

A man with a beard and glasses is talking on a mobile phone. He is wearing a blue and white checkered shirt. He is looking down at a laptop screen. The background is a blurred cityscape.

motionpoint

## How to Choose the Right Website Translation Provider

---

Discover the hallmarks of outstanding website translation companies—from fast turnaround times to smooth technology integration, and more.

## Introduction

---

Translating your website's content to serve global customers sounds straightforward. But the process is more complex than you might think.

To craft appealing, relevant website translations that advance your global business goals and win customers to your brand, you must:

- ▶ Select web content for localization
- ▶ Translate it with the culture of the market in mind
- ▶ Edit it for pitch-perfect quality and word choice
- ▶ Ensure all customers enjoy a stellar user experience
- ▶ Move fast to keep content relevant and accurate at all times

Website translation vendors that have mastered this process—and can deliver amazing translations—are rare. But they exist, and they're worth finding.

Here are five characteristics of great website translation vendors.

## 1. High Translation Quality

---

Translation quality is mission-critical for success in global markets. The best website translations are:

- ✓ Technically accurate
- ✓ Culturally sensitive
- ✓ Fully consistent with your organization's brand voice and style

To achieve high quality, a vendor's linguists need skills, experience, an understanding of the target audience and an attention to detail.

The best translators are:

- ✓ Native speakers who are fluent in the target language
- ✓ Subject matter experts who understand your industry's terms, concepts and processes
- ✓ Professional linguists who are vetted and certified
- ✓ Brand mavens who know your company's messaging, positioning and target audience

## 2. Rapid Turnaround Times

Translations should be delivered in a timeframe that keeps up with the speed of your business.



### Quality Assurance

Leading website translation vendors incorporate rigorous review processes to ensure that your content:

- ✓ Reflects your company's brand
- ✓ Follows approved style and writing guidelines
- ✓ Is consistent across all documents and channels
- ✓ Has been edited for grammar, punctuation, number/date format, spelling and syntax
- ✓ Integrates with the website seamlessly
- ✓ Is reviewed in the website template to identify and resolve design problems like word growth or reduction
- ✓ Ensures translatable content is not overlooked, which leads to an alienating "mixed language" user experience

Here's why:

- ▶ **COMPETITIVE ADVANTAGE:**  
Launching new multilingual sites as quickly as possible helps you capitalize on new opportunities.
- ▶ **RAPID SYNC:**  
Keeping localized site content in sync with your flagship website promotes a positive user experience.

Here's how:

Leading translation vendors deploy content change-detection technologies that:

- ▶ Continuously monitor your origin website
- ▶ Detect new or updated content
- ▶ Translate the content typically within one business day for a seamless user experience





## High Stakes, Multiple Pitfalls

Brand-worthy translations are an investment. Cost-cutting vendors may save you money in the short-term, but their results can wreck the credibility of your localized site. Watch out for pitfalls like these:

- ▶ **Inaccurate translation software:** Machine translation increases the risks of odd wording, confusing translations, inaccuracies and culturally insensitive content.
- ▶ **Delayed translations:** Bilingual employees who try to balance their primary responsibilities with translation duties end up being slow on both sides—and usually deliver lackluster translations.
- ▶ **Sites of limited scope:** Localized microsites deliver limited content and a compromised, inferior user experience that turns off customers and undermines the effectiveness of local sales teams.
- ▶ **Inexperienced translation vendors:** Some vendors offer bargain-basement prices because they can't offer quality, experience and speed.
- ▶ **Poor integration:** Great translations don't matter much if you can't deploy them rapidly and accurately to your localized websites.

With the success of your company's expansion into new markets on the line, it's essential to invest in a translation provider that offers value, high quality, accurate content and a streamlined, effortless process.

## 3. Translation Flexibility

No two website translation projects are identical. They vary in scope, priority and level of oversight. Failing to take these variables into account leads to mismatched expectations, botched translations and extra costs.

