

# How language translation can help expand your company

It's every business owner's goal to become a global name in the industry, but it's no mean feat to grow a company on an international scale. Translating your services and marketing into several other languages to test the overseas water in your industry is an excellent way to expand your business, and below are just a few reasons why:

## 1. Improve customer trust and understanding

Studies show that 70% of individuals are more likely to purchase a service or product from a company if it is translated into their native language. Although English is the third most commonly spoken language in the world, an organisation's brand image will be improved if potential overseas consumers can see that you have made the conscious decision to communicate in their native language. Additionally, localising your content to specific countries will ensure that the meaning of your content is fully understood by your new market and is using appropriate customs for the culture. This in turn will encourage customer loyalty and retention through an honest, considerate brand image.

## 2. Increase Google Ranking with multilingual website

In recent years, Google has largely increased the number of elements that contribute to having a good Google Search Ranking. Gone are the days that you could simply pay to be at the top of the search engine; Google now requires Search Engine Optimisation to be the biggest factor in your ranking

success. Keyword ranking is at the heart of SEO, meaning that Google will display your business to overseas consumers much more frequently if the translations match the phrases and words that individuals in that area are searching for. This means that not only will translations increase the chance of globally expanding your audience, it may also improve your ranking in the UK as well.

## 3. Increase employee possibility

Expanding your market to a global audience not only means increased consumer possibility, but it also allows you to expand your employee pool if your business is able to accommodate remote working. With remote working having increased by an exponential rate over the last three years, working possibilities have expanded considerably. A survey showed that almost half of 4,000 workers would consider leaving their co-located jobs for a fully remote job. Recruiting staff from a different country and culture is one of the best ways to bring in new knowledge, skill sets, and above all, a fresh insight into how to reinvigorate an organisation.

There are many benefits to translating your services and marketing to become multilingual; Fortune 500 companies that had multiple language solutions were twice as likely to increase profits compared to their single language counterparts. However, it is imperative that this is done accurately and with expert knowledge in the industry and native language.

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