

Newsletter

October 2013

With Autumn now on the way after such a beautiful summer, we thought it was time to update you with the Burravoe news before everyone is talking about Christmas! We have had a very exciting couple of months, with a new website launched at the beginning of September and attending the B2B exhibition in Canterbury with our brand new exhibition stand.

NEW WEBSITE GOES LIVE!



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Last month was an important month in Burravoe Translations' calendar as we launched our brand new website!

The new website has been specifically designed with our clients in mind, both existing and new, to present a much stronger presentation of the translation and interpreting services offered by us here at Burravoe and, with our new look and style, we hope you will agree it is both vibrant and informative.

The site is interactive and contains more content than previously - content which is up-to-date and linked into our various social media platforms, so visitors to the site will find a lot more about Burravoe as a company and our capabilities. You will notice as you navigate around the site that it includes a lot of new features, such as providing quotes and accepting payments on-line.

The most exciting part of our new site is that it has adopted the latest in responsive web design (RWD), giving optimal viewing experience. This provides easy reading and navigation across a wide range of devices (from mobile phones to desktop computers) which we felt to be an essential functionality as usage of these continues to grow - go on, take a look on your phone or iPad now!

Lights, Camera, Action!

The Burravoe team was excited to unveil their brand new website at the Kent Invicta Chamber of Commerce B2B Exhibition in Canterbury last month, along with their eye-catching new display stand and branded goodies to give away. The exhibition was both enjoyable and successful, enabling the team to meet many local businesses and generate a number of new leads. The day was a particularly special one as it was also Burravoe's 48th birthday and Business Development Manager Annette Bunn got her 5 minutes of fame on the exhibition's promotional film, which can be seen here...



Click the image to view the full video or skip to 0:50s to see Burravoe's moment in lights!



Business Development Manager, Annette Bunn being interviewed at the B2B exhibition

Are you making the most out of your website?

Do you work with international clients?

Is your website available in different languages?

With 90% of European Internet users preferring to visit a website in their own language you would be well advised to translate your website into other languages.

For the rest of the year we are offering a 10% discount on all website and SEO translations.

If you don't want to get your entire site translated straight away, why not select a few pages about your company to be translated first?

Quote 'WEB14' for a quote today

SETTING THE TONE FOR BURRAVOE'S NEW WEBSITE

Burravoe worked with local businesses [Chameleon Design](#) and [Liquid Computing](#) to deliver their new and exciting website - check it out at www.burravoe.com

Jen Howell from full service creative agency [Chameleon Design](#) said that the company was thrilled to be approached by Burravoe earlier this year to write the copy for its new website.

"We pride ourselves on delivering highly-effective solutions, responsive client services and unbeatable value for money - as do Burravoe" Jen explained "we know the Burravoe team and have relied on their translation expertise for over 9 years on a number of our clients' creative projects, so it was great to switch our supplier / client roles for a few weeks."

Chameleon's work for the Burravoe website included conducting competitor / keyword research and writing Search Engine Optimised (SEO) copy for all the web pages. The end result is a website consistent in style and tone of voice, easy to read and easy for prospective clients to find.

[Liquid Computing](#) was appointed to design and build the new site. The brief was to utilise the existing Burravoe branding and colour palette but to give it a modern, fresh and professional feel, ensuring that it was easy for clients to interact and to navigate the site.

The new website includes news and search facilities, Twitter feed, tags / keywords to improve the search functionality, links to social media sites, the capability to obtain translation quotations and to pay on-line. A key requirement for the site was to enable the Burravoe team to be able to add, edit, remove pages and control the menu. The site is fully customised and bespoke - the look, layout and content for each page can be controlled and managed internally now.

Liquid Computing said "a great feature that we provided to the Burravoe website was to make it 'responsive' and therefore able to be viewed easily on all screen sizes - as a result, it also works extremely well on mobile devices."

"We are all delighted with the end result and are already seeing the benefits of the improvements" says Annette Bunn, Business Development Manager at Burravoe.

We translate all languages, all document types and all subject areas

To discuss your next translation project with a member of our team, or for a no obligation quotation, please contact Burravoe Translation Services.

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