

INDUSTRY NAME

Marketing & Advertising

LOCATION

Global

SERVICES

- Topic research and content discovery for destination pages
- English copywriting and draft proofreading
- Translation from English to Simplified Chinese
- Revision and quality checks for translated content
- Consistent handling across multiple destination websites

SETUP

The work was structured destination-wise, with each website (Paris, Rome, Madrid, Singapore) handled in phases. Content creation began with topic research, followed by English copywriting and internal proofreading. Once approved, the content moved into translation and revision stages. Page volumes varied by destination, requiring coordinated planning to maintain consistency across all outputs.

MANAGEMENT OF CHALLENGES

Maintaining consistency across multiple destinations while adapting content to different cultural contexts required careful coordination. Variations in page volumes and timelines added complexity to planning and delivery. Ensuring that translated content remained aligned with the tone and intent of the original English copy was also important. These aspects were managed through structured workflows, staged reviews, and aligned handling of both copywriting and translation, supported by Globibo.

Website Copywriting, Translation and Localization for Global Travel Platforms

A marketing and advertising company aimed to expand its digital presence by developing and localizing website content for multiple travel destinations, including Paris, Rome, Madrid, and Singapore. The objective was to create engaging English content supported by relevant topic research, while ensuring accurate and culturally appropriate translation into Simplified Chinese.

The client required a consistent approach across all websites, balancing research-driven copywriting with language adaptation. Each page needed to reflect local context, remain easy to read, and align with audience expectations across both English and Chinese versions, making the content suitable for global digital users.

To support this initiative, Globibo structured the work across multiple destinations with a clear, phased approach. Each set of pages began with topic discovery, followed by English copywriting and internal review, and then moved into translation and revision.

Globibo maximizes the impact of content through content development, localization, and marketing. Globibo provides fast and cost-efficient language services solutions to help clients empower and engage more people in communication.

Websites

8

Days

3

Languages

2

Recommend

98%

