Title:
Why Translating Your Website in Hindi Makes Better Sense

Word Count:
995

Summary:
Did you know that in 2002, an estimated 32% of Internet users were non-English speakers? With

Keywords:
Language

Article Body:
Why Translating Your Website in Hindi Makes Better Sense

Did you know that in 2002, an estimated 32% of Internet users were non-English speakers? With

In fact, the Internet is fast becoming the basic and fundamental source and dissemination of i

Marketing is all about speaking the customers´ language

There is no denying that the rest of the world outside of English-speaking countries is coming

Whether or not a person speaks English has really nothing to do with the responsibility of a W

Outside the seven countries where English is native, and India too, there is no form of market

Enter Website Translation

Translating a Website is a viable answer because you then make an existing website accessible,

In the majority of cases it is the lack of linguistic and cultural input that lets a website l

Some very good reasons to translate your website into Hindi

- One of the official languages of India, with a population of over 1 billion.   Hindi h
- Hindi is also spoken in Bangladesh, Belize, Botswana, Germany, Kenya, Nepal, New Zeala
- With the growing numbers of Indans buying PC´s and Internet access available from Kash
- Results of research carried out by Nielsen-Net ratings in March 2005 described foreign
- As Kaizad Gotla, senior analyst at Nielsen-Netratings states, ˆThe easiest opportuniti
- The ability to communicate to a whole new audience in their own language will undoubte
- For non-English speaking users looking for your product or service, you automatically
- A Hindi website shows you are thinking about the customer. That little extra effort sh

- For many cultures, more so in India, there is an issue of trust when it comes to buyin
- Search engines lead people to your site. In countries such as China, Japan and France,

Making a website in Hindi or translating the existing website does not complete the task. Ther
- Images and pictures ˘ as they carry subtle cultural intonations in them.
- Symbols - as with pictures, symbols can cause problems. Icons using fingers such as a
- Colors ˘ they are also loaded with cultural meanings.
- Ease of navigation - Access to certain pages is also a factor that can be considered a

Culture affects everything we do, say, read, hear and think and even websites cannot escape th

The impact of culture on the translation of a website is huge. The above few examples are lite

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