

Given the current data from the GA4 dashboards, it is clear that there is an immediate strategic opportunity for the website: while more than 50% of non-English browser users are accessing the site with Chinese as their browser language, the website does not currently offer a Chinese version. This gap means a significant portion of potential users is likely struggling with English-only content, leading to poor user experience and possible loss of engagement or conversions. To address this, the highest priority should be to launch a simplified Chinese (简体中文) version of the website. A full translation of the entire site is not necessary at the outset — instead, a "Lite" Chinese version covering key pages such as the homepage, admissions or program pages, and contact/inquiry forms would be sufficient to capture immediate interest and significantly improve user interaction.

In addition to building a Chinese version, adjustments to the user experience (UX) are also critical. Once Chinese content is available, a clear and accessible language switcher should be added to the top navigation bar on every page, labeled explicitly as "简体中文." Moreover, implementing an automatic language detection feature that prompts Chinese-browser users with a message like “We detected your browser is set to Chinese. Would you like to view the site in 中文?” would further smooth the transition and make visitors feel more welcomed. It is important that users can easily toggle between Chinese and English versions, catering to the bilingual preferences of many overseas Chinese users.

If a full Chinese site cannot be built immediately, a temporary solution could involve adding a popup or notification offering Chinese-language assistance. For example, a message that connects users to a Chinese-speaking support contact via email or WeChat QR code could bridge the gap in the short term. Even this partial support could greatly enhance trust and show respect for the Chinese-speaking audience while a full translation project is underway.

Beyond Chinese users, the Spanish and Indonesian language segments should also be addressed, though they are less urgent compared to Chinese. Spanish accounts for around 14% of non-English browser users, while Indonesian accounts for about 10%. These groups show stable and consistent engagement over time, implying strong organic interest. Therefore, professional Spanish translations should be the second phase of adjustment, focusing on key high-traffic pages. Indonesian content can initially be handled through lighter translations — perhaps key program overviews and application guidance — to capture their growing interest.

Finally, the Korean segment shows highly event-driven engagement patterns. Instead of a full Korean site translation, a more efficient approach would be to create targeted Korean-language landing pages around specific events or campaigns. For other minor languages like Portuguese, French, Arabic, Russian, and Japanese, which each account for around 2% or less, full manual translations are unnecessary. Ensuring strong compatibility with automatic translation services (like Google Translate) and

tuning SEO metadata to be easily machine-translatable would be sufficient to support these smaller groups without overstretching resources.

In short, the immediate next step should be the development of a Lite Chinese website version, followed by professional Spanish translation efforts, then Indonesian content expansion. Event-driven Korean campaigns and general translation support for minor languages should follow as later phases. Addressing these browser language behaviors strategically could substantially improve engagement, user satisfaction, and eventual conversion rates across international audiences.

1. Immediate need: Launch a simplified Chinese version for the website.

- Over 53% of all non-English browser users have Chinese set as their browser language.
- Without Chinese content, more than half of your non-English audience faces major usability barriers, likely leading to high bounce rates and missed engagement.

2. Spanish and Indonesian browser users are the next important segments for localization.

- Spanish accounts for 14% and Indonesian 10% of non-English browser users.
- Their steady engagement (seen in time series trends) suggests strong organic interest and loyalty, meaning localized support could further increase conversions.

3. Minor languages (Korean, Portuguese, French, Arabic, etc.) require lighter support.

- Korean shows event-driven peaks (9% share), but others each represent 2%.
- A full translation isn't justified — instead, improve compatibility with machine translation tools and selectively create Korean landing pages for events.

Language	% of Non-English Browser Users	Behavior Pattern	Suggested Action
Chinese	53%	Largest group, highly volatile	Launch Lite Chinese version immediately
Spanish	14%	Stable, organic engagement	Professional Spanish translations
Indonesian	10%	Steady browsing pattern	Basic Indonesian content expansion
Korean	9%	Event-driven spikes	Event-specific Korean landing pages
Other languages (Portuguese, French, Arabic, Russian, Japanese)	~2% each	Low and stable	Rely on machine translation + SEO improvements