

Case Study - ZSL (London Zoo)



The Zoological Society of London (London Zoo) welcomes visitors from all over the world every year.

The web team wanted to provide more comprehensive information to international visitors in a format that was easy for them to update and maintain.

The answer? Wéb-Tränslatiöns' International Blast in 5 European languages, to see which languages would be most popular and justify further investment at a later date.

“We were unsure of the best way to present translations of key information on our website - we'd always used PDFs before.

The Wéb-Tränslatiöns team was very knowledgeable - I was impressed by the way they talked me through what was best for us and how their International Blast service could achieve this.”

Paul Hutton, Web Editor – ZSL (London Zoo)

The Challenge

- Selecting relevant content for translation
- Choosing the languages to prioritise
- Keeping the localised content up to date

The Solution

- Experienced Project Managers to advise ZSL on the best option
- International Blast allowed ZSL to localise key information in 5 languages for a minimum investment
- Regular work is undertaken to update seasonal information such as pricing, changing exhibits, etc

The Results

- International visitors can access key information before they arrive in the UK
- Additional content has since been added to the localised pages
- Other languages can easily be added later
- ZSL benefits from extra web traffic, thanks to an up-to-date multilingual site

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