

# 6 Reasons Why a Multilingual Website is a Must!



In today's world where information is literally at one's fingertips, a website is a basic necessity for businesses and organizations. Companies who have set their sights on foreign markets, where English is not always the first language, will soon realize that having a multilingual website is the most crucial prerequisite.

This article brings you up to speed with 6 excellent reasons.

## **Foreign markets are golden geese in the making**

Research carried out by Nielsen-Netratings described foreign internet markets as "low-hanging fruit", that is, with foresight and willpower, one can generate considerable revenue with relatively little effort.

The studies revealed that internet use in traditional strongholds, including USA and Sweden have reached a plateau. On the other hand, in countries where English is not the native language such as France and Japan, internet use is increasingly exponential. As Kaizad Gotla, senior analyst at Nielsen-Netratings states, "Acquiring users in markets that are currently in their growth stages will lead to a loyal user base that will pay dividends for companies in the future."

## **Be the leader of the pack**

Think outside the box if you want to get ahead in today's competitive environment. Differentiate your business from your competitors'. If they do not have multilingual websites, step up and take the lead to establish your company or brand ahead of them. Eventually, companies without multilingual websites will have to contend with competitors who do. It is hardly surprising that customers would choose the website of the company that literally "speaks their language".

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## **Give your brand international presence**

The cost of localizing your website into another language is nominal compared with the returns you could gain. A multilingual website will bring an influx of new customers. By having your site accessible to potentially hundreds of thousands of people around the world, you automatically capture the attention of non-English speaking users looking for your product or service. Rewards also come in the form of creating awareness of your brand and range of services and products. A multilingual website demonstrates strategy and works across cultures and borders.

## **Gain the trust of customers**

For many cultures, there is an issue of trust when it comes to buying over the Internet, especially if the website is in a language they have trouble understanding fully. Offering your products or services in their local language allows customers to feel secure in the fact that they know what they are buying, the procedures they have to undertake and the people they are buying from.

## **Appeal to the popular search engines**

Search engines lead people to your site. In some countries like China and Japan, home-grown search engines take precedence over Google and Yahoo as they operate in their native languages and are focused on the habits and needs of their users. Such search engines are a key to tapping into those markets and having pages of your site available in those languages ensure maximum potential for your site being picked up in searches.

## **Test the waters with your website**

Still unconvinced about the advantages of having a multilingual website? Well, a multilingual website is actually the perfect platform to test the response of a foreign market before you pump in more resources. With a multilingual website, you can communicate with a large audience and yet avoid the need to deal with the printing and distribution costs of having printed collaterals. Frequent updates to your website can be done by just one click of a mouse, without incurring reprinting costs.

With the far-reaching advantages a multilingual website brings, what else is holding you back?

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