



Social Networking Language Solutions

ENLASO's Social Networking and Online Dating Localization Solutions

ENLASO specializes in providing enterprise language solutions to the social networking and online dating industry. We successfully empower global companies and e-businesses to establish global brands and customer loyalty through optimized Web site localization. Leading internet dating companies such as Match.com, Meetic, and others selected ENLASO to localize their Web sites into numerous languages.

At their heart, social networking and online dating Web sites are very relationship oriented: the “product” is the online customer (or Web site member), who is directly involved in “packaging” and virtually “delivering” personal content to another customer. As a result, localization challenges for such a site are very different from traditional multilingual commercial Web applications. Cost-effectively serving such Web content globally, while preserving individual target locale protocols of interactive dating and romance, requires a highly specialized team.

The tone of communications and standards for appropriate social demeanor in social networking and online dating can be radically different in Asian markets from what is considered the norm in Western markets. Pull down menus with gender and pronouns can prove to be surprisingly complex in some languages.

Many online dating or social networking Web sites have databases of hobbies, professions, memberships, etc. to help flesh out a user's profile. ENLASO can advise you when additional content (e.g. new professions) are appropriate for new target locales. Our linguistic input will help ensure that your Web site is culturally appropriate for all of your intended locales.

All of these issues can best be addressed with the proper consulting to ensure that your social Web application is properly internationalized before being localized for all locales. ENLASO is your ideal localization partner to address and remedy all of these issues.

ENLASO can establish an ISO 9001:2008 certified localization model for you that will ensure continued success for your localized Web applications. Leveraging industry-defining language professionals, language technologies and ISO certified quality localization methodologies, ENLASO is committed to exceeding customer expectations as your enterprise language partner.

Established and Experienced Language Service Provider

Established in 1968, ENLASO has been the premier language partner to global companies for nearly four decades. Scalable to your enterprise language needs, ENLASO has an established network of offices in Boulder, CO, Boise, ID, as well as sales and production facilities on the West and East Coast.

Contact ENLASO

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ENLASO's Enterprise Language Solutions

Internationalization and Localization Consulting
Localization & QA of Social Networking and Online Dating Web Sites and Applications
Marketing Localization
Technical Documentation Localization
Software Localization
Multicultural Marketing
Multimedia Localization
Language Technology Engineering
Consulting & Training

ENLASO Offices

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Main Production Office
in Boulder, CO with
additional offices on East
and West Coasts.

Internationalization and Localization Consulting

Whether you are just developing your social networking site or already have a global-ready Web site, ENLASO can support your international efforts at every stage of the project life cycle. ENLASO's internationalization and localization audit examines potential pitfalls, such as regional issues and improper code, to prepare your product for a worldwide launch. ENLASO will build a framework capable of supporting additional target markets including double-byte and bi-directional languages.

Localization best practices and standards will be established and documented enabling reduced localization costs and faster time-to-market throughout all subsequent project stages. Best practices include how to effectively resource software strings to segregate content from formatting and function for the most efficient localization. ENLASO consultants can help your engineers and developers set up an optimal system for managing source code for your social networking Web application.

Language Resources and Expertise

Having localized extensive Web content for two of the world's leading online dating providers, ENLASO has a team of linguists and engineers with highly focused skills for your project objectives. ENLASO can also help provide suggestions for additional content that should be developed for specific locales.

Help Desk Documentation Localization

Whether your internal Help Desk documentation requires screen-shots or your captions require multilingual layout, ENLASO delivers high quality documentation localization from localization publishing professionals and language experts.

Marketing Localization

ENLASO localizes all materials used to communicate the brand image and advertising objectives of your company in your target markets. Creative writing and cultural analysis are often needed to make your message effective in global markets.

ISO 9001:2008 Certified Language Service Provider

ENLASO is an ISO 9001:2008 certified language service provider with robust quality and customer service processes. With stringent processes at every organizational level and project milestone, ISO 9001 certification recognizes ENLASO's rigorous linguistic selection process, employee training, customer-focused account and project management, and customer service practices. In the eyes of international regulatory bodies, ENLASO's ISO 9001 certified processes are equivalent to having an in-house translation and localization department.



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