



# Why should you look for WEBSITE TRANSLATION services in Dubai? Read here

Expanding your business globally and entering international markets is more convenient than ever. There is nothing better than translating your website for representing your company in a new market. What could be better than hiring a translation company in Dubai to help you with the website translation services Dubai? Your website is your main asset and the most important communication channel in the field of online communication.

This post lists the top reasons why [website translation](#) is essential for successfully capturing new markets.

Importance of website translation services in significant companies

## 1. Companies that carry out international electronic commerce

For anyone doing business in international markets, expert website translation should be a no-brainer. Unfortunately, language is primarily underestimated as a selling point. However, in one study, around 60% of the participants said that obtaining information about the product in their native language was more essential to them than the price. This doesn't just count in retail. Wholesale, export/import companies, and all operating globally can also greatly benefit from website translation.

Even if you are not actively selling your products and services to other countries, the website translation can help open up new markets and revenue streams if you ship worldwide. And professional [legal translation services in Dubai](#) can help you with it.

## 2. Companies in countries with more than one language

It may surprise, but not all countries in the world only use one primary language, or not all blog translation agencies translate a specific language. It's crazy. As if learning to speak a language growing up wasn't hard enough. However, that is precisely what people living in Switzerland (German, Italian, French), Belgium (German, Dutch, French), Canada (French, English) and other countries with many official languages do. However, it doesn't even have to be an official language of the country for it to make sense to translate your site. In addition, many countries have significant subgroups of people who speak a second language.

For example, in the US, there are about 41 million speakers whose mother tongue is Spanish. That is 13% of the population and not a small number. The total number of Spanish speakers is increasing.

You may have similar groups in your area that you are now ignoring. Unfortunately, if your company is located in one of those countries, you cannot outsource your translation requirements.

### **3. Companies that operate in travel and tourism (receptive)**

Travel and tourism is a perfect area to offer a translated website. Primarily if you reside in a famous vacation destination, it is critical that travellers can find information about your business that they can understand. That is mainly true for:

- ✓ transport providers (buses, trains, planes)
- ✓ hotels, hostels and other accommodation
- ✓ monuments, tourism, culture
- ✓ tour and event organizers

As you learned earlier, English is not always enough and having access to your native language is essential for consumers. Having access to a website fully translated into your

native language makes it more likely that someone who wants to book a tour with you, stay at your home or benefit from your services. Also, you can use website localization tips provided by [Translation companies in Dubai](#) for more precise work.

#### **4. Companies that offer digital products**

For companies with physical products, it is not always easy to expand to other countries. There are many things to consider, such as opening physical branches or warehousing facilities, shipping costs, and other real-world concerns.

It's easier than ever to expand your business worldwide and enter new international markets with the help of translation in Dubai. You do not have a better way than to translate your website into a new market. Your website is one of your primary assets and communication channels in online communication. This blog post lists the main reasons for successfully translating your website into new markets.

##### **# 1 Reach a larger audience abroad**

English is no longer sufficient in today's global and interconnected world. However, most online content still comes in English, while the third language is among all languages with the highest native speakers.

However, English ranks first among the most widely spoken languages when the statistics of Internet users are broken down.

In 2015 it took 25 languages to be supported to reach 90 per cent of the entire Internet population in their native language. By 2020, a website will need to be localized in 48 languages to get the same proportion of the global Internet audience.

While you can cover local or regional markets now, high potential markets are still waiting to be covered. Website translation is the key to entering these markets.

## # 2 Your website data suggests a translation

Today almost all websites use a tool such as Google Analytics for tracking or analysis. These tools provide you with informative information and show your visitors primarily from the geographical area. You also specify which languages you use to browse your website. These data can indicate the new languages you need to meet your visitors' needs and expectations better.

## # 3 Earn the trust of customers

According to the reports, 81% of users will not return to a website if they have negative experiences. Localization tailors a website to local languages and cultural backgrounds, making it easy for users to navigate content and find what they are looking for. A flawless user experience and language understanding are crucial to building trust in the anonymous online world.