

Corporate WebSupport - Capability Statement

Mirrored German Website

A specialised service - mirrored websites for a German speaking audience

Establishing a website in the language of the targeted audience shows commitment and respect. It also eases the process of effectively communicating information crucial to selection of products by potential clients.

Corporate WebSupport (CWS) - Our expertise

Utilising the language skills and cultural knowledge of its founder, CWS prepares mirrored sites for businesses seeking to target the German market. This is more than a straight translation. The service covers advice on cultural sensitivities and marketing awareness for the German customer as well as presenting technical information for a foreign audience. The service also includes promotion on German search engines and translation of follow-up emails and enquiries (if required).

Objectives

- Provide product information and details in native German language
 - attracting interest by non English speaking people
 - broadening client base
 - entering foreign market and competition on a level playing field

Project execution

- Planning / consultation stage
 - Strategic review of site
 - Research targeted market
 - Set outcomes
- Practical execution
 - Language conversion of website
 - Integrate and upload mirrored site into existing web structure
- Promotion of website
 - Promote website, register with relevant search engines
- Monitoring performance
 - Set up *Website Statistical Report* as performance indicator.
 - Review and adjust content as necessary