The best translation providers offer a range of options and customizations to suit your budget and requirements for cultural appropriateness, inclusion of messaging and technical precision. Often, this means a mix of human and machine translation approaches.

### Human Translation

Human linguists bring priceless skills to the translation process:

- ✓ Critical thinking
- ✓ Creativity
- ✓ Industry experience
- ✓ Cultural sensitivity

Using humans to localize content is especially good for brand-conscious companies, or those requiring specialized, technical translations.

## Machine Translation

Machine translation solutions offer:

- ✓ Lower costs, which may be ideal for large website projects
- ✓ Faster speed than human translation

However, there are significant drawbacks, including:

- ✗ Simplistic word choice
- ✗ Lack of personality
- ✗ Off-brand messaging
- ✗ Additional costs for human editing and proofreading

The biggest drawback? Global customers notice when translated website copy doesn't mirror how human beings actually speak. They usually abandon those sites and don't come back.

## Hybrid Translation

A hybrid approach uses human translation for content requiring nuance, messaging and context, and machine translation for less brand-sensitive content. This combination:

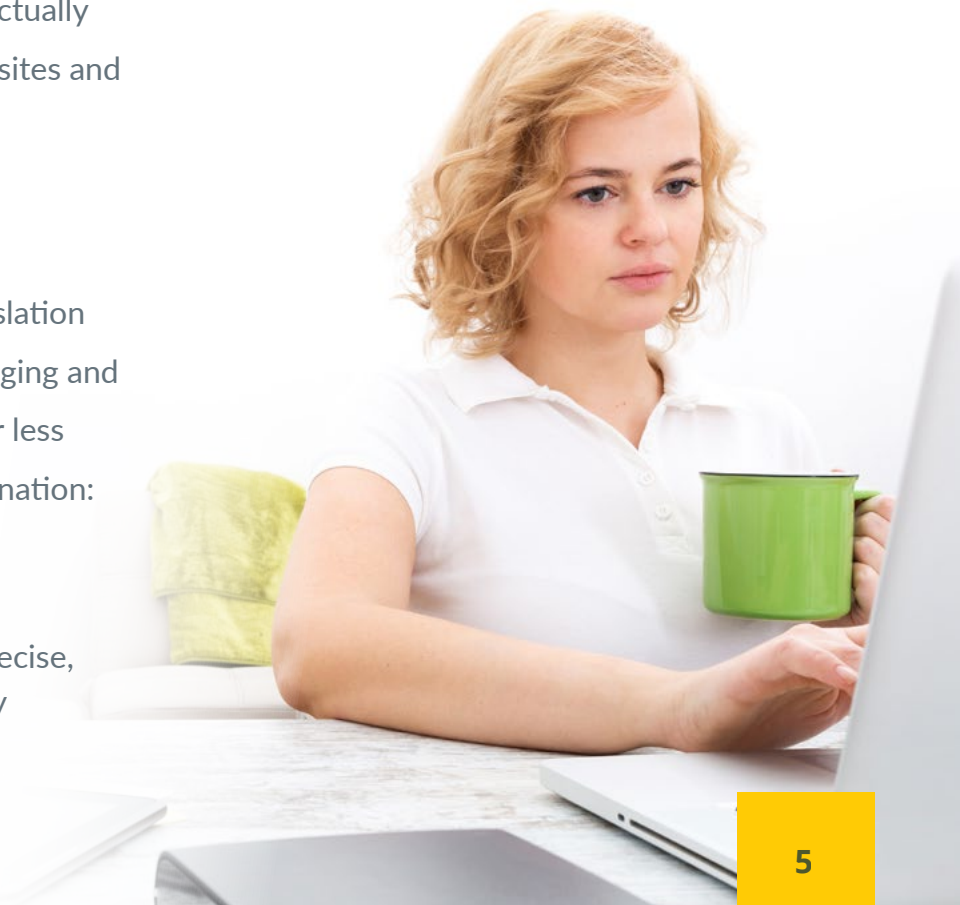
- ✓ Reduces costs and time
- ✓ Ensures content is technically precise, culturally authentic and correctly branded



