

Partner Agency Objection Handling Guide

When you're pitching multilingual websites, some clients will ask why they need a paid solution when free tools exist. These objections are common — and easy to overcome if you focus on **translation quality, user experience, and real business outcomes**.







Here's how to confidently respond to each one:

Objection 1: “Google Translate is free — why pay for this?”

What to say:

Google Translate is built for quick one-off translations, not for professional websites. It's not context-aware, it can't be customized, and it doesn't integrate cleanly into your site. Most importantly, **it only works for Chrome users**, and even then it's just a browser overlay — not real translated content.

Why Web Linguist wins:

-  Context-aware **AI translation engine** (not word-by-word output)
-  Glossary control to protect product names and brand tone
-  Works across **all browsers and devices**, not just Google Chrome
-  Translated pages are **SEO-indexable and crawlable**
-  Editable and synced automatically with your content
-  Delivers a **native-language experience** to every visitor






“Google Translate guesses what your content means. Web Linguist understands it — and translates it the way a human would.”

Objection 2: “We’ve used GTranslate — why switch?”

What to say:

GTranslate is essentially a wrapper for Google Translate, often bundled into a WordPress plugin. It may look fine at first glance, but it doesn't give you control, SEO benefits, or translation quality. It can break layouts, slow down your site, and make your brand look unprofessional to international visitors.

Why Web Linguist wins:

-  Higher-quality translations powered by **LLM-based AI**
-  Clean, customizable language switcher
-  Fully synced with your CMS — no manual updates
-  No toolbars, popups, or jarring UX
-  Built for scale: 120+ languages, unlimited pages, no word limits

“GTranslate is for hobby sites. Web Linguist is for serious businesses that want to grow in global markets.”



Objection 3: “We don’t have many non-English visitors.”

What to say:

That’s probably because your site isn’t welcoming them. When users land on a site that isn’t in their language, they bounce. By adding even just one or two high-impact languages, you can unlock entire regions of search traffic and boost your conversion rate from the traffic you’re already getting.

Bonus: Web Linguist includes analytics so you can **see which languages drive real results** — and expand from there.



Objection 4: “We’ll translate later — maybe when we’re bigger.”

What to say:

Going multilingual early is one of the most efficient ways to grow. The longer you wait, the more traffic and conversions you’re missing. With our \$1 trial, you can go

live globally this week — without spending time or budget on dev work or translations.

Plus, Web Linguist updates automatically as your site changes. You won't need to "redo" anything later.

"It's easier and cheaper to start now than to play catch-up later."





Objection 5: "We already have a plugin that does translation."

What they mean: They're using something like Weglot, WPML, or TranslatePress and think switching is too much effort.

What to say:

"Totally get it — many plugins seem convenient at first, but they often create hidden tech debt. Web Linguist works without plugins, doesn't slow down your site, and updates automatically when your content changes. Plus, you'll never deal with manual syncing or broken layouts again."

Position Web Linguist as:

-  Easier to manage (no updates, no plugin conflicts)
 -  Cleaner UX + faster performance
 -  AI-backed quality + glossary control
 -  One-line install — no rebuild or migration needed
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Objection 6: "We don't have a developer to manage this."

What they mean: They're worried this will create a technical burden.

What to say:

"Good news — you don't need one. Web Linguist installs with a single line of code or plugin. No dev time required. We handle setup, customization, and language syncing for you. It's fully managed."

Bonus tip for agencies:

Position your offer as a *completely hands-off solution* — one more reason clients retain your services monthly.

**Objection 7: “This isn’t in our current budget.”**

What they mean: They’re either early stage or unsure about the ROI.

What to say:

“That’s exactly why we recommend starting with just one or two languages — the \$1 trial lets you see the value before committing. And many of our clients generate enough new traffic and conversions from one market to pay for the entire service.”

Reframe the cost as an opportunity:

→ “This isn’t a translation expense — it’s a customer acquisition channel.”

**Objection 8: “We don’t know which languages to use.”**

What they mean: They don’t want to make the wrong call.

What to say:

“We can help with that. If you have access to Google Analytics or Shopify data, we can pinpoint which languages or countries are already visiting your site. Plus, Web Linguist includes analytics — so you can test, track, and expand strategically.”

Make it feel safe: Start small, prove results, scale later.

**Objection 9: “We don’t have time to deal with another project.”**

What they mean: They feel overwhelmed or short-staffed.

What to say:

“Totally understand — that’s exactly why we’ve productized this. We’ll handle the setup, translation QA, and ongoing syncing. You don’t have to touch it. We can have your site live in multiple languages in under a day — and we’ll manage it from there.”

Position this as time-saving, not time-consuming.

Objection 10: “AI translations aren’t accurate enough for our brand.”

What they mean: They’ve seen poor AI output before or don’t trust automation.

What to say:

“That’s true for generic AI or tools like Google Translate. But Web Linguist uses a **context-aware LLM** trained specifically for website content. Plus, we give you full glossary control, editable translations, and layout-aware rendering — so it reads the way your brand speaks.”

Optional follow-up:

Offer a side-by-side comparison or show a real-time preview during the sales call.

Objection 11: “Will this hurt our SEO?”

What they mean: They’ve heard horror stories about duplicate content or messy hreflang issues.

What to say:

“Actually, Web Linguist improves your SEO. Every language gets crawlable pages, proper hreflang tags, and translated metadata. You’ll show up in local search results for each market — and we’ll make sure it’s cleanly configured.”

SEO value = higher ROI: Position this as both a traffic driver and a quality signal.

Summary Talking Points for Agencies

Use these phrases on calls, in proposals, and in outreach:

- “Google Translate only works in Chrome. Web Linguist works for *everyone*.”
- “We don’t translate word-by-word — we translate meaning. That’s what your customers care about.”
- “GTranslate gives you a toolbar. We give you a real multilingual site.”

- “Want international SEO? You need real translated pages — not browser overlays.”
- “Our translation is powered by LLMs — the same kind of AI that powers ChatGPT, not a dictionary lookup.”
- “Start with just one language. You’ll be global in a week, not months.”

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