



- 1 Think you don't need translation? Think again - read this blog about how translation can help you grow as a business:  
[www.atlas-translations.co.uk/language-services/](http://www.atlas-translations.co.uk/language-services/)
- 2 Research your local area – how many people who live near you don't speak English as a native language?
- 3 Research your competition – if they're translating product listings etc. then maybe you should be too! How about starting an Amazon store?
- 4 Research the market – is there a requirement for what you do/sell in another country? We can help you with this!
- 5 Check if your website is being auto-translated by Google if viewed in another country. This could be doing you more harm than good.
- 6 Through Google Analytics, see if your website is getting any hits from countries outside the UK.
- 7 Get a professional translation of your website homepage and/or About Us section. A cost effective way of marketing yourself to customers who don't speak English as a first language.
- 8 Sign up for a 24/7 telephone interpreting account. It's completely free to set up, and you only pay for your exact usage! Open new horizons and the ability to conduct business in over 400 languages.
- 9 Look at your marketing and advertising details. Is there anything which could be putting off people from other countries? Certain colours/images denote negative connotations in some cultures and you could be shooting yourself in the foot!
- 10 Think about your pricing. Would it help to list prices in € and \$ as well as £?
- 11 Think about your SEO strategy and terms. Is it worth translating these to raise your Google ranking in other countries?
- 12 Consider translating a quarterly newsletter/bulletin, to appeal to new and existing customers in other countries – and locally.