

## French Translation Services

<b>Client:</b> Finnish Multinational Elevator Production Company
<b>Category:</b> French Translation Services
<b>Location:</b> Multiple (Turkey, Algeria, Tunisia, Morocco)

### Project Overview

A globally recognized Finnish elevator manufacturing company operating in over 60 countries sought to strengthen its digital presence and industry leadership in Turkey, Algeria, Tunisia, and Morocco. To achieve this, they needed to localize their digital marketing content, particularly blogs, to engage local audiences effectively.

### The Challenge

The client faced the challenge of scaling its business in these regions by enhancing its digital footprint, but its existing English content was not optimized for the target markets, limiting reach and engagement. Key obstacles included adapting technical and industry-specific content to resonate with local audiences, conducting in-depth keyword research for Turkish and French to improve search visibility, and maintaining brand consistency and technical accuracy across multiple languages. Internal linking of blogs to other blogs and internal website pages was also to be done apart from localising the blog.

### The Outcome

With about 2 years of collaboration, the localized blogs led to a significant increase in engagement, boosting digital visibility and readership in the target regions. As a result, the company strengthened its market presence and achieved greater business growth in Turkey, Algeria, Tunisia, and Morocco. The intermediary client appreciated Language Services Bureau's team for being proactive, communicative, and supportive in making editing changes. They also highlighted how the internal linking provided during the French and Turkish blog localization process saved their team considerable time.