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Localization

95% of the world's population currently resides outside of the U.S., localizing your international site makes sense.

Why Go Global?

The combination of our streamlined process, the latest tools and technologies and years of experience deliver to you a truly global market. Localization is a marketing strategy that adapts product branding for specific regions or languages by adding customized components.

Customers crave local relevance and the brand should reflect local culture. In a world of globalization, localization can mean the difference between marketing success and failure.

Graphical adaptation

Colors, icons and images found appealing in one culture can be offensive in others. Knowing what to use and when is key to good localization.

Currency Adoption

Give them the price in their own currency or the ability to quickly calculate it.

Proper Formatting

Incorrect formats for dates, addresses and phone numbers can be confusing and leads to errors. We correctly display for your users region.

Site Design

Having flexibility in your site design makes it easy to place content in its optimal position for a specific region.



Non-English speakers represent

“THE FASTEST-GROWING GROUP OF PEOPLE ONLINE TODAY.”

Euro-Marketing Associates (EMA), a consulting firm specializing in multilingual marketing.