showing positive results from a specific region, you can overlook the need to localize your website for your users there.

If you want a helping hand to support in your mission, our Los Angeles web design company is an ideal partner to work with. We have collected more than ten years of experience in the web design field and are well equipped with skills to make a website accessible for all types of users including different language speakers.

2. Research Global Keywords To Create Relevant Localized Content

You know well the main goal of website localization is to reach out to new target audiences in different areas of the world. However, this will be a bit difficult to achieve if you don't change your SEO strategy according to what works in that location. Insert in mind that not just the interest of people in certain products or services varies depending on the places, but the terms they use to find them can too.

Case in point: people in a specific location might be using some different kind of terminology that outsiders are not aware of. In that case, searching for local keywords online for international localization makes sense. Though it can be a complicated task sometimes, we advise you to use some powerful tools like SEMrush and Google Keyword Planner for the purpose.

In case you expect professional help from a well-established digital marketer, getting in touch with us should meet your needs. We are a web design company in Los Angeles that also offers SEO services to business setups around the world in addition to online promotion and advertising, social media marketing, and copywriting.

3. Analyze Your User Interface And Make Necessary Changes

Another thing you need to consider while proceeding with website localization is how the translation will impact the UI of your site including navigation and design elements. And how that will affect the experience of users accessing your site from different regions and through different devices?

For example, the length of your text can show changes after translation when a short word in English might become a long word in another language. This could change the layout of your page leading to complex navigation and make your site look less professional.

So, what's the solution you can choose for this? Head over the WordPress Repository and look for translation-ready themes. Using these themes should keep your design well-organized and visually appealing.

Do you want to approach seasoned designers for your project? Get hold of our Los Angeles web design company and we will provide you with all essentials your site needs. Be it timeless design, easy navigation, or a bold CTA, we can create everything for you.

4. Use Plugins For Website Localization

A simple route you can take to WordPress website localization is to use translation plugins for the job. Weglot Translate is a popular translation plugin that I think you must give a try.

Implement And Facilitate Your Website Localization Task

The whole point of so much long discussion is that having a stunning website is important, but making it accessible for non-English speaking users should be well taken care of too. If this is done correctly, you will notice a significant change in your visitor's count as well as the conversion rate.

Do you want to ask an additional question about website localization? We are just a call away for your service, so make sure you connect with us to get the answer. For our [Wordpress website design company](#) clearing customers' doubts matters until they get satisfied. You can also take advantage of our expertise by leveraging services like WordPress web design, web development, search engine optimization, pay per click advertising, and more.

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