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in foreign languages. Having pages of your site available in those languages ensures maximum potential for your site being picked up in searches. CONCLUSION Business continually sees shifts and changes. At present the multilingual website is still in its early stages, with mostly large multinational companies using them to secure an international foothold. However, the trickle down effect will naturally occur and the multilingual website will become part and parcel of an internet presence. Whether people chose to invest now or later is the only choice they.