



audilo

Audilo, an e-commerce in a European growth phase

Audilo is an e-commerce site that sells hearing products and protection online. Audilo is part of the Sonova group, a Swiss multinational.

In 4 years, audilo.com has become the leader in hearing products online sales with more than 38,000 customers. Its site includes **more than 600 products** with detailed technical descriptions.

The online store is developed with Prestashop, a robust CMS which already offers quality pre-translation into one hundred languages.

However, to ensure the best results in terms of conversion rates, the translation of one owns content, such as product sheets and categories, must be professionally translated.

As part of its European development, Audilo asked Milega to translate its site into **6 languages**: English, Italian, Spanish, German, Dutch, and Swedish.



The translation challenges at Audilo



From the very beginning, the Audilo team **steered clear of any machine translation solution**. In particular, this was due to its highly technical vocabulary and the disastrous impact that machine translation would have on natural referencing.

Indeed, natural referencing reflects the search intention of Internet users in the target country and no machine translation solution is able to choose the appropriate keywords.

In addition, as with any e-commerce site, Audilo's site has a lot of repetitions.

In order to test the feasibility and the first impacts of SEO translation, we started to translate the site into Italian, which represented the most promising market.

The translation of the Audilo site had to meet several objectives:

- Finding a solution and a translation process to **adapt to the Prestashop CMS**.
- Relying on specific technical translations to **deal with highly specialised vocabulary**.
- Paying special attention to SEO translation to **obtain the best results in terms of conversion rates**.

The solution provided by Milega



Milega has been an official partner of Prestashop for two years and has developed a **specific module** to facilitate and automate the process of extracting content to be translated, as well as integrating translated content.

This module, exclusively reserved for Milega customers, represented real added value for this project. Indeed, it is particularly suitable for sites with large volumes to translate, saving valuable time and avoiding errors.

For the Audilo project, Milega put together a team of two translators per language. The translators put together the business glossaries in order to validate the terminology specific to the auditory production sector.

In addition, the use of **computer-assisted translation (CAT)** tools was also a key element of this project. Indeed, it was necessary for translating product catalogues with certain attributes that were repeated several hundred times. Thanks to the use of CAT tools, **repetitions are never invoiced**.

Finally, we worked with the client on a specific strategy for inserting **long-tail and high-traffic keywords** according to the type of content (categories, product sheets, etc.)

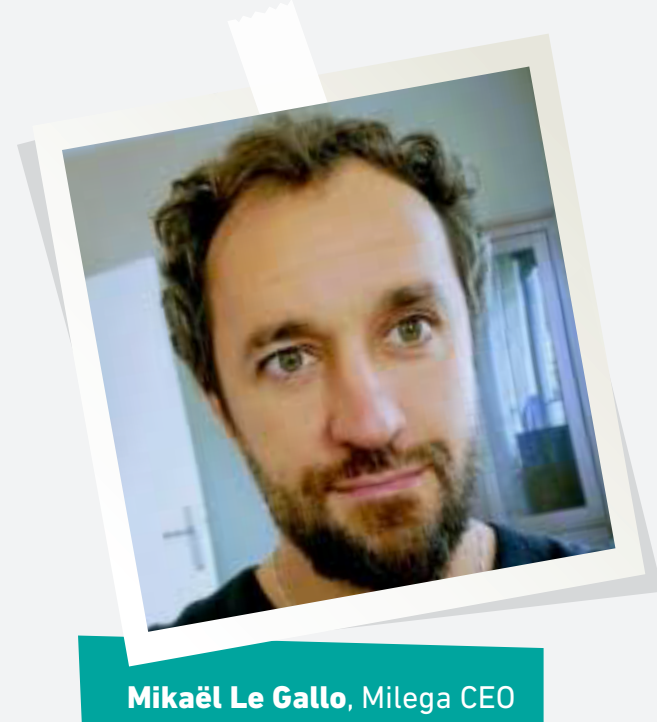
Testimonies by project collaborators

Thoughts from the CEO:

*"This project represents the **very essence and DNA of Milega** because it combines **professional translation** with native, qualified, and specialised translators; our **technological competence** with our Prestashop module; the use of **CAT tools** and ongoing support from our technical manager to create specific filters for optimal processing of XML exports; and finally, a real **SEO approach** to provide optimised content.*

The role of our project managers was also essential in coordinating more than 14 translators.

