

A L'OLIVER

A FAMILY BUSINESS IN THE PROCESS OF **INTERNATIONALISATION**

CASE STUDY





Founded in 1822, A l'Olivier is a family business with extensive expertise in the production of olive oils, flavoured oils, and vinegars. The company has grown globally and now has 4 sites in France and 5 prestigious boutiques.

In 2019, the DARÉGAL Group, world leader in aromatic herbs, acquired shares in the A L'OLIVIER group. The constructive collaboration between the two family businesses allowed for strong international development.



TRANSLATION CHALLENGES

AT A L'OLIVIER

For any international launch, the translation of a site into the native language of the prospective customers is essential to increase conversion rates:

- + A website in French can only reach around **3/10 international**.
- + **9 out of 10 Internet users** prefer to browse a website in their native language.
- + A consumer is **5 times more likely to buy** on a website that has been translated into their mother tongue.

À l'Olivier has an extremely good brand image in France. **The challenge of the English translation was to reproduce its high-end image on an international scale.**

THE MILEGA SOLUTION

À l'Olivier needed to translate its site into neutral English to target the European market. It was particularly interested in natural referencing (SEO). Its site had been created using Prestashop, with a lot of customised development.

The company had requested several quotes from machine translation companies. However, none was able to meet its specific needs and support the internationalisation of a high-end brand.

To best support this project, we proceeded using 5 steps:

Preliminary quality tests and implementation of a glossary, an essential step for faithfully communicating the brand ethos.

A search for equivalent SEO keywords in English: this step is essential for good international referencing and subsequently generating sales.

The site was published online and tested to ensure that it was fully functional and that the translation delivered corresponded to the specifications.

A meeting with the web agency that had developed the site the objective was to determine the best translation method. We opted to use our Prestashop-e module for the translation of product sheets and for back-office manual **translation for specific modules.**

The translation content was delivered progressively to allow time for the À l'Olivier teams to revise the texts and give feedback.

THE CHALLENGES FACED BY THE MILEGA PROJECT MANAGER

The main challenge was to find **wording adapted to** high-end delicatessen products while **meeting the challenges of natural referencing** (SEO). It was therefore necessary to find a balance between correctly translating the content and ensuring successful conversion rates.

Another challenge was technical in nature: **the Prestashop site was highly personalised**, and some content was more difficult to localise in the back office. Working in tandem with the A l'Olivier project manager and the web agency (Atelier 42) proved to be essential for accurately translating all the content.

This is why we always recommend that all players in a translation project work together and understand each other's issues.



“ This was an all-encompassing project since it highlights our main skills: the search for appropriate “wording”, SEO, and technical expertise with Prestashop integration

LAURA VARGAS – MILEGA PROJECT MANAGER



“ We are very happy with our Milega collaboration. Mikaël and his teams are very professional and responsive. We were very satisfied with the translation delivery. They were able to adapt to our constraints and meet our needs. Thank you so much! We will not hesitate to call on your services again should we wish to add a future language to our site

ISABELLE BRUNETTO – A L'OLIVIER PRODUCT MANAGER

ABOUT US



Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400

translated merchant sites and satisfied customers under its belt, an experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages

of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



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