



motionpoint

## 19 Ways to Streamline Your Website Translation Project

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Get the most out of your translated website with these proven practices.

## Introduction

As companies continue to grow globally, the demand for localized websites has become greater than ever. That probably means you'll be scrambling to get a website translation project started soon—if not right now.

To get the biggest bang for your buck with a website translation project, you should know about efficiencies that can increase your odds of achieving global success.

Here are 19 powerful insights you can leverage, as you move forward with your website translation project.

## 1. Define Your Business Goals

*Understand “why” you’re translating your website as much as “how.”*

Identifying a target market for a new global website isn't enough to make it successful. You're entering new markets for a reason, so it's critical to take a thoughtful and strategic approach to the website that will support international customers.

Ask yourself what customers demand from your origin website, which parts of a translated site are most important to

communicate well, and what local legal or regulatory requirements must be met in these new markets.

With these clear goals articulated, you can prioritize the right content for localization, ensure that the most important capabilities work flawlessly, and establish success criteria that will help you measure your efforts in the future.

## 2. Take the Translation Burden Off Local Marketing Teams

*They've got more important priorities to focus on.*

It's common for many companies to rely on in-country sales or marketing teams to translate local websites, since those staffers are most familiar with the market and its local customers.



But translation of a complex website is a huge task, and can pull teams away from other important marketing priorities that drive business in the region. Further, local teams may not have the skills or resources to do the job well, costing the company time and money.

The better bet is to invest in a partner with deep experience and proven success that can translate your website in ways that preserve the integrity and voice of your origin site. These teams have the expertise to ensure that content preserves its impact, that all local regulatory and compliance needs are met, and that the technology underpinnings are stable and secure.

### 3. Find Partners with Linguistic and Industry Expertise

*One without the other isn't enough to succeed.*

With so many translation vendors vying for your business, it can be hard to find one that has the combination of technical and market expertise that you need.

The best translation companies have translators who are not just native speakers, but who also understand the customers your company supports. A strong partner should also be able to manage translation processes

seamlessly and efficiently to ensure that your translations are authentic, and relevant to your industry.

### 4. Emphasize Cultural Expertise

*Find a vendor fluent in not just language, but local culture.*

The best translation vendors have fluency in more than just language and industry. They've got the ability to help you understand a market's customers, their buying preferences and the nuances of their local culture that can help your brand stand out as credible and trustworthy.

Culturally-relevant websites also perform better in organic search rankings, and create a more authentic user experience. This can improve important metrics such as time spent on-site, conversions and sales.

Look for a partner that can help you capture not just the right words to present your site in a new language, but the personality and unique characteristics of the markets you'd like to serve.



## 5. Specialization Beats Generalization Every Time

*Don't settle for incomplete website translation solutions.*

Traditional translation agencies have legacy business models that try to *maximize* your translation spend, not minimize it. In contrast, digital-first agencies understand the unique demands of online and omnichannel translation, and have ways to optimize your website's business performance in international markets.

**These vendors have the expertise to not just tackle translation, but also ensure that from scope to launch, your translation project is a reflection of your business goals, marketing objectives and brand voice.**

And with proven workflows, processes and technology solutions, they can dramatically reduce—or downright eliminate—the burden and workload of website translation and get you up and running in-market, fast.

## 6. Insist On a Dedicated Team of Translators

*Consistent teams create quality translations.*

Many website translation vendors claim their “offices in every time zone” approach ensures speedy service when you need new content translated. This method, which essentially enlists whatever translators might be on-hand at any given hour, can compromise translation quality and consistency. Those translators might not know your brand at all, which puts it at risk.

You want a partner that offers a dedicated, consistent team for your website translation so it can learn your business, effortlessly communicate your brand voice in different languages, and adapt quickly to new content so your localized online presence stays fresh and engaging.

## 7. Understand What You're Paying For

*You want to invest in more than just translating words.*

“Website translation” is indeed about presenting your website in a new language. But your website is about so much more

than words. You've invested in creating a compelling brand presence, a powerful user experience, and high-performance digital assets.

