

WEBSITE TRANSLATION GUIDE

LEXINOVA
LANGUAGE SERVICES

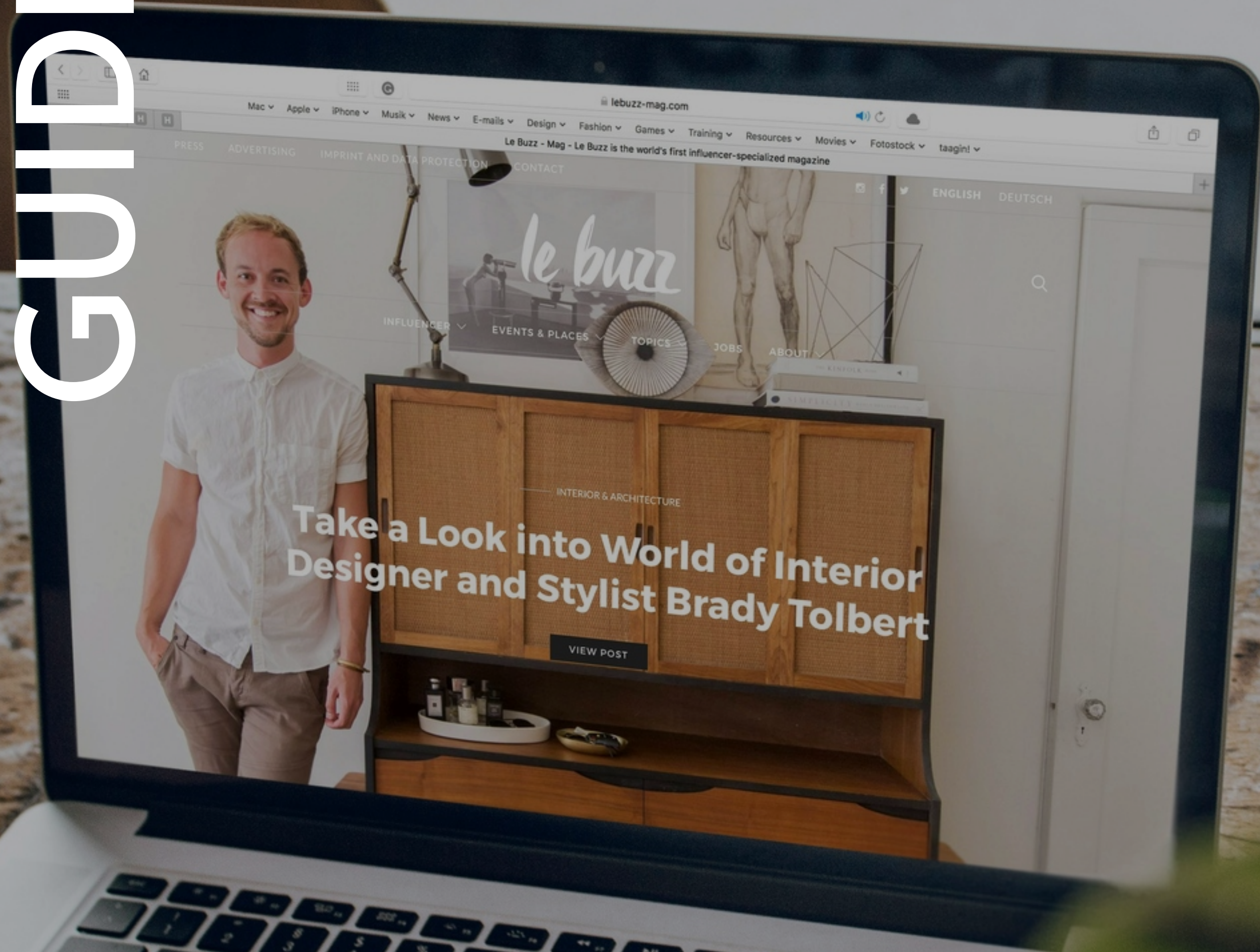


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1. INTRODUCTION

Your website is often the first point of contact for international audiences. A professionally translated and localised website ensures your business is accessible, trustworthy, and competitive in global markets. This guide will help you understand the essentials of translating a website effectively - and why choosing a specialist like Lexinova is key to long-term success.



WHY TRANSLATION MATTERS

2. WHY TRANSLATION MATTERS ON WEBSITES

A poorly translated website can confuse or deter potential customers. On the other hand, a well-translated, culturally adapted site demonstrates credibility, boosts engagement, and improves SEO performance in other markets.

Whether your site is promotional, informational, or transactional, language plays a critical role in its success.

3. STEP-BY-STEP GUIDE

1. Audit Your Website Content
 - Identify which pages or sections need translation (e.g. homepage, product pages, contact info, FAQs).
 2. Define Target Languages
 - Base this on your audience demographics, analytics, or expansion goals.
 3. Export Text for Translation
 - Use tools like CMS plugins or export functions to gather content in editable formats.
 4. Choose Professional Translators
 - Avoid auto-translation. Choose linguists experienced in web content and localisation
 5. Localise Beyond Words
 - Adjust currency, measurements, imagery, date formats, cultural references, and tone.
 6. Translate Meta Data
 - Don't forget SEO titles, meta descriptions, alt text, and keywords.
 7. Implement & Test
 - Reintegrate translations into your CMS, then QA all content to check layout, links, and display issues.
 8. Monitor & Maintain
 - Update translations when original pages change.
- Schedule regular reviews to keep content accurate.

WEBSITE SPECIFICS

4. WEBSITE-SPECIFIC CONSIDERATIONS

- SEO Localisation: Keywords differ by country and language. Optimise each translated version for search engines.
- Multilingual CMS: Choose platforms or plugins that support multiple languages (e.g., WPML, Weglot).
- Legal & Privacy: Ensure translated terms of use and privacy policies meet local regulations.
- UX Consistency: Navigation should remain intuitive across all language versions.
- Brand Tone: Maintain a consistent voice, adapted to each market's preferences.

CHECKLIST

5. CHECKLIST

☐ Final versions of all documents ready for translation.

☐ Clear formatting and editable file types (e.g., Word, Excel).

☐ Defined target language(s) and country.

☐ Internal glossary or terminology (if available).

☐ Clear instructions on tone or brand voice.

☐ Visual content and layout for contextual understanding.

WHY USE LEXINOVA

Lexinova specialises in translation services for websites.

We combine sector-specific expertise, native-language translators, and rigorous quality control to ensure translations are accurate, on-brand, and culturally relevant.

With professional indemnity insurance up to £1 million, your reputation and compliance are in safe hands.

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