

# POPULAR WAYS TO TRANSLATE ONLINE CONTENT FOR GLOBAL MARKETS

When companies translate their websites for international customers, they often leverage one of three approaches: human translation, machine translation or a hybrid of the two. Each has its own benefits and challenges. *Which one is right for you?*

## 1 Human Translation

These translations are crafted by professional human linguists, who are often experts in industries and local cultures.

### Benefits:

- ✓ Superior translation accuracy
- ✓ Regionally-preferred localized phrases and dialects are possible
- ✓ Delivers a superior translated brand voice and image
- ✓ Quality assurance is ensured through human editorial oversight
- ✓ Translations are nuanced, including formal or informal tone



### Challenges:

- ✗ More costly than machine translation
- ✗ Translation is not instant. Best vendors reliably deliver translations within one business day

## 2 Machine Translation

These translations are automatically generated by software. Google Translate is one such solution.

### Benefits:

- ✓ Instant translations, delivering superior speed
- ✓ More affordable than alternative options—and often free

### Challenges:

- ✗ Inconsistent translations
- ✗ A lack of cultural knowledge means region-specific localizations aren't possible
- ✗ Inaccurate translations
- ✗ Hidden costs for reviewing and revising subpar translations
- ✗ Off-brand messaging



## 3 Hybrid Translation

A savvy use of human and machine translation.

Human translation is applied to website sections with high visibility or traffic, or brand-sensitive sections that require a more nuanced linguistic approach.

Machine translation is applied to more conventional content, such as product descriptions.

### Benefits:

- ✓ Scale more efficiently
- ✓ Higher accuracy than machine translation alone
- ✓ Lower cost than human translation alone
- ✓ Speed to market

### Challenges:

- ✗ Translation quality may clearly vary from human/machine translation sources
- ✗ Requires proactive thinking and vendor collaboration to ensure human translation is applied in appropriate website sections/pages