Great website translation vendors care about much more than translating words on your webpages. They'll talk to you about the costs of translation, sure, but will also add value through technical expertise, skilled website operations and management, handling of dynamic and third-party content, and more.

Don't shortchange your significant marketing investment with a legacy translation service that isn't fluent in online technologies and the unique demands of website localization.

## 8. Be Careful of Pricing Pitfalls

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*Don't get nickel-and-dimed, or punished for success.*

Some vendors offer alluring price-per-word translation rates that seem really attractive at first glance. But look closely at the fine print, and you'll often see additional charges for services like proofreading and editing. Some vendors charge you per page view, which effectively penalizes you for operating a successful website. Turnaround times for translation can be aggravatingly slow, too.

The best website translation vendors give you transparent, all-inclusive pricing that covers translation, revision and quality assurance processes to protect your content investment. They've also invested in advanced technologies that can provide fast turnaround—typically within one business day—and ensure you can store translated content for later re-use, instead of having to pay to translate the same phrases over and over.

## 9. Collaborate on Glossaries and Style Guide

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*Linguistic rulebooks ensure accuracy and brand voice in translations.*

Every website translation project should have a unique set of translation guidelines. Work with translation partners that create glossaries and style guides to capture the essential terminology of your business, and help preserve your brand's carefully crafted voice and personality. Co-creating these resources ensures you have an ongoing "north star" for guiding your website translation—and a clear, mutual understanding with your translation partner about the language and terminology that's most relevant to your audience.

## 10. Consider Translation Speed

*Work at your speed—not your vendor’s.*

Things move fast in digitally-driven businesses ... but few translation vendors can keep pace. Most agencies use wildly inefficient workflows and legacy processes to translate online content, which often results in significant publication delays. Meanwhile, your global websites feature untranslated content—a disorienting “mixed language” experience—that confuses and alienates customers, and negatively impacts both your brand and overall ROI.

The cure? Insist that new translated content—regardless of medium—must be live on your site in about one business day. It’s the only way to keep your localized site moving at the speed of your business.

## 11. Build a Translated Content Warehouse

*Leverage the content you’ve paid to translate. Anywhere.*

Your translated website is an important component of your marketing outreach in

new global markets, but it’s not the only one. You can maximize the value of your translated content by making it available to use elsewhere—including email, social media, advertising and even offline material. This helps create a consistent message and brand experience across all channels.

Find a vendor that provides access to your database of previously-translated words, so you can re-use them at any time, in any channel, at no additional cost. The best vendors will also allow you to submit new content for translation—including offline material—that can be localized and added to the database for future use.

## 12. Consider the Importance of Traffic, Engagement and Conversion

*Know your goals, and assess what your vendor can do.*

It’s essential to define what “success” means for your translated website, whether that means increasing inbound traffic, creating on-site engagement or improving conversion rates. Look for a vendor that understands those objectives, and can optimize your localized website to deliver on your goals.

A strong partner will consider everything from user experience to international SEO best practices. These and other important customer experience elements are crucial for building brand awareness in new markets.

### 13. Look for Omnichannel Translation Advantages

*Go beyond the translated website and create an international brand.*

Your global digital marketing efforts are distributed across your website and social network profiles, smartphone apps, email campaigns, digital advertising and more.

Your translation partner should understand the importance of omnichannel marketing for global markets, and provide you with channel-specific localizations that can help create a true international brand experience.

Smart and efficient technology can easily repurpose and remix your translated content for any channel at no extra cost, maximizing the investment you've made in translation throughout your digital presence.

### 14. Be Mindful of Project Scope

*Control the size of the project ... and its budget.*

Providing a fully-translated multilingual website—one that's 100% comparable to your origin website—is certainly the ideal. But it's not always realistic, or desirable. Budget and resource limitations can mean it's more effective to translate only the most critical, relevant content for your site. If you're new to a particular market, it might make more sense to test, iterate and gradually expand your digital presence as you validate your go-to-market strategy.

The best translation vendors make it easy to set clearly defined goals and requirements for your translation project, evaluate your site to determine your best translation investments, and adapt your project scope ongoing to strike the right balance between budget, business goals and customer needs.



