

MULTILINGUAL WEBSITE OPTIMIZATION



Your Website is Your Most Valuable Asset

The hub of your online brand, it's the place where your marketing comes to life. Make sure your message resonates with customers around the world from their very first interaction.

Today's fast-moving, connected customer expects a digital experience that is quick, seamless, and, above all, personal. Successful businesses employ a combination of research, data, and empathy to deliver exceptional, targeted experiences to every customer around the globe at every digital step. Let Lionbridge help you centralize your multilingual website services and seamlessly create a unified, highly resonant customer experience worldwide.

To connect with customers, you need to speak their language

We work with the conviction that the right content adapted for local audiences results in better engagement, faster conversion, and improved customer experiences. We know how to champion, guide, and include internal global teams in the process of change, so you can deliver results to every customer, everywhere.



Our Path to Your Success

Our comprehensive suite of services optimizes your messaging. We allow you to centralize the various touchpoints that compose your digital experience—and our team of experts ensures authenticity, quality, consistency, and speed.



Strategic Audit

We audit your target multilingual websites, identifying vulnerabilities in both SEO and UX, and provide a comprehensive report with our findings and recommendations to optimize your strategy for current and future markets.



Cultural Adaptation

Leveraging our proven global in-market copywriter network, we transcreate your content—recreating it for a specific target language and market while preserving creative and emotional intent. We guarantee improved quality, reach, and relevance of your global marketing materials, from online product descriptions to email marketing and multimedia campaigns.



Multimedia Adaptation and Creative

We can localize any creative content—from image to video to interactive rich media—through our global production model. Our scalability and global reach result in cost and time reduction up to 30%, increased localized asset quality and relevance, and simultaneous campaign roll-out.



Search

Are your localized websites performing well in some markets and falling short in others? We help your content deliver the search results you expect in every market that matters with our technology-driven, market-specific multilingual search offerings.

- **Technical Search:** Global search engines want to offer the right content to the right audience, but they first need to understand your multilingual content. Our Technical Search teams ensure your technology is configured correctly so search engines can find, index, and rank your content worldwide.
- **Multilingual Search Strategy:** Not all content is created equal. You need to tailor your content strategy to capture local search intent patterns and leverage global best practices across search engines. Our experts help you understand local search intent and develop the cornerstone of your local search strategy, which you can use to optimize on-page content, leverage paid campaigns, and increase local market search equity through off-page links.



User Experience

Unite high-quality web design with a fundamental understanding of your customer's journey to create a functional, enjoyable, seamless user experience. We provide integrated solutions for large, content-rich websites, website redesign or relaunch projects, and technology platform migrations.

Choose Lionbridge

With Lionbridge as your partner, you will benefit from a data-driven approach to localizing your website. Our extensive array of connectors allows us to integrate seamlessly with your tech stack, and our combined expertise in marketing and localization services ensures your text, visuals, and multimedia are culturally appropriate and resonant in every target market, while remaining faithful to your brand's voice, personality, and original marketing objective.

Lionbridge clients experience:

40%

Reduction in campaign cycle times

60%

Reduction in client-side effort

30%

Reduction in campaign execution cost

Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability, and success of your global products and services.

[LIONBRIDGE.COM](https://www.lionbridge.com)

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