## Kelkoo, a completely tailor-made price comparator

Founded in 1999, Kelkoo is an e-commerce price comparator and a historical player in the digital ecosystem, present in 9 European countries.

In addition to its B to C site which is aimed directly at consumers, Kelkoo also has a B to B site which is aimed at e-merchants, advertisers, and agencies.

Kelkoo has focused its marketing strategy on search engine optimisation and the development of partner sites.

Kelkoo chose Milega for the translation of its sites into 17 languages: Spanish, Italian, German, Portuguese and Brazilian, Czech, Romanian, Greek, Slovak, Hungarian, Polish, Dutch, Norwegian, Finnish, Swedish, Danish, and Slovenian.

The objective of this multilingual translation was to **increase the conversion rate and generate trust** amongst its Internet users in the target countries.

## The challenges of translating a multilingual site

In the context of internationalisation, translating the site into the native language of its prospective customers was essential to increase conversions:

· A French website can **only reach 3%** of global Internet users.

· **9 out of 10 Internet users** prefer to consult a website in their first language.

· A consumer is **5 times more likely** to buy on a site translated into their mother tongue.

The translation objective for Kelkoo was to **increase sales abroad** by managing a multilingual translation on a complex custom WordPress platform and without the intervention of a web agency.

## The Milega solution

The Kelkoo site was entirely custom-made, using WordPress.

The key to such a project was to be able to export the content to be translated to allow our translators to work with CAT tools and **educe costs and delays**. Indeed, working from a site back office is not at all efficient.

In the preliminary phase of the project, we approached the client's web agency for proposals on document extraction solutions.

We offered several options:

· the export of the WPML module into Xliff format

· A WP All Import export.

However, the extensive customisation of the site did not allow the use of one of these plugins.

In order to avoid costly custom development for our client, we opted for manual extraction and integration using our own team integrators.

Since it was also necessary to localise and translate menus, taxonomies, categories, field groups, and many other isolated elements, this project also required a very good technical knowledge of WordPress,
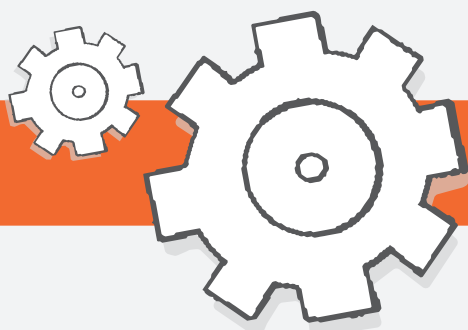
## Testimonies by project collaborators

### Thoughts from the project manager:

*"In some cases, process automation is not possible. Certainly, it is always easier to work on the extracted content. This is why we are experienced in using plugins to perform extractions. When this is not possible, there is no other option but to perform manual exports, because giving 17 translators access to the client's back office is just not logical.*

*This project was technically complex, but our rule of* ***thumb is to always see through those projects entrusted to us***. *Between translators, project managers and integrators, more than 22 professionals took part!".*

**Valerie Jakob**/ Milega Project Manager

### Thoughts from the client:

*"Milega has been a great help in translating our website into 17 languages. I* ***was impressed by their responsiveness and service quality***. *We had difficulties with the translation process and integration and Milega constantly adapted to our needs, finding the right solutions for all issues encountered.*

*In addition, their* ***expertise on WordPress*** *was a determining factor for us, as we were able take advantage of their experience and save precious time. Beyond the translation, Milega offered us complete support and expertise for our translation project. I would recommend them without hesitation".*

**Nathaniel Belmin** / Marketing Manager at Kelkoo Group

## How to successfully translate a multilingual, tailor-made website?

When planning to translate a site simultaneously into several languages, studying the options available to you is paramount if you wish to obtain a translation that is fast, professional, and best suited to your budget.

To avoid unpleasant surprises:

· Use translators who **know how your site's content management system (CMS)** works so they can export and import data effectively.

· Choose **professional and native translators** in the language into which you want to translate your content.

· These professionals know the regional and local linguistic intricacies of your target market.

· The translation professionals you have chosen must have a good **knowledge of your sector of activity**, but also be experienced in **web translations** and the rules governing natural referencing.

Do you have a website translation project?
**Use our SEO translators.**