## 15. Translation Isn't Just Text

*Don't overlook the hidden content others miss.*

Multimedia content—like images, videos, PDFs and interactive applications—is often the first thing your global customers see when they visit your multilingual websites. But most website localization solutions overlook this mission-critical content, or can't translate it at all. This results in a fractured “mixed language” on-site experience that can compromise UX and your brand credibility. Great vendors can identify this multimedia content when it appears and translate it with ease, making sure all the content on your website is available in the right language. This preserves the continuity of your content, no matter what format it's in.



## 16. Take the Work Out of Translation Management

*Ease the burden on your internal teams.*

Managing a website translation project is a ton of work, and many companies simply don't have the time, resources or expertise to do it—much less do it well. Complicated workflows, the demand for technology expertise, and operational complexity all create heavy burdens for your internal teams.

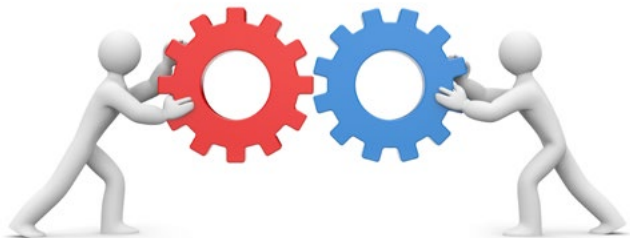
**These burdens require immense amounts of time and money—both of which are better spent elsewhere in your business.**

Fully turn-key solutions allow you to turn the website translation process completely over to a trusted vendor with the right technologies and operational efficiencies. They can drastically reduce the effort required from your teams, and easily scale your website translation needs as your business grows.

## 17. Consider Ongoing Operation

*What happens after your site launches, and who will manage it?*

Deploying your translated website doesn't signal the end of the project. Websites are growing, evolving marketing channels that require constant updates and adjustments to content, functionality and design. Your website translation solution should be able to keep up, using change-detection technology and workflows to identify new content for translation and typically publish it within one business day. A strong partner should also work with you to consistently review site performance, plan for growth and design changes, incorporate new capabilities, and ensure that your multilingual sites can keep pace with the rest of your business.



## 18. Consider Long-Term Needs

*Translated websites need to work today, tomorrow and beyond.*

The back-end of your website—everything from your content management system to its code—can evolve as quickly, and as often, as the front-end experience your customers see.

**It's important to look for a website translation provider that can adapt to any changes you might make to your website platform, your CMS or other critical infrastructure.**

Connectors and cartridges can seem like an efficient solution, but once you change your website structure, they can stop working. Instead, look for turn-key translation solutions that are platform-agnostic and flexible enough to work with your multilingual site in the months and years to come.

## 19. Stay Focused on Your Business

*Invest in what you know, and outsource the rest.*

It's easy to underestimate the complexity of a website translation project. Most vendors are equally outclassed. They'll offer to translate your website's words for you, insisting that all you have to do is plug in the translated content and go. But it's simply not that easy.

You've got an international business to run, and it makes sense to partner with a business that offers a complete website translation solution—from the translation itself to site configuration, hosting, ongoing maintenance and more.

A turn-key provider can save you a great deal of frustration, time and money by leveraging its existing technologies and expertise. And you can stay focused on bringing your brand to the international customers who are waiting for you.



## Conclusion

*Translated websites need to work today, tomorrow and beyond.*

Serving new markets with localized websites is no longer a “nice to have.” As you can see, this channel is mission-critical for your global success—and it can be quite costly and complicated, if not impossible, to do well on your own.

Work with an experienced vendor that can offer industry-leading technologies, streamlined translation workflows and hands-off, turn-key convenience to get you in-market quickly ... and on the fast track to achieving global success.

## About MotionPoint

MotionPoint solves the operational complexity and cost of localizing web and digital content. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

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

**motionpoint**

**MotionPoint Corporation**

[info@motionpoint.com](mailto:info@motionpoint.com)

[www.motionpoint.com](http://www.motionpoint.com)