

WEBSITE REDESIGNS

WITH MOTIONPOINT

MotionPoint specializes in localizing the customer experience across all digital channels, including websites. Our solution can even translate your website before, during and after complex website redesigns.

SEAMLESS OPERATION AT EVERY REDESIGN STAGE

DURING PLANNING & DEVELOPMENT, OUR SOLUTION...

- ➔ Detects and translates all webpages, dynamic content and conversion paths
- ➔ Identifies new or updated redesign content for translation
- ➔ Completes translation and QA before the redesigned site goes live
- ➔ Launches your redesigned multilingual site alongside your redesigned origin site

AFTER DEVELOPMENT, BUT BEFORE LAUNCH, OUR SOLUTION...

- ➔ Can be used even while your site is in the midst of a redesign
- ➔ Accesses your site's staging and production environments to translate content
- ➔ Queues new or updated redesign content for immediate translation
- ➔ Launches your redesigned multilingual site alongside your redesigned origin site

AFTER YOU LAUNCH YOUR REDESIGNED SITE, OUR SOLUTION...

- ➔ Can localize your recently redesigned website, too
- ➔ Prioritizes the translation of critical content and pages first
- ➔ Localizes other sections of the site as needed
- ➔ Identifies, localizes and QAs all existing on-site content



BEST PRACTICES: WEBSITE LOCALIZATION + REDESIGN

Using the following design tips can reduce translation costs, and ensure an excellent UX for your localized website.

CREATE A GLOBAL-READY DESIGN

- ➔ To reduce design and translation costs, use text overlays for images (using a tool such as Adobe Dynamic/Scene 7) instead of embedding translatable text in flattened images
- ➔ Leverage responsive page design to mitigate post-translation misalignments on webpages
- ➔ Create page templates that define CSS styles globally to accommodate longer translated text

AUDIT YOUR REDESIGNED WEBSITE AND ASSETS

- ➔ Identify which sections of your redesigned website should be localized for global customers, and which can remain untranslated. This applies to omnichannel content, too.



MotionPoint's approach won't add to the complexity of your redesign project. It delivers high-quality, cost-effective translations and works with any code, technology or platform.