

## Case Study - Ayce Systems



Ayce Systems is a leading supplier and trainer to the UK SMART (Small and Medium Automotive Repair Treatment) industry. Ayce offer business opportunities and training across a full range of mobile vehicle repairs.

Wéb-Tränslatiõns helped Ayce Systems to translate and localise their website for six 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

- Generate awareness of Ayce Systems' products in French, Italian, German, Spanish and Portuguese markets
- Win new business
- Improve website accessibility for international exposure
- Provide an all-in-one solution for language and website services

### The Solution

- Wéb-Tränslatiõns' SAL Europe package for a comprehensive translation and localisation solution
- Re-design of the Ayce Systems website
- 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

- Launch within 3 weeks
- Traffic to the Ayce Systems website increased by over 50% within 3 months
- Ayce Systems has now sold equipment in 12 countries
- The website has more interest from Italy than the domestic (UK) market
- Due to the success of the European website content, Ayce Systems are now looking to expand into Scandinavia and Eastern Europe