Expanding your ecommerce business internationally is often the next big step for successful companies. After all, English is only the [third most spoken language on Earth](https://www.alsintl.com/blog/most-common-languages/), running neck-and-neck with Spanish and Hindi. Theoretically, there are millions more consumers in the world who have access to your website but are unable to read it.

The process of taking a website and adjusting it for another culture is known as localization. It is a great deal more involved than translating the words out of English, however. Other cultures have their own standards for design, symbolism, layout and color, and understanding these differences is important to your website's success.

At the most basic level, localization is translation, but this involves more than just changing the words. It is very tempting to use machine translation and hope that it gets "close enough." Machine translation, however, [is notoriously unreliable](http://www.chinatranslations.com/risks-of-machine-translation-in-Chinese-to-English-and-English-to-Chinese-translation.html). For instance, enter the phrase "Expect your package to arrive ten to fifteen days after completing your order" into Google Translate, translate it into Japanese then back into English and it comes out as: "Arrival from your package is completing your order after ten in the 15th." More importantly, even a perfect translation bot would be unable to translate idiom, nuance and social mores. Adapting your language to their culture is essential to building trust with visitors.

When your ecommerce catalog has hundreds or even thousands of products, translating your online store can be overwhelming. When you add all the html code and SEO keywords that need to integrated into each product description, the whole idea just seems impossible. That’s why we’ve specially-designed our platform to use the latest technologies to make ecommerce translation a simple and manageable process.

If you are preparing to take your business international, you should carefully consider converting all your marketing materials including your website, your social media content and all marketing brochures into the local language and currency as well as taking other local cultural conditions into consideration such as the use of colour, website layout and your legal terms and conditions.

Things to keep in mind when translating your ecommerce webstore:

1. Professional translators

Adapting your language to another culture is essential to build trust with your customers. This cannot be achieved with machine translation (like Google Translate etc.)

Professional translators are usually the only way to get high quality copy of your website in another language. A good translator understands the nuances of the original language and can properly contextualize them into the target language.

1. Some languages, such as German, take more space on the page than English. Successful localization begins at the design level. If you design your site with localization in mind, it will be a great deal easier to accommodate new languages and visual norms.
2. Dates, Measurements, Currency…

On a standard U.S. calendar, the week begins on a Sunday. Local standards vary across the world - some beginning on Monday, others on Friday.

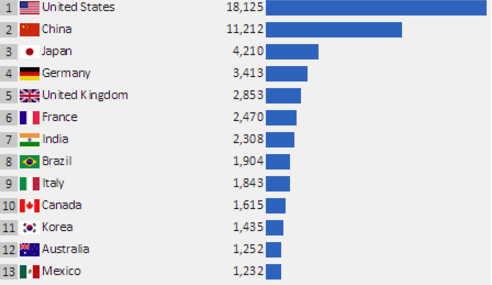
Converting all prices to the local currency is a big plus, and keep in mind the exchange rates to make sure your prices are competitive.

Another important consideration is making sure the proper version of your website is presented to users. Google, for instance, advises webmasters to clearly mark the language/region via HTML.

For an eCommerce website, perhaps the most important factor is not how many people speak a particular language, but the online economic opportunity each language represents. I would argue that a good place to start would be with the G7 countries. The G7 is composed of the seven wealthiest developed countries on earth with the largest [GDP](https://en.wikipedia.org/wiki/GDP) and with the highest [national wealth](https://en.wikipedia.org/wiki/National_wealth). A pretty good place to find new customers. The G7 countries are:

Canada, France, Germany, Italy, Japan, United Kingdom and the United States

We should add Russia to our list as the G7 used to be the G8 until Russia got suspended in 2014. Next I would add the world's largest economies as of 2015 that are not already in our list.



World's largest economies 2015 by GDP in USD Trillions

So now we can complete our list:

Chinese (Simplified)

English

French

German

Hindi

Italian

Japanese

Korean

Portuguese

Russian

Spanish

## Is It worth it?

Yes. eCommerce translation can make an enormous difference to your brand. It’s probably not a big surprise that over 70% of people are more likely to buy products when they have information that’s offered in their own language. But there are other benefits to translating your eCommerce website too:

* A big increase in the number of potential customers
* A Boost to SEO by having content in another language

So now that you know what languages you want to translate your website into, and some of the benefits of doing so, here are some tips for when you actually begin

translating your eCommerce website.

## Tips for Translation success

### Human Translation is best

Professional human translation is the best best way to go for the majority of e commerce scenarios. We all know that machine translation is a long way from being perfect. The last thing you want to do is go to the effort of translating your website only to scare customers away with terrible translations! Besides, [Google doesn’t like automatic generated content](https://searchenginewatch.com/sew/news/2293280/matt-cutts-on-autogenerated-content-google-will-take-action) so you can be harming your SEO.

### Analytics are important

You need web analytics to see if you get an increase in sales and traffic after you’ve published a new language. If you are not seeing that, you will need to take a look at the marketing strategies that you are using. These can vary a lot from country to country.

### Find a good translation tool

A good translation tool can save you hours of time and lots of work. The translation tool should provide a simple to use interface for translating your content and allow you to order professional human translation all from that same interface. If your eCommerce website uses the Joomla! CMS then you can check out our popular translation tool [Neno](https://www.neno-translate.com/en/) which allows you to translate your website easily yourself or order professional translation with a single click.

### Start small

You don’t have to translate your entire website all in one go. You could start by translating a selection of your best-selling products. There is no point in translating product descriptions and details of things you hardly ever sell at least in the beginning. You can also pick your most important content. Different content may matter more or less for each market. Don’t start out by translating your entire blog or forum. You can add them later when you have more time.

### Use a Content Management System

Maintaining site content becomes more complex as you add languages. If you have a large and frequently changing site, use a global-ready CMS like [Joomla!](http://www.joomla.org/) or [Magento](https://magento.com/) to manage your content. Joomla! provides support for all targeted languages.

### Don’t forget Your SEO

Translating your website is only the first step. You need to optimize for your new language. This includes creating local domains, using relevant keywords,metadata and link building.