## Dangers of Delayed Translation

When your localized website content lags behind your origin site's information, big problems can emerge:

- ✗ Outdated pricing information
- ✗ Missing products or services
- ✗ Lost opportunities to promote special offers
- ✗ Customer confusion
- ✗ Higher bounce rates
- ✗ Abandoned shopping carts
- ✗ Compromised brand credibility and trust



## 4. Technology Integration

---

The best translation vendors use powerful, flexible technology solutions that:

- ✓ Efficiently manage the translation process
- ✓ Can provide fully turn-key management, or can accommodate a customer's hands-on needs
- ✓ Operate independently of other platforms, freeing you to make changes to those systems without affecting the performance of your localized site

### The Benefits of a Turn-Key Solution

Deploying and operating multilingual websites can be complex, detailed, time-consuming and costly. Most website translation vendors lack the technologies and expertise to cope with the challenge.

Leading vendors offer fully turn-key website translation solutions that combine advanced proxy-based technologies with the complementary services needed to ensure the smallest effort on your part. They eliminate operational cost and simplify complex processes by:

- 1 Providing all personnel
- 2 Managing the translation workflow

- 3 Exporting content from back-end systems to translators
- 4 Importing translated content into your system and testing for quality
- 5 Synchronizing daily changes across all languages
- 6 Minimizing the effort and oversight required to keep localized sites up-to-date

## 5. Multimedia and Multichannel Translation

---

Your website isn't the only critical digital marketing channel for your company. Today, the need to distribute relevant messaging in many media, across many digital channels, is more important than ever.

Multichannel content translation enables you to:

- ✓ Distribute product and marketing materials to global sales teams
- ✓ Educate customers across many channels, from YouTube videos to infographics to product sheets and more
- ✓ Provide a full user experience in every channel in every language



## Can Your Vendor Translate These?

You can expect leading vendors to handle these types of content:

- ▶ **Documents/Offline Sources:**  
Word, Excel, PowerPoint, PDFs, desktop publishing files, XML
- ▶ **Multimedia Files**  
Videos (on-screen text, audio subtitles), interactive applications, images with embedded text, infographics
- ▶ **Dynamic PDFs**  
Documents populated on-the-fly with user-relevant content
- ▶ **HTML Email Templates**  
Used for business and marketing correspondence
- ▶ **Mobile Applications**  
Smartphone and tablet apps
- ▶ **Digital Content for Multichannel**  
Social media, online ads
- ▶ **Third-Party Functionality**  
Shopping carts, payment systems, customer review systems, customer-facing content for in-store kiosks and other self-service systems

Leading translation vendors are equipped to handle the full spectrum of your translation needs, from online/offline documents and multimedia to third-party software, single-page applications and more. If your translation vendor can't handle these elements:

**A** Your team will wind up taking care of them, adding unwanted complexity to the project.

**B** Your website will be incompletely translated, leading to an unsatisfying user experience.



## Conclusion

Website translation is an investment in your plans to tap new market opportunities, win new customers and grow revenue. Selecting a vendor based on price alone will very likely cost you more in the long-term.

More critically, choosing the cheapest route can negatively affect the quality and timeliness of your web content, and burden your team with additional work.

Choose a translation vendor that simplifies your operations by:

- ▶ Providing speedy, spot-on translations
- ▶ Freeing your staff of extra duties
- ▶ Easily accommodating your specific requirements, such as:
  - ✓ Scope of work
  - ✓ Timeframe
  - ✓ Number of sites and languages
  - ✓ Degree of hands-on involvement

This kind of best-in-class provider can be a huge asset to your organization—both tactically and strategically.

## 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)