Multilingual Website Lookbook

Inspiration & Tips from Brands

- DCAF
- Tunecore
- KNOW YOUR LEMONS
- Hive
- Nielsen
- Raidboxes
- The Celtic Store
- Tupperware
- Weglot
Tunecore is using different images and colors on their translated pages to appeal to local preferences and trends better.

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ACCOUNT FOR TEXT EXPANSION — especially when translating into languages like German and Japanese.

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The website is available in 6 English variations localized for different markets.

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CUSTOM LANGUAGES

The website is available in 6 English variations localized for different markets.
There is consistency in text font even for languages not using the Latin alphabet.

In all translated pages, Nielsen’s tagline remains in its original language.
Raidboxes is using images without text to be able to use the same image in all languages.

Language Switcher Customization
Raidboxes is using a custom language switcher design to fit with their branding.
Tupperware’s US website is also available in Spanish to better serve 53 million Spanish speakers in the country.

Make sure to translate the popups on your website to offer a fully localized user experience.
The Celtic Store website displays translated pages under language-specific subdomains.
TheGlobalGaming saw a 35% increase in traffic after adding 4 languages to their website with Weglot.

"Weglot really helped us to realize how much of an impact translating a website can have on SEO, traffic, and the brand awareness that comes along with it."

Anthony Clement, Co-founder
DCAF uses a classic yet prominent language switcher without flags to not limit their language targeting to a single country.

When the website is displayed in Arabic, the layout orientation changes to right to left.
Weglot has been a tremendous support in our mission to educate the world about breast health. Because of Weglot, we have been able to save more lives and educate more people than ever before.

Corrine Ellsworth-Beaumont, CEO
Hive is walking the extra mile by localizing its content for the target audience.

Instead of literal translation, the homepage titles are rewritten. For example, the title of the Italian page translates: «Worry-free logistics? Choose Hive.»

Hive is also localizing their blog by displaying different articles for different audiences.
Who are we?

Weglot is a no-code website translation solution that allows you to launch a multilingual website instantly.

Weglot detects, translates and displays your multilingual content, removing the pain of having to manage multiple websites for multiple markets while automatically applying best multilingual SEO practices for best results.

From ecommerce stores to NGOs, Weglot is helping +60k companies of all sizes and industries to translate their website effortlessly and reach visitors all over the world.

To discover more case studies like your use-case, visit our customers page.

Try Weglot for free to start your multilingual journey today.