

Case Study - Zacuto

ZACUTO

Zacuto is a global one-stop-shop for customised camera packages. They carry the latest technology in high definition (HD) cameras and their trademark camera packages are designed by Zacuto staff.

Understanding their global potential Zacuto, a US company, wanted to be “the talk of Europe” as well as target the Bollywood industry in India. With International Blast, Wéb-Tränslatiöns created and promoted a microsite in 17 languages.



The Challenge

- Generate awareness of Zacuto's products in 12 international markets
- Improve website accessibility and international exposure
- Achieve high rankings in international search engines

The Solution

- Localisation of the homepage to test new markets
- Localised content to be concise and informative across a wide range of cultures
- Optimisation and translation of metadata to ensure that foreign keyword searches would include Zacuto's pages in search results
- Tracking of global visitors

The Results

- The multilingual pages receive some 1800 visitors a month, traffic that would otherwise have been lost to the competition
- The most popular languages are Spanish, French and Japanese, which gives Zacuto a clear strategy on which markets to focus on
- The overall Zacuto site has seen improved ranking and traffic, thanks to Wéb-Tränslatiöns' efforts in link-building and multilingual SEO