How to Leverage Website Localization to Get Maximum ROI

INTRODUCTION

Companies are expanding into new markets as globalization and digitalization accelerate. Many businesses begin with an English-only website version, despite the fact that only 25% of internet users speak English. Meanwhile, 55% of global consumers say they will only buy from websites that provide product information in their native language.

> " Localization is a new norm when launching a web presence in a new country.

However, translation alone is insufficient to establish trust and seem local. Other competitive differentiators include cultural adaptation, design, and internationalization. In order to create a truly localized consumer experience, it should become one of the company's top priorities when launching in new markets.

Let's dive deeper and see why localization is important and how to do it most effectively.

Table of Contents

Localization is essential regardless of the industry

Forrester reports that nearly 2/3 of B2B buyers prefer websites and marketing materials in their native language. Companies that offer this have a distinct competitive advantage.

B2C consumers also expect localized content, with 65% of respondents saying they prefer their native language even if it's poorly translated. After localizing its website for the French market, an eCommerce store achieved a 61% boost in sales.

> **"** Speaking your audience's language is crucial for establishing trust and driving sales.

Still, a lot of companies just ignore localization

Even though English is used by only 1/4 of global internet users, more than 60% of the websites worldwide have only an English version, according to W3Techs and Statista. But even English can be different, considering the country. British autumn is fall in the US, a biscuit is a cookie, a jumper is a sweater, and a flat is an apartment, etc.

Meanwhile, even if many people can buy from a brand that does not provide translation, they are still more likely to search for products or other information in their native languages. To reach these customers, businesses must adjust their SEO and advertising efforts.

However, in addition to translating the content, localization entails tailoring the website or app's content, user experience, and offerings to a particular country or region. It must address local culture, measuring systems, currency, etc.

OVERALL, LOCALIZATION INCLUDES SUCH ASPECTS:

- ✅ Local language
- ✅ Culturally appropriate visuals
- ✅ Localized SEO and advertisement
- ✅ Adapted product offerings, promotions, and sales
- ✅ Local payment methods and currencies
- ✅ The valid measuring system and sizing
- ✅ Shipping options appropriate to the region

The most common issues with website localization and the reasons behind them

Fixing issues that interfere with great content starts with understanding its roots. Considering the study's findings, **the main three challenges can be traced back to the use of a monolithic CMS**.

Monolithic CMSs – also known as traditional CMSs – rely on a direct connection between the frontend (where users interact) and the backend (where data and content are entered). They're all-in-one systems that offer simplicity and ease of use. However, this is in exchange for very little in the way of customization or flexibility.

❌ **Slow time-to-market**
37% OF BUSINESSES ASSOCIATE IT WITH LOCALIZATION CHALLENGES - (CSA RESEARCH)

❌ **Late launches**
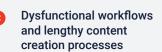MISSED DEADLINES ARE A PROBLEM FOR 29% OF LOCALIZATION PROFESSIONALS - (REDOKUN)

Localization is another challenge that businesses face when expanding into new markets, in addition to other activities and extensive preparations. The main issue, however, is not localization itself, but rather the tools and technologies that businesses use to leverage it.

🤏 **It took Oatly only 2 months to build 16 global sites with Storyblok.**
LEARN MORE ABOUT IT IN **OATLY'S CASE STUDY**.

According to the State of CMS research, **50.21%** of EMEA companies still rely on legacy content technology. As a result, **61.75%** of respondents must work with siloed content.

❌ **Lack of proper user roles and hands-on collaboration**
22.26% OF PROFESSIONALS SURVEYED PUT USER COLLABORATION AS THE MOST IMPORTANT FEATURE OF A CMS.

❌ **Dysfunctional workflows and lengthy content creation processes**
35.5% OF PROFESSIONALS SURVEYED CITE *"TIME-CONSUMING CONTENT MANAGEMENT PROCESSES"* AS A MAJOR CONTENT PROBLEM

What do you need to localize your content and increase conversions?

When getting ready for the localization procedure, ensure your content management system has all the necessary tools and features. The process may vary depending on your CMS type: monolithic systems offer only built-in options, whereas headless solutions allow you to use any external services you require.

Storyblok is a world-leading headless API-first CMS that supports multiple integrations, including localization. Powered by the Visual Editor, Storyblok enables marketers and content editors to effortlessly build and manage content across various channels without the help of developers.

Here is a list of the main features required to leverage content localization:

Centralized content hub

Companies frequently have multiple digital content assets spread across multiple storage systems or even different CMSs. Apart from creating silos, this also distracts content editors because they must search for each content piece in numerous locations to edit or publish it, especially when adapting a large amount of data to a new market.

Consolidating all assets in a single content hub can boost internal productivity and save editors valuable time. Aside from that, the content hub can be used to deliver content to multiple digital channels and improve campaign performance for localization and internationalization.

A content hub is a data repository that keeps all of your content and digital assets in one place.

- ✅ Centralized content (no silos)
- ✅ Centralized customer data
- ✅ API-first and endless technology integrations
- ✅ Composable content blocks

Flexible translations options

From a technical standpoint, there are two options for content translation: field-level translation and folder-level translation. Storyblok supports both of them.

Field-level translation allows you to keep the same content structure while changing the language. It's the best option for similar languages or regions because you'll have fewer stories to manage, and the system will serve the correct language automatically.