In addition, this really is the type of project we are looking for, namely the provision of professional translation services for internationalisation efforts with ongoing updates to accommodate the arrival of new products."



Mikaël Le Gallo, Milega CEO

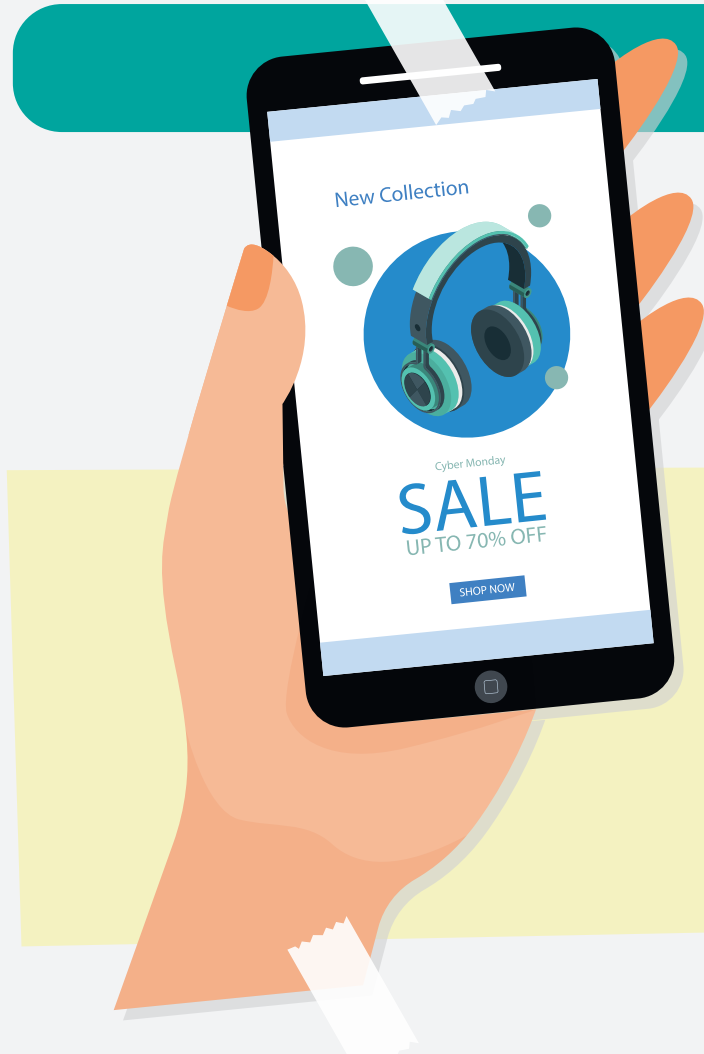
Thoughts from the client:

"An excellent collaboration, timely delivery of translations which respected our specifications. Milega took good care of our file to implement an effective translation strategy. We'd certainly recommend them!"

Jonathan Geyler / Audilo Website Project Manager / Traffic Manager



Successful translation of an e-commerce site



Since **international development** represents a **powerful growth driver** for e-commerce stores, the choice of translation partner is crucial.

In fact, to successfully launch an international e-commerce, the translation of your site must:

- Faithfully transcribe **your brand image** to recreate your universe in the target country.
- Take into account local or regional **linguistic subtleties** in order to ensure a natural and flowing user experience.
- Never neglect **natural referencing** which is an important lever for visibility and conversions.

Do you have an e-commerce internationalisation project?
Use our SEO translators.