

Professional web localization that's simple, flexible, and cost-effective.



AvantWeb™ is a one-stop, state-of-the-art service, designed to get your organization's website and other business media localized swiftly, efficiently, and economically. Our AvantWeb team of localization specialists will work with you every step of the way, from initial assessment to final delivery of an effective, fully functioning localized Web product.

AvantWeb features a host of superior client benefits, including Avantpage's signature web-based project management systems, AvantForum™ and AvantFlow™; the use of cutting-edge translation technologies; exclusive translation memory software; secure storage of your data and work-in-progress; 24/7 access to your project's progress; and much more.

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What Is Localization? Localization is more than just translation—it means adapting your website, software, documents, and other media to a particular foreign language and culture. A fully localized website looks, feels, and functions as if it were produced within the target country. In addition to language translation, localization may involve creating new, culturally relevant content; working with graphic design, color, symbols, and other visual elements; and revising currency, time, weights, and measures, and other numerical elements to reflect foreign usage and standards.

Why Localize? As more and more organizations carve out a global presence for themselves, localization is the common denominator that leads to success in foreign markets. If your business sells products or services that are of interest to non-English-speaking customers, either in the United States or in the international marketplace, localizing your software, documentation, and website will help you connect with them on a whole new level.

THE BENEFITS OF LOCALIZATION INCLUDE:

- > Deeper relationships with your non-English-speaking customers and prospects
- > New opportunities within international and foreign-speaking markets
- > Increased customer confidence and trust
- > Recognition as a culturally sensitive organization
- > Profits that come from tapping into new markets eager for your products and services

Take Your Business to the Next Level...

Localization allows your business to expand more swiftly into international markets, as well as to reach a greater number of non-English-speaking customers in the U.S. Building and nurturing an international presence becomes that much easier when you have localized your software, website, and documentation to reflect the norms of your foreign customers and prospects.

At Avantpage, we work with you to create a website, software, and documentation that will reflect your organization's look, feel, mission, and vision in the foreign languages/markets you choose. We provide language translation, graphic design, content development, and copywriting in the new language or languages; set-up and ongoing maintenance of the website; SEO and marketing strategies; all technological support; and much more.

AvantWeb features our highly experienced linguistic teams, specialized linguistic and project management web-based tools, and our suite of advanced translation technologies. All of these combine to create a localization service and process that's high-quality, streamlined, and cost-effective.

THE AVANTWEB ADVANTAGE



AvantForum web-based project management system ensures instant communication and collaboration with linguists, project managers, graphic designers, and other members of your localization team



AvantFlow secure online access to your localization projects 24/7, from any browser. Get quotes, monitor project status, give instructions, assign deadlines and more



AvantMemory simultaneous translation, correction and proofreading, improved linguistic asset management



Cutting-edge translation technology reduces costs, ensures accuracy and consistency, and improves overall efficiency and turnaround times



Complete Search Engine Optimization services from keyword discovery to page-by-page SEO, in the target language



Comprehensive translation of all file types HTML, SGML, ASP, and PHP, as well as scripts and files generated by a content management system without site layout disruption



Unparalleled customer service Avantpage consistently provides personalized attention from our VP of Customer Relations and your dedicated Account Manager—all working closely together with you to ensure your specific translation needs are being met

Other companies offer localization services, but few can provide the level of service, translation experience, linguistic expertise, technological systems, and awareness and sensitivity to foreign languages/markets that Avantpage can.

For more information on how AvantWeb can help you localize your business media and establish a presence in non-English-speaking and foreign markets, **call today at 1-877-ANY-LANG.**