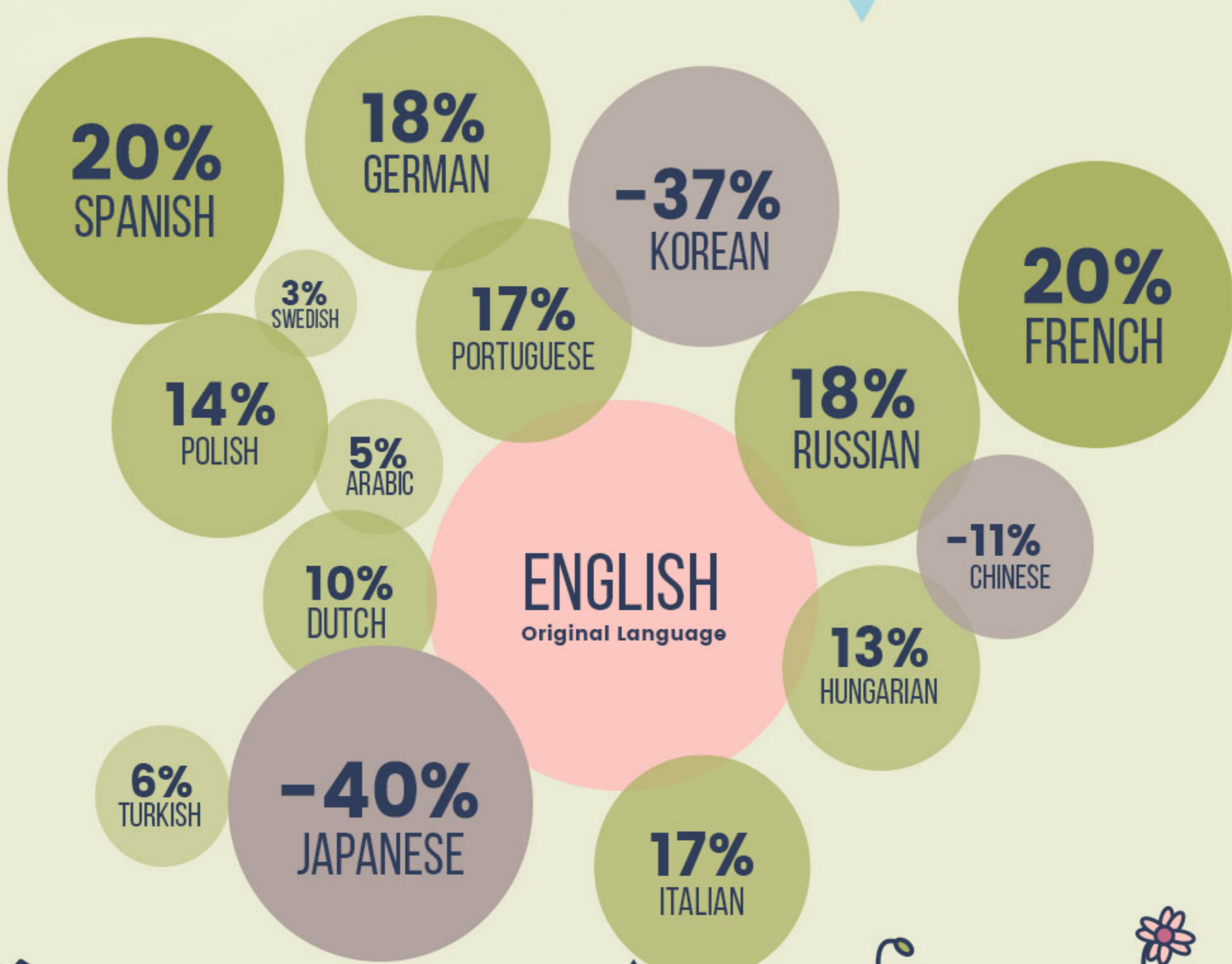


WEBSITE TRANSLATION AND WORD GROWTH: THE NEED TO KNOW

Some languages need more—and sometimes fewer—words than others to say the same thing. This is often called **word growth** or **word expansion**, and it's common in translation.

Here's how much word expansion or contraction you can expect when you localize your English website in other languages, and why it's important.



WHY IT'S IMPORTANT

Your flagship website's page templates were probably originally optimized for English-language content. Cramping more words or characters into them to accommodate global languages **can break those templates, create misalignments and wreck the user experience.**

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Here's how to sidestep those problems:

- ✓ **Be careful of using text in page elements** with small dimensional spaces like images, navigation bars, CTA buttons. These can't accommodate word growth very well.
- ✓ **Be flexible with your web template design.** Tweak it if needed. Word growth can result in a sloppy UX that damages your brand's credibility.
- ✓ **To combat word growth,** be willing to accept translations that aren't word-for-word. Great linguists can select words for intent rather than exact meaning.
- ✓ **Avoid extra effort by using human translation** instead of machine translation. Translation software can't "see" your website's template like a human translator can. The resulting word growth must be fixed by your team. By contrast, human linguists can use special visual tools to adjust translations on-the-fly, preserving the look and feel of your website.

The best digital translation providers **can work with you to solve the problems associated with word growth** before they cost you extra time, money or brand credibility.

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