

Localization for Startups

2 What's getting localized



Websites

Integrate elements from the local landscape (like idioms, customs) to show your global markets that you respect and understand their culture.



Blog

Research local keywords and SEO to build content that not only adds value on a local level, but also optimizes your company's rankings in international search.



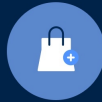
Mobile Apps

Translate both language and website experience to enable the increasingly growing base of mobile users to find and engage with your brand across platforms.



Social Media

Engage with international users on a community level through targeted, multilingual social media content. Increase mentions and shares across the globe.



Shopper Experience

Ease the purchase process for your shoppers in global markets by providing support for local currencies, payment methods, and global shipping options.



Customer Support

Provide support for international customers by continuously localizing help desk content across platforms like Zendesk.



Digital & Hard Docs

Equip on-the-ground business teams with sales and marketing documents they need to effectively communicate with local prospects and customers.

Continuous Localization

Keep all your digital channel content updated in real-time, with continuous localization that translates content as quickly as you create it.



Source: Sclator



TODAY'S TOP LANGUAGES FOR LOCALIZATION



English

English remains the top localized language, with its position as the global lingua franca reaffirmed by recent research.



Chinese

Chinese is experiencing a rapid rise, as part of the trend of "continued concentration of website localization into core economic languages."



Hindi

Languages like Hindi and Indonesian have an increasing prominence, and are predicted to be on the cusp of hyper-growth.

Source: Sclator/CLA



Overall, "these central languages are becoming must-haves as sites expand, with increasing numbers required for enterprises to be seen as globally competitive."

Try Transifex

If you are a startup that is scaling globally and looking for ways to more effectively engage its global audiences, Transifex is here to support you. Not sure what solution you're looking for yet? No worries. Sign up for our free 15-day trial to take the Transifex localization and translation management platform for a spin.

Sign up for your free trial today:
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