

# eCommerce companies are using professional translation to boost their sales



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The pandemic is posing a threat to many business sectors. With bars and restaurants closed and shopping hours restricted around the world, many businesses see selling internationally as the only way out. This is where eCommerce offers a great alternative.

One of the ways that eCommerce companies in the United Kingdom can boost their sales is to use translation services UK to analyse what they can improve on their website and grow their sales in the rest of the world.

Nowadays, many business owners decide to use a translation agency London not only because of the professionalism, but also because it can advise them on the best languages to translate their website into to ensure its success. French, Spanish or German? Depending on the type of market the company wants to target, it might be more appropriate to translate into one or more languages.

There is little point in translating eCommerce if SEO is not considered. The chosen translation agency must have extensive knowledge of search engine optimisation to adapt and translate the eCommerce product descriptions to reflect the preferences of each country, the most popular keywords and so on.

For this reason, the customer should inform the translation agency about its target eCommerce market, especially when the languages include linguistic variations where there are clear lexical differences, such as with British and American English or European and Brazilian Portuguese.

Many businesspeople are reluctant to invest in marketing or translation because they are unclear about how the current crisis will play out. However, it is undeniable that those who address the risks and challenges at this point will be in a better situation when the crisis passes. Companies choosing to translate their

eCommerce content into one or more languages during the crisis will come out of the crisis in a stronger position to capture market share and expand their portfolio of international customers.

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