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The Ease and Benefits of the Proxy Approach

Great proxy solutions make it easy, effortless and affordable to operate translated websites in global markets.

Introduction

Providing your international customers with user-friendly, localized websites presented in their preferred language **gives your company a competitive global advantage.** It boosts brand awareness, credibility, conversion rates and more.

The proxy-based approach to website translation—where technologies are used to **leverage the code and content** of your flagship primary-market website—is widely considered the most elegant and efficient solution on the market. It makes it easy to translate, deploy, and continuously operate multilingual websites.
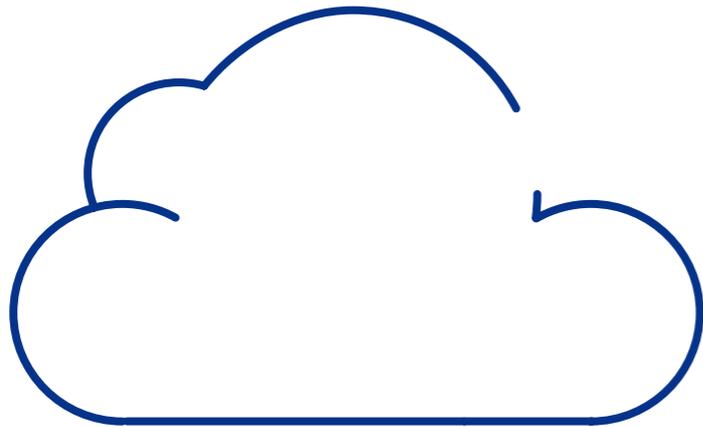
Read on to learn the effort- and cost-saving benefits of this website translation approach.

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The Power of the Proxy Approach

The proxy approach is different from other website translation solutions, including content management systems (CMSs). While many CMSs offer capabilities that claim to make website translation easy, **they often fall short under the rigors of day-to-day website translation.** Many don't include important translation tools at all.

Leading CMSs don't focus much on multilingual functionality. They're more often designed to make life easier for marketing teams. These platforms collect information that help marketers create smarter campaigns, or dynamically change on-site content based on user behaviors. **Multilingual features are usually undercooked or inefficient, and wind up creating ongoing effort from you and your team.**

1 The Multilingual CMS Approach

CMSs with great integrated multilingual capabilities do exist.

However, these platforms are outliers. These niche products don't have the industry-wide support of developers, and don't have the robust marketing functionality you're already accustomed to, including integrations with your lead-generation platform, or tools for creating powerful campaigns.

Adopting one of these niche solutions to support your worldwide expansion efforts **would require you to replace your current CMS.** In the process, you'll sacrifice marketing capabilities, customer insights, robust user-behavior analytics, third-party functionality and more. This is a trade-off most companies can't afford to make.

Multilingual CMS Shortcomings

While often billed as all-in-one website translation solutions, CMSs often present major issues when put through the rigorous paces of daily operation, including:

- ⊗ **INEFFECTIVE TOOLS:** CMS translation workflows and editorial review features aren't robust.

- ⊗ **COMPROMISED LOOK AND FEEL:** CMSs may not provide live views of how translated content—which can be longer or shorter than the original—will appear on the page.

- ⊗ **SLOW CHANGE PROCESS:** Manual workflows can create multi-week delays in translating and publishing content for global customers.

- ⊗ **MISSING CONTENT:** A CMS can only provide translations for content stored in its database. It can't detect or translate important content residing in applications, or in third-party services and servers.

- ⊗ **POOR SCALABILITY:** Creating, translating and managing large multilingual sites with hundreds (or thousands) of pages is a complex, costly and time-consuming process. It often requires hiring more staff to manage these new sites.

- ⊗ **LACK OF SUPPORT:** Multilingual capabilities may have been developed when these features were important to the CMS creator. However, as developer priorities shift, support may dwindle, making maintenance and updating your responsibility.

2 The Proxy Approach

In contrast, the proxy-based approach to website translation operates independently of your CMS.

This prevents lock-in to any CMS, and is purpose-built to deliver superior localizations for your site's translatable content, regardless of its format, or where it's hosted online.

Proxy technology instantly responds to a global user's online requests, presenting a properly localized customer experience in the preferred language. This secure solution **can be used with any tool, handle any site, and read any programming language.** It offers seamless migration when you redesign your site, or migrate to another platform, too.

The result is a **swift, efficient, optimized website experience** that visitors can enjoy without frustration, and that reduces your effort, costs and time to market.

Fully turn-key proxy solutions provide even more advantages, including:

+ SPEED TO MARKET

The best proxy solutions move fast, getting your localized sites up and running **in as few as 30 days.**

+ ONCE-AND-FOR-ALL TRANSLATIONS

Great proxy solutions can detect repeating phrases throughout a website, and populate its translated equivalent again and again throughout the localized website, at no cost to the customer. **Translate once, pay once, use anywhere.**

+ QUICK TESTING IN NEW MARKETS

A proxy approach enables your company to venture into new markets **with little to no risk.** You can translate part of your website for an emerging market to gauge customer interest in your products and services. This takes very little time or money.

+ INTELLIGENT CHANGE DETECTION

Any changes you make on your flagship primary-market site—such as publishing new content, or updating existing content—are automatically detected by content-parsing technology and immediately sent for translation. **This eliminates all management of the translation workflow on your end.**

+ ELIMINATION OF SEPARATE WEBSITES

Because the proxy solution uses the code of your primary-market website to dynamically present translated content to global users, **you'll never need to host and operate separate, localized instances of your websites.**

+ RESPONSIVE TRANSLATION OF EXTERNAL CONTENT

The best proxy solutions can translate third-party content, graphics, multimedia and applications, **ensuring smooth user experiences at every point of their visit to your website.**

+ INDEPENDENT FUNCTIONALITY, REGARDLESS OF CMS

The proxy approach **expands the effectiveness of your CMS;** it doesn't replace it. You can further your investments in your current CMS, or switch CMSs altogether, without it impacting the performance of your multilingual sites.

