



Background

Vetrotech Saint-Gobain embarked on a transformative journey to expand its global outreach. From June 2023 to November 2023, the company collaborated with Global Voices to translate their website into eight languages: Czech, Danish, Dutch, French, German, Polish, Spanish and Swedish. Additionally, our team provided tailored keyword analysis and SEO optimisation services for each language, enhancing the websites discoverability. Addressing cultural nuances and optimising SEO for multiple languages posed ongoing challenges, requiring continuous refinement and adaptability. Vetrotech witnessed increased engagement, improved user experiences, and heightened accessibility in markets where translations were successful.

Challenge

Maintaining consistency across technical jargon in Swedish and Danish translations.

Translation efforts for these languages were halted and used by other countries to refine and enhance to suit their preferences.

Outcomes

- The multilingual website expanded the company's global footprint, making it more accessible to diverse audiences and boosting search engine optimisation with targeted keywords.
- Adapting content to local cultures improved user experiences, showing respect and understanding for regional nuances and fostering customer loyalty.
- Users gained access to region-specific content, product information, and services in their preferred language, leading to increased engagement and trust.
- A multilingual website demonstrated inclusivity, making information available to non-English speakers.
- Adhering to local regulations and resending accurate information mitigated miscommunication risks, reducing returns, complaints and support requests.



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