AMPLEXOR

Website Translation

GLOBAL CONTENT SOLUTIONS

More than half of consumers only buy from websites where content is presented in their language. Is your website optimized for global success?

87% of consumers begin their buying journey with an online search

Adapting your website to reach new audiences is crucial for successful global growth – and makes good business sense. After all, if done poorly or not at all, potential customers' will abandon your site, or simply never find your brand.

Launching a global website, however, requires some thought. What content to translate? Into which languages? What website localization solution to go with – translation proxy, connectors or manual? It can all become overwhelming.

The good news? We're here to help you with the right website localization strategy.

Reaching new audiences – your global growth starts here

At Amplexor, we believe it takes a strategic approach, focusing on process and technology, to scale up your online content and remain competitive in today's global marketplace.

We also understand the challenges that come with preparing a website for translation and extracting and managing all that content. By molding together strategic processes with the appropriate technology and adhering to best practices, we help you to take your website global and break into new markets successfully.

Whether you require automation, faster time to market, high-quality translations, simplified content workflows, cost savings or a bit of everything – we make it possible.

Why Amplexor?

- → Globalization expertise
- → Consulting and guidance
- → Feature-rich technology
- → End-to-end approach

Take your website from local to global

Internet connects people, but it's language that truly brings them together. As your strategic partner for website localization, our expert teams are ready to align the best solution to your unique needs. We maintain a technology agnostic, customer-centric approach to help you reach your international business goals.

Website translation proxy (Amplexor SiteSync)

If you prioritize a fast, fully automated solution, this is the option for you! Amplexor SiteSync creates multilingual mirrors of your original website, automatically monitoring new content updates and applying translations on the fly.

- Hassle-free solution — minimal manual effort
- Fast time to market — set up in as little as 30 days
- No need for globally ready WCMS

Website translation connector

Amplexor's connector empowers your teams to request (and receive!) translations directly through your WCMS, at the click of a button. Translated content is automatically placed in the right components, respecting the page layout and ensuring design consistency.

- Simplified translation workflows
- Faster turnaround for high volumes of content
- Seamless integration with every CMS

Manual website translation

Traditional website translation will give you granular control for a minimal investment. If you're not yet ready to centralize all your web content management or you have a low volume of content and minimal updates, this may be the right approach for you.

- No technology needed
- Full control over each translation project
- Flexibility to address more creative content

> " *Amplexor enabled the launch of our multilingual website in record time, ensuring the continued support of our client base worldwide.*

Amie Casson
Global Marketing Leader, Sterigenics

Is your website reaching your international audiences?

Our website localization experts are ready to help you take your website to the next global level! Contact us today!

AMPLEXOR

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