

Streamlight's Progress® Sitefinity® - Powered Website Successfully Translates 10 Languages to the Benefit of its International Customers and Global Marketing Efforts

AT A GLANCE



For 50 years, Streamlight has been a manufacturer of flashlights and assorted products. The company wanted to upgrade its current Progress® Sitefinity® implementation and utilize an efficient language translation connector for its international customers. After working with Sitefinity Partner Visus, Streamlight alleviates various language barrier problems by implementing Lionbridge to easily translate pages through automation using human or machine translation for customers overseas. Additionally, a backend Sitefinity database helped store translated pages to help grow the company's SEO rankings in the translated languages.

COMPANY
Streamlight

INDUSTRY
Manufacturing

PRODUCT
Progress® Sitefinity®

COUNTRY
United States

“We wanted to provide quality human translation for our most important content and let Google Translate handle everything else, but the Google Translate widget was being phased out. Early on, Visus worked out a way to use machine-translated content from Lionbridge, in addition to the planned human translations, but it meant having to re-engineer every aspect of the site to manage the translated content.”

Ken Leedom
Director, Information Technology, Streamlight

Challenge

After realizing its website required a major upgrade, flashlight manufacturer Streamlight wanted to give it an overhaul to provide a platform for its many international distributors and customers.

Solution



Add a PDF generator to Sitefinity to easily create PDF product sheets based on previously translated content.



Upgrade to Progress Sitefinity DX for improved customer experience, increased usability and site search options.



Implement with Lionbridge to facilitate improved translation workflows for product information and brand names.

Results



Translated pages are stored in a database enabling search engines to pick up keywords and improve SEO rankings in each language.



Implemented site search working in the backend of Sitefinity to provide users with concise results in their native tongue.



Pages on Streamlight's website translated into 10 different languages, allowing the company to improve the experience with international customers.



Implement translation services for the benefit of your global customers with Progress® Sitefinity®..