3 The Turn-Key Proxy Approach

Proxy, Only Better:
The Turn-Key Proxy Solution

Traditionally, creating multilingual websites requires many different processes well beyond translation. This leads to costs that are often far higher than initially perceived.

Of the proxy-based solutions on the market, **only fully turn-key solutions eliminate that effort on your end,** which can greatly reduce costs.

Only turn-key proxy solutions can deliver these key benefits:

Turn-Key Solutions Have Superior Technology

Many companies can provide good translation. But fully turn-key solutions are designed to handle **all of the under-the-hood complexities** that make website translation such a burden for your IT team.

Take on-site applications powered by JavaScript and AJAX. Only a few vendors can accurately parse these interactive experiences to retrieve their content for translation. Fewer still can easily re-integrate the translated material back into the code for the localized website. **And it's downright rare to find a vendor that can parse and translate single-page applications powered by AngularJS.**

Similar challenges arise with **third-party plugins and services** such as:

- ✓ E-commerce platforms

- ✓ Hotel or airline booking systems

- ✓ Customer support portals

- ✓ User review modules

- ✓ "Find a Store" functionality, and more

While you can use plugins and modules to bring such functionality to your website, **you'll never have any kind of meaningful access to its translatable content.** It resides on third-party sites and servers.

However, technically-advanced proxy solutions operate outside of your CMS, enabling it to detect and parse all of that content—even assets and experiences hailing from other companies' servers—and translate it.

Turn-Key Solutions are Effortless

Another key difference between common proxy-based approaches and fully turn-key solutions? **Turn-key solutions require no effort from you at launch, or ongoing.** The vendor provides all personnel, processes and technology.

By combining advanced proxy-based technology with additional services and capabilities, a turn-key proxy solution **relieves your team from doing the work** of launching and maintaining one or more localized websites. This includes:

TRANSLATION WORKFLOW

Automated content management, from detecting and queuing content for localization, to translating, editing, approving and deploying that translated content—all in one business day. This includes daily updates.

24 / 7 / 365 MANAGED HOSTED SOLUTION

Great solutions are fully compatible with Content Distribution Networks in any configuration. The tasks of website operation—including uptime, software patches, and installation—are handled by the vendor, eliminating effort on your end.

24 / 7 SUPPORT AND ESCALATION

Dedicated Project Managers and translation teams oversee your daily activity and support requests, tackling every facet of the website translation project—including issues with third-party vendors and technologies.

These capabilities are implemented across all your translated websites in every global market, with no effort necessary on your end.

CONVERSION RATE MONITORING

Smart technology monitors your site's conversion flows for drastic increases or decreases in performance. If conversion dips, engineers investigate possible tech problems, eliminating the need for you to troubleshoot global sites.

CONTENT AND CODE CUSTOMIZATIONS

Website elements and content can be customized for specific markets. This can include presenting users with local customer support information, changing units of measurement, displaying local currencies, offering market-specific promotions and more.

ONGOING SEARCH ENGINE OPTIMIZATION

Deployment of localized sitemaps greatly improves search rankings in local search. Special *hreflang* implementation ensures the proper translated version of your website appears in global users' search results, with the same relevance and rank of your primary-market site.

Turn-Key Solutions Align with Customer Needs

It's common for website translation vendors—even some touting proxy solutions—to present pricing models **that actually maximize your translation spend, not reduce it.** These companies hide the full costs of translation behind absurdly low price-per-word pricing schemes. This low per-word-pricing comes with risks, including:

1 **Additional costs for proofreading and editing,** which appear as separate line items

2 **Paying to translate identical content more than once,** or paying anything at all to republish previously-translated content

3 **Poor translation quality** from lack of oversight or use of translation software

4 **Slow translation turnaround times** that can't keep up with the pace of your business

Other proxy-based
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Other proxy-based vendors use a "price-per-page view" model. They beguile customers with free trials and low monthly subscription fees. However, those subscription fees only cover a certain number of translatable words. They often charge extra for additional translation, editing services, project management and more.

Further, they add additional charges, based on how many page views a localized site generates each month. This means the more successful your brand is in-market, the more traffic your translated site generates, and the more you're charged by the vendor. You're penalized for being prosperous.

Instead, great turn-key solutions:

1 Use superior technology to detect all translatable words and identify **the proper number of words to translate,** which are two separate things. The former drives up costs. The latter controls costs by accounting for repeated on-site content, and not charging for publishing this translated content over and over.

2 Use superior content-parsing technology, which can identify translatable content across many on-site media (and dynamically-loaded offsite content, too). This smartly reduces the number of words to translate.

3 Incorporate editing, revisions and QA processes into an all-inclusive price-per-word translation rate.

4 Offer simple pricing that covers technology, support and ongoing operation.

5 Include APIs and user interfaces for customers to easily localize content for offline or omnichannel use, often at no additional cost.

6 Offer flexible management processes, enabling you to be as hands-on, or hands-off, with your project as you wish.

Look for solutions that provide operational efficiency,
cost savings, speed to market and flawless performance.

Conclusion

As you examine the marketplace for website translation solutions, consider vendors that offer the proxy-based approach. This technically advanced solution reduces effort on your end, while reducing costs.

The very best vendors offer fully turn-key proxy solutions, which deliver an effortless experience for you—and a world-class online experience for your global customers. Their technologies and processes are designed for ultimate efficiency, cost-savings and generating success for your business.

About MotionPoint

MotionPoint **solves the operational complexity and cost of website localization**. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.

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