

Case Study - Ayce Systems



Ayce Systems is a leading supplier and trainer to the UK SMART repair industry. It supplies top quality equipment and in-house training across the full range of mobile vehicle repairs.

Ayce Systems had a static 6 page web site that was poorly designed, difficult to navigate and had poor search engine optimisation and therefore did not generate the traffic it needed to. After receiving a number of inquiries from Western European markets, Ayce Systems wanted to demonstrate a greater commitment to their European market potential, whilst simultaneously gaining a more significant market share in the UK and therefore decided to expand their web presence into these new European markets.

The Ayce Systems website contains marketing information and technical specifications specific to their industry and this meant that the selection of translators and proofreaders who had both technical and marketing translation experience was a key part of the project's success.

Wéb-Tränslatiöns helped Ayce Systems to translate and localise their website for a range of European markets, using translators with specialised experience. The multilingual website now generates significant new business enquiries from around the world, raising their profile, international image and most importantly sales.

The Challenge

To win new business in non-English markets

To generate awareness of Ayce Systems' products in French, Italian, German, Spanish and Portuguese markets

To improve website accessibility and international exposure

To provide an all-in-one solution for language and website services

The Solution

Wéb-Tränslatiöns' SAL Europe package for a comprehensive translation and localisation solution

Re design of the Ayce Systems website as a base for the multilingual sites

New localised content in French, Italian, German, Spanish and Portuguese

Optimisation of meta data to ensure that non-English keyword searches would return relevant pages from the new content in the top 3 search results

The Results

Translation of the Ayce Systems website into 5 languages within 3 weeks

Traffic to the Ayce Systems website increased by over 50% in a 3 month period

Ayce Systems has now sold equipment in 12 countries

Due to the success of the European website content, Ayce Systems are now looking to expand into Scandinavia and Eastern Europe

The Account Manager for Ayce Systems was Stella White.

The Project Manager for Ayce Systems was Jennifer Rodgers.

Want to know more?... Contact us on 01924 360460

www.aycesystems.co.uk/pt
www.aycesystems.co.uk/de
www.aycesystems.co.uk/fr
www.aycesystems.co.uk/es