

Case Study - DuracellDirect



DuracellDirect is a website supplying batteries for portable devices, operated by PSA Parts Ltd. PSA Parts approached Wéb-Tränslatiöns following the successful localisation of their own website.

PSA works directly with Duracell to offer power supply solutions for mobile devices such as cameras, laptops, PDAs and personal DVD players to consumers. With a massive marketplace within Europe alone, PSA Parts wanted to create an international online presence by translating their database driven e-commerce website into seventeen European languages within a one week timescale. Their aim was to drive business growth by localising and promoting the Duracell Direct website and advertising their products and services across Europe.

With the help of Wéb-Tränslatiöns' localisation services, the new DuracellDirect website translations were successfully completed within one week of the project commencement date. Following this keywords and page descriptions were developed, translated and submitted to in-country search engines to increase traffic to the DuracellDirect website in each country, increasing in-country presence and brand exposure.

The Challenge

To provide an end-to-end solution for DuracellDirect's language and online marketing needs in 18 countries

To win new business for DuracellDirect in the European marketplace

To improve the accessibility and exposure of the website in order to win new customers

To generate awareness of the availability of Duracell products within Europe over cheaper imports from other markets

To increase sales in mature markets

The Solution

Wéb-Tränslatiöns' localisation services to create websites for the Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish and Turkish markets

Localisation of metadata to ensure the localised websites are indexed in search engines

In-country search engine submissions to ensure the websites gain maximum exposure in each market

The Results

Content for 18 new European sites localised within one week

DuracellDirect's international sites indexed in search engines in each target country, enabling the brand to gain maximum exposure

Continued collaboration with PSA Parts on further translation projects

Job creation with the growth of the international team at Duracell Direct to handle incoming telephone enquiries

The Account Manager for Duracell Direct was Daniel Rajkumar.

The Project Manager for Duracell Direct was Catherine McTeigue.

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