



# Online store localization made easy: the ultimate guide to your international web store

Checklist included





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Want to break into new markets with your online store and win customers around the world? A professional localization strategy helps you do exactly that. And Supertext is here to help you find yours, no matter what you want to sell: be it fashion, technology, convenience and lifestyle products, or something else entirely – we'll put in a good word for you across the globe.

Leverage local thinking to achieve global success and discover what it takes to localize your store for new markets. Step one? Keep reading.



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# 5 reasons to localize your on- line store

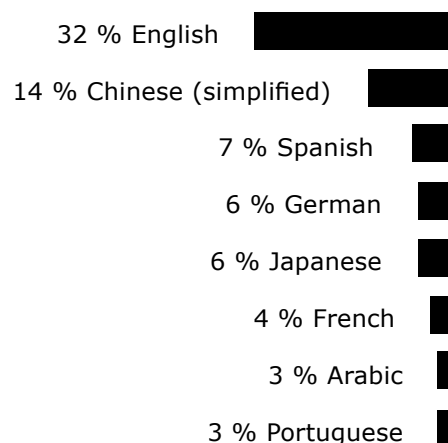
In 2020, global e-commerce sales rose by more than 27%. Websites are usually a customer's first point of contact with a brand or company. This means that if you're running an exclusively online store, that first impression might be your only one. Alongside the products on sale, user experience plays a decisive role.

An online store in the user's native language is an experience that cannot be rivaled –and it makes customers more likely to dig deep into their pockets. The more languages you offer, the greater your chances of success. Here are the five most important reasons why.

## Win over customers

According to the international "Can't Read, Won't Buy" survey, 40% of users will not buy products from online stores in languages other than their native one. 72% would rather buy a product if some information, even just customer reviews, is available in their own language. In order to turn casual users into repeat customers, you have to knock on their doors and talk with them like a local.

English gives you access to 32% of the world's customers. That's not bad, but if you added another seven languages, you could reach a full 75% of global customers. The most important languages for store growth are:



**Top eight languages by GDP**

*Source: CSA Research*

## Increase your revenue per sale

Buying products in an online store that you don't fully understand or that you don't think looks right feels a bit risky – especially when a purchase is going to be expensive. What's called "social proof" can tip the scales. Social proof is content that serves as an indication of a product's quality and the concrete experience of using it, such as customer reviews.

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## You build a sustainable relationship with your customer base

Social proof is especially convincing when made by and with real people with whom the customer can identify. This is most effective when they all speak the same language.

### Don't rely on discounts

The "Can't Read, Won't Buy" survey also shows that 54% of users are actually ready to pay more for products when they see information in their own language. Localization therefore offers a clear competitive advantage – one that even pays off if you have higher prices than your competition.

### Create trust

Localizing a website sends two clear signals. First, it's professional – you and your store look like a serious business. Second, it shows that you've done your research about the target market and can offer customers the right product for their needs. Both of these bolster customers' trust and confidence in you. This trust is decisive for success in online retail.

People are social beings – they want to buy things from humans, not robots. Think about a farmer's market: aren't the friendly vendors at the stands all part of the shopping experience? The same is true of online stores: one translated by a machine will sound mechanical and will hardly persuade anyone to make a purchase.

For long-term loyalty, your products and services need to be convincing. Then, one day in the future when a customer needs to make another purchase, they'll think of you – if you speak their language.

A final note from the "Can't Read, Won't Buy" survey: 75% of users will look for an alternative store in their own language rather than returning to their previous provider. Work on forging a lasting relationship, and your happy customers will come back, again and again.

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# Start to finish: 10 steps to localizing an online store

Localizing an online store can give anyone a boost, from startups to international corporations. And though every project is unique, the basic concept is always the same. Success is just a question of executing it properly. This step-by-step guide is designed to help.

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Before we get started, here are the terms you need to know

What is localization?

Localization is the process of tailoring online stores to the cultural context of each market or country. The aim is to give every user the same emotional experience as in the original. Translating a text is just one part of the process – images, colors and appeals to the target audience can all be tailored as well.

What is internationalization?

Internationalization encompasses the technical requirements for localization and involves coding the website to enable it to handle multiple versions in different languages. This affects elements of the user interface (UI), such as character and date formats, numbers and currencies.

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## Get the full guide

One click to your international web store success: [download our free whitepaper now.](#)

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Ready to have a chat  
about your online store  
project? We'd love to.

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Supertext. The name says it all.

Founded in 2005 as a copywriting and translation agency, Supertext has grown into one of the most innovative and creative language service providers in the world. With locations in Los Angeles, Zurich and Berlin, more than 3,000 companies – from startups to global conglomerates – regularly use Supertext's web-based services, which are delivered by more than 2,000 language experts. The LSP has forged a strong reputation as a partner for creative online store localization, helping brands such as Puma, Trek and Happiest Baby expand their global presence.