



NEWS RELEASE

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York-based Multilingual Search Agency Expands with Yorkshire Acquisition



York-based WebCertain, one of the UK's fastest-growing independent multilingual search agencies, has acquired Multidicta Translations Ltd in Leeds. This first acquisition by £5 million turnover WebCertain marks a key step in the company's development strategy which has seen it double in size over the last two years through organic growth; the company that employs over 50 staff is now actively pursuing other acquisitions.

Multidicta, provides a full range of services such as translation, interpreting and multilingual typesetting as well as website and software localisation. It handles over 140 languages

including the major European and Scandinavian languages, plus any Asian or Far Eastern language. Multidicta has established a strong presence in the field of technical translation, working with clients such as Corus, Ronseal, Jet2 and OfficeDepot. The Leeds team will move to WebCertain's head office in Poppleton near York within the next six months.

Multidicta's founder and current managing director, Isabella Ballanti of Harrogate, will become managing director of the new company, WebCertain Translates Ltd. Isabella brings a wealth of experience from her 20 years in translations. Having started her career in IBM's translation department in Rome, she went on to work as a freelance translator for some of the leading localisation companies in the UK before founding Multidicta in 2004.

WebCertain provides multilingual search expertise for blue chip clients worldwide including Xerox and TripAdvisor. With offices in Yorkshire, London and Oslo, it currently employs more than 50 people and is currently seeking other acquisition opportunities.

"We have worked with Multidicta for over three years; they enjoy a well-deserved reputation for providing professional, flexible and accurate language solutions. By incorporating their translation services into the WebCertain group, we will become one of the first search agencies with the ability to offer pure SEO translation in-house," explained Andy Atkins-Krüger, managing director of WebCertain.

"With the addition of WebCertain Translates, we will be able to provide a full service in-house – we will manage content across global websites in multiple languages, ensuring that is not only user-friendly and appropriate for customers, but also has an in-built SEO viewpoint, making it

manageable for search engines. By handling all of these functions within a single organisation, clients will have the benefit of a much simpler and more cost-efficient service with projects handled in a seamless manner.”

Isabella Ballanti comments, “We welcome the opportunity to join an innovative, expanding group such as WebCertain. It is amazing to find such a diverse, international team based in Yorkshire who are serving global clients; I look forward to working with them to develop the localisation side of the business.”

WebCertain is a dedicated multilingual search marketing agency with a team of SEO professionals who are also native speakers of a wide range of languages from Korean to Hungarian. The agency offers the full range of search services in all the major web languages, including pay-per-click campaigns, organic SEO, online PR and web development. Its next International Search Summit will take place on 14 May 2009 and will focus on global social media. To find out more, visit www.internationalsearchsummit.com

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Photography

Left to Right- Andy Atkins-Krüger, managing director of WebCertain, with Isabella Ballanti, managing director of new acquisition WebCertain Translates

Editor's Notes

WebCertain

In the organic search, pay-per-click and PR teams WebCertain employs specialists in all the major web languages who are also experts in local search engine behaviour.

WebCertain's “world language hub” consists of a team of search specialists of many languages all working together on search engine optimisation and pay per click campaigns under one roof. WebCertain also has local partners for that extra local edge.

Visit WebCertain at www.webcertain.com to find out more about the multilingual search marketing services.