However, not all languages have the same structure, and website content may differ between countries. In such cases, folder-level translation is more suitable because it duplicates some content, but each localization can be completely customized on the level of structure and order of the story's components. This allows you to completely change the website content structure for different markets. Also, separate teams can easily edit and manage the content they are responsible for. This feature is supported by Google Translate, allowing you to reduce time to market and launch new campaigns quickly.

- ✅ Field-level translation
- ✅ Folder-level translation

Composable content blocks

Storyblok organizes content into nestable content blocks, allowing you to create reusable templates and easily modify content. This makes creating multiple versions of your website simple to appeal to users speaking different languages or living in different countries.

> 👌 Together with Storyblok, Xlash can pull products to specific market sites, to cater to each storefront's region. Now Xlash is available worldwide in over 120+ countries, 12 languages, and over 7 currencies.
>
> **LEARN MORE ABOUT IT IN XLASH'S CASE STUDY.**

Content teams can find, access, and customize components directly from the visual editor, making team collaboration easier. The length of the text, its direction, preferred content layout, colors, and much more can be easily changed in a few clicks to fit the market. As a result, you can adapt your offerings to different audiences and regions without having to build a new website from scratch.

- ✅ Block Library
- ✅ Presets
- ✅ Global components

Built-in content delivery network (CDN)

A content delivery network is a geographically distributed network of proxy servers and data centers. A CDN provides the fast transfer of various assets such as images, videos, HTML pages, JavaScript files, etc. Apart from transferring content, it also helps secure websites from malicious attacks. The majority of high-performing websites are now served by CDNs.

Why is it necessary for localization? If your company operates in different parts of the world, it's critical that your website or app loads quickly, regardless of the end-user's location. Content delivery network securely delivers data to you and your viewers with low delay and at high transfer speeds.

- ✅ CDN of the content delivery API
- ✅ CDN of the assets

> **Learn how Education First manages an entire global site with more than 9,000 pages containing 54 language variations**
>
> READ ABOUT IT IN **EDUCTION FIRTS'S CASE STUDY**.

Collaboration within CMS

Localization often means that the content will be managed by distributed teams from different locations, or even involve external users such as freelancers or agencies. Setting custom user roles and permissions allows sharing of responsibilities between team members so that each person can manage the particular content part or locale.

The possibility to leave comments and tag colleagues helps quickly solve any issues and maintain transparent communication regardless of their location. Apart from that, you can set up custom workflow stages such as "draft", "reviewing", "ready to publish," and so on to notify content editors of the next steps. There is no need to send multiple messages in Slack or emails when you can manage all content directly in the CMS and publish only approved changes.

- ✅ Custom workflows
- ✅ Custom user roles and permissions
- ✅ Collaboration Suite
- ✅ Digital Asset Manager

SEE STORYBLOK IN ACTION

How Xlash expanded to over 120+ countries and 12 languages

SUMMARY

As one of the fastest-growing makeup and skincare brands on the market, Xlash was at a pivotal point to reinvent its entire system. Working with Swedish-based agency Made People ensured their experience with Storyblok was set up for success and could provide scalability into new locales and regions. Only one month after the launch of their new site with Storyblok, organic traffic almost doubled, with 90% of site visitors coming through mobile. The overall solution aided their scalability needs, regardless of market or language, while offering a best-of-breed selection.

- ✓ 120+ countries, 12 languages, and over 7 currencies
- ✓ 4 months to launch
- ✓ 2x in organic traffic

USING STORYBLOK FOR LOCALIZATION TO EXPAND INTO NEW MARKETS

Using Storyblok's folder-type translations, Xlash manages its different sites and locales. The sites are built for new markets using each page as a branch from their 'Global' site. Based on each market, translated content can easily be switched out to match the market. This makes it easy for the team to reuse pages from a global format in the long run and hone in on their marketing efforts with more localized versions.

With Centra, products can be pulled to specific market sites to cater to a specific store-front's region.

> **❝** It's the ease of use in localization that has simplified our content efforts in an organized way while being able to preview the page before going live with the visual editor has changed how we present campaigns and new pages.
>
> **Emelie Samuelsson**
> Head of Tech at Xlash

READ THE FULL CASE STUDY

Key takeaways

Localization is a complex process that requires a lot of effort and involvement of the whole team. Aside from translating the website into different languages, you must also adapt the entire customer journey, technical resources, and content to each region while keeping cultural differences in mind.

Choosing a headless CMS, however, allows to integrate multiple software solutions that provide localization features and scale the website regardless of the number of languages and locales.

While each audience has different needs and expectations, Storyblok enables businesses to provide rich content experiences in every market and across multiple channels through localization.

ABOUT STORYBLOK

Storyblok is a world-leading headless content management system (CMS) founded in 2017. Being API-first, Storyblok's features contain a powerful visual editor that allows seamless usage across teams such as marketers, developers, and content editors. The nature of being headless removes the front-end component (the head) while leaving content delivery to a RESTful AP and GraphQL. In comparison, most content management systems force you to develop and build a website in a set way or a template.

Storyblok hands over the freedom to build and innovate to your developers, with the ability to use their favorite technologies and integrate the best-of-breed tools that exactly fit your needs and requirements. Furthermore, there is no need for a database setup or installation, as everything is cloud-based.

Organizations worldwide and many industries are using Storyblok as their headless content management system of choice to build great content and digital experiences for localization: for example, Oatly, Xlash, and Education First.

Try Storyblok today

Curious if a headless system is the right choice
for your enterprise?

TALK TO ONE OF OUR SPECIALISTS

storyblok