

Create Unlimited Possibilities



Website Localization Overview

Golden View (China) Technologies, Inc.

Language Service Provider
Localization Service Experts



As a leading company in the industry

- ⦿ Have you built client-oriented user interface in your website? For example, if your webpages look friend, attractive and closer to your target consumers, also keep conformity with the local culture conventions?
- ⦿ Are you capable of providing content update and management timely and professionally so that you can send the latest fashion information to the consumers at the first time?
- ⦿ As a multi-national group, is your website enabled in multilingual interface in order that the local consumers can read your website easily and comfortably?
- ⦿ Do you feel it is hard to find quality translators and manage the localization process?

As a professional language service provider and localization experts, Golden View would like to provide you with 1-Stop service with its global reach freelance network and many years of website localization experiences.

What is website localization?

Website localization is the process of adapting the specified webpages or the whole website into specific target languages, including processing of text, images, flash and website localization engineering etc.. It is not simple website translation, it is a complicated project. When performing website localization, it is insufficient to consider only the accuracy of translation. It is also necessary to pay attention to a series of issues related to the target viewers such as ethnic beliefs, color preferences, taboos, customs and practices, etc.

Why website localization is needed to your business?

- ⦿ To reach 80% of today's internet users you need to communicate in at least 10 languages. The long time standard choice of languages, French, Italian, German, and Spanish, just doesn't do it anymore. Today you need to consider Chinese, Korean, Russian and Japanese - languages that don't even share our alphabet. Another way to look at it; Brazil, Russia, India and China are expected to have 44% of global GDP by the year 2050.
- ⦿ "Globalization is an irreversible process, not an option."
— UN Secretary General Kofi Annan



- ⦿ Though correspondence was conducted in English, the entrepreneur and his potential customer had to overcome other challenges (just as important as the ones related to language), including
 - remittance for the order
 - currency conversion
 - out-of-country shipping, including customs forms, taxes and tariffs, etc.

Seamless globalized backend processes must also be in place to ensure that the order can be processed from start to finish, regardless of its country of origin.

Website localization

Website Localization Services

- ⦿ **Website Structure Localization**
 - Design of multilingual navigation bar, and structure adaptation to meet local browsing favorite.
- ⦿ **Website Content Localization**
 - Content translation into 40+ languages, including Asian and European languages.
 - Content management and update maintenance.
 - Multimedia localization, including audio and video l10n, webcasting etc.
- ⦿ **Website Style Localization**
 - Website coloring scheme to avoid any color conflict.
- ⦿ **Website SEO**
 - Keywords selection and setting.
 - Submit to local popular search engines and make optimization.
- ⦿ **Website Design**
 - Strictly follow the WC3 Standard, providing XHTML-enabled webpages that are supported by all mainstream browsers.
 - Adopt the CSS+DIV layout mode, providing neat and decent pages to search engine friendly.
 - Introduce the CMS (content management system), available in more than 50 languages.



Languages

⦿ Asian

Simplified Chinese	Japanese	Vietnamese	Indonesian	Tagalog	Hindi
Traditional Chinese	Korean	Thai	Malay	Arabic	...



◉ **European**

English	German	Spanish	Russian	Serbian	Greek
French	Italian	Portuguese	Polish	Ukrainian	...

 **Website localization tools**

Type	Application	Version	Platform
Computer-aided translation tool	Alchemy Catalyst	6.0/7.0/8.0	PC
	Passolo	6.0/7.0/8.0	PC
	SDLX & TRADOS	2006/2007	PC
Editing tool	Dreamwaver	7.0/8.0/9.0	PC
	Frontpage	2003/2007	PC
	Fireworks	8.0	PC
	Flash	7.0/8.0/9.0	PC
	Photoshop	CS/CS2/CS3/CS4	PC&MAC
	CorelDraw	12.0/13.0/14.0	PC
	Ulead GIF Animator	5.0	PC
	Sothink SWF Decompiler	5.0	PC
Website tool	CuteFTP	8.0	PC
	Offline Explorer Enterprise	5.6	PC
	Webzip	7.0	PC



Industry-specific

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none">▪ IT▪ Medical▪ Semi-conductor▪ Legal | <ul style="list-style-type: none">▪ Computer science▪ Telecommunication▪ Digital printing▪ Financial & Insurance | <ul style="list-style-type: none">▪ Tourism▪ Education▪ Automobile▪ Chemical | <ul style="list-style-type: none">▪ Electronic▪ Logistics▪ Mechanical▪ Energy |
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Benefits of Website Localization

More Customers and More Efficient Communication

A multilingual website opens up wider international market. Your products and services that used to be promoted in local market can instantly be brought to global markets such as Europe, America and Southeast Asia. By reaching an even larger target customer group, your market share multiplies. To offer a global product and service like this, you certainly need a world-class professional language service provider - Golden View, your translation and interpretation partner is right next to you!

More Professional Corporate Image and Brand Reputation

A well-designed multilingual corporate website shows the corporate's strengths and establish a trustworthy corporate image within the target market. At the same time, it helps to build the corporate brand and gives the corporate more competitive advantages.

Better User Experience

Localized websites are more appealing to customers. A website that takes consideration of the target customers' cultural environment facilitates them in obtaining information through the internet. Besides, customers are more readily to accept the information.

With professional talents in website design, website localization engineering, website content translation and website optimization, Golden View provides you with tailored website localization solutions to meet your specific needs. So far we have helped hundreds of clients, from government organizations to SME companies, localize and optimize their websites, which effectively improve their brand recognition and market share.

Case Study



Teletch EN



Teletch TC



DELL CN



DELL JP



UPS EN



UPS CN



MACROVISION EN



MACROVISION KO

For more success stories, please visit: <http://www.gvlocalization.com/cs.asp>.

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