

Poor International Website Performance

Challenge: The digital marketing head of a company with multi-market presence notices that a few of their international websites are showing a consistently sub-par performance in terms of traffic, average session duration and pages per session. As a result, the websites are experiencing a low conversion rate and are not maximising impact in driving business.

How THG Fluently can help

Website QA

One of THG Fluently's linguists with specific industry expertise will examine the website copy extensively, analysing a range of aspects such as tone, style, length and clarity to identify any potential weaknesses or areas that need improvement. We will check whether the copy, and also elements including images, colour palette, slogans and logos have been correctly localised to suit the specific market they were intended for.

QA Report

We will produce a report based on our findings, highlighting the areas that would benefit from updates or changes to help improve the websites' KPIs. We will explain in detail how our localising services will help strengthen the copy, making it more effective and user-friendly for local audiences, and how in turn this will help drive a positive website performance.

Content Creation

In the case that your international websites need a more radical makeover, with completely new content for specific sections or new pages, THG Fluently's content creation specialists will produce best-in-class content that is both specific for the market and aligned with your organisation's message and voice.

SEO Guidance

As part of our review, our expert linguists will also assess the quality of the websites' SEO, another cornerstone of a solid online performance. The analysis will look at factors such as keywords and meta-data to evaluate whether an update may be beneficial.

Digital Enhancement

Did you know we're also part of THG Ingenuity's Digital offering? THG Digital can support your organisation with a range of services designed to optimise your website's performance and enhance your digital presence. We will discuss with you how the THG Digital solutions can help your brand realise its full potential.

THG / STUDIOS

Strategy, brand and creative

THG / MEDIA

Advertising and partnerships

THG / SOCIETY

360 influencer marketing

THG / PRECISION

Performance marketing

With these enhancements, KPIs start showing solid signs of improvement. Traffic picks up and visitors stay longer on the websites, browsing more than just one or two pages per visit.

LOOKFANTASTIC

"After a single month of translation for lookfantastic we saw a 94% uplift in visits, a 74% rise in quantity sold, and a 67% increase in gross revenue."