

Case Study - Daco Solutions

Beverley based Daco Solutions are a leading UK manufacturer of innovative slitter rewinders, turret rewinders and rotary die cutting machinery to the label printing and the converting industry.

Daco Solutions have a static brochure site consisting of 20 pages. The website has provided them with a number of business leads and new opportunities. After attending a series of exhibitions across Europe, Daco decided they needed to demonstrate a greater commitment to local distributors and local markets. With grant funding from UKTI Daco decided to expand their web presence for European markets.

The content on the Daco website is comprised of both marketing information and technical machinery specification, this meant that only the most appropriately skilled translators and proofreaders could be chosen.

Once the multilingual site was up and running a steady flow of email enquiries started coming in daily, these new business leads are forwarded onto the relevant distributors to convert into sales.

The Challenge

- To improve website accessibility and international exposure
- To generate awareness of Daco Solutions in the Italian, Portuguese, French, Spanish, German and Russian markets
- To provide an all-in-one solution for language and web services
- To win business in non-English markets

The Solution

- **Web-Translations SAL Europe + 1 SAL Single packages**
- Full content Localisation for French, Italian, German, Spanish, Russian and Portuguese
- Optimisation of META data to ensure that keyword searches returned relevant pages in the top 3 search results

The Results

- New business opportunities generated
- Daco now receive growing numbers of enquiries from other Spanish speaking countries
- Web traffic has increased 32%