



motionpoint

A Technical Perspective:  
**Proxy-Based Website Translation**

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Discover how the proxy approach eliminates complexity and costs for your team.

## Introduction

As your company expands into new global markets, it's critical to authentically present your website and digital assets in local languages. This best practice builds market credibility, creates a positive online user experience and communicates your value proposition effectively and accurately.

Using a **proxy-based approach for website translation** is a powerful way to attack this challenge at scale without having to invest significant resources—both human and capital—to build localized websites. Other approaches, including multilingual CMS connectors, might get the job done initially ... but they can't scale as your website evolves and grows.

**Ideally, you want to look for a modernized proxy-based solution, one that combines the best of technology and human expertise to address the complexities of today's website translation projects.**

When you work with the best proxy solutions, you realize several advantages:

### FLEXIBILITY

A proxy operates independently of your CMS, guaranteeing seamless operation as you refine, scale or re-platform your origin website. Plus, the best proxy technologies can handle dynamic, multimedia and third-party content with ease.

### COST EFFECTIVENESS

Great proxies smartly leverage a *translation memory* database to ensure you never spend money on translating content multiple times. Their APIs can make this translated content available for other channels, too.

### ADAPTABILITY

The best proxies have robust, automatic content change-detection technologies, eliminating the need for you to tag and queue new content for translation with every website revision.

**Let's take a closer look** at how proxy technology is the most adaptable and flexible approach for translating websites.

## The Superior Solution for Your Dynamic Website

If you've built a complex, dynamic website for your global business, understand that many translation approaches require you to constantly export, tag, translate, re-integrate and adjust content to suit individual localized instances of your website.

The workload can be extensive, error-prone and costly.

To solve for this, look for proxy approaches that have mature content-parsing capabilities. The most advanced proxies can automatically analyze content from any online source—including your site or loaded via third-party services—discover its translatable content, and immediately route it for translation.

## Dynamic Content Handling

Most proxy approaches rely on technology to identify the appearance of new URLs—often generated based on user-specific information (like location, a login profile, or via cookies)—that signal that there is new content being created that must be translated.

A truly modernized proxy can solve for this by configuring website crawlers to identify the actual calls to the server used by these applications, rather than relying on new URLs being created. The crawler can then follow that call to the server, find the new content (for instance, a customized set of product recommendations), and automatically route it through the proxy for translation—no matter how many times that content changes.

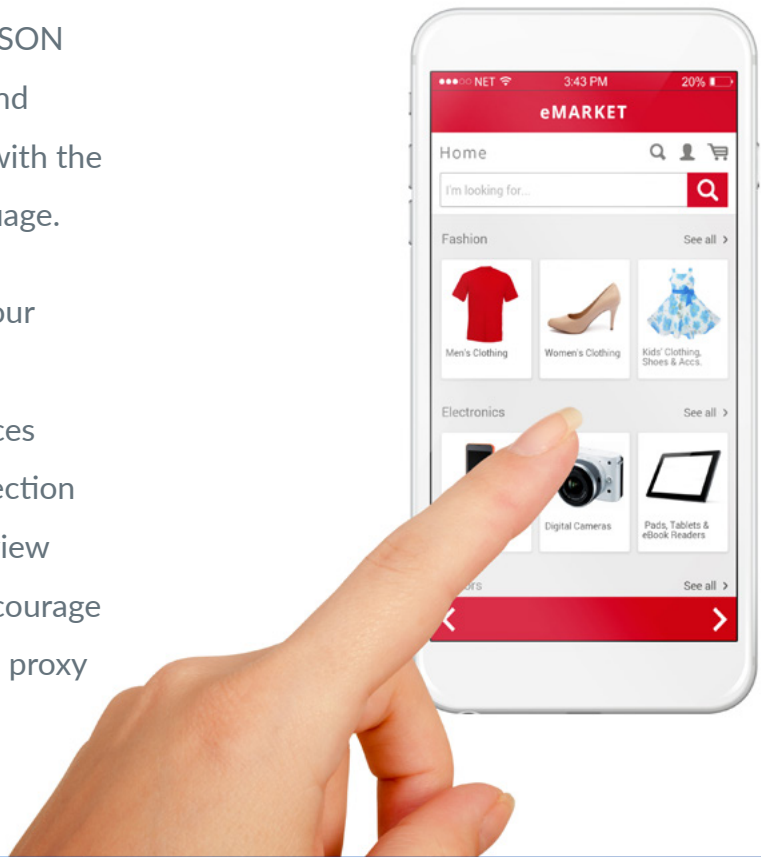


You may use a custom product module that serves specific recommended items to users based on their on-site behaviors. Many times these modules are powered by an AJAX application that has a static URL, which means **most translation technologies won't know** there's new content being served to each visitor that requires translation.

This means your site visitors will see non-translated product information, creating an awkward and disjointed experience.

The best technologies can also do the same with dynamic content served through JSON or XML, and ensure that each unique and customized content path is populated with the appropriate content in the proper language.

Advanced proxy technologies ensure your entire on-site experience is seamlessly localized. From shopping cart experiences that need to be localized from item selection to checkout, to frames of a product-review platform that require localization to encourage global users to write reviews, advanced proxy solutions have you covered.



## Single-Page Applications

Single-page applications are a powerful component of many modern websites. They make it easy to integrate and display a highly-customized, interactive experience for users. Unfortunately, they also create challenges for traditional, simplified website translation approaches.

The first step in translating content is identifying that content, and many technologies—such as CMS cartridges and connectors—can't even detect content from an application written in something like AngularJS or ReactJS.

If a human intervenes and tries to import and review all the code pushed from those applications, it would be a practically impossible task to sort through the thousands—or hundreds of thousands—of lines of code in order to find, tag and route the appropriate content through typical translation workflows.

But today's reimagined proxy technologies can do just that, and do it automatically, thanks to the ingenuity of human developers and the addition of intelligent programming.

Look for a provider that can bring in and parse the inbound code from single-page applications, detect and flag translatable segments of content, and automatically queue them for translation. The best providers have built proprietary crawlers and algorithms that make the task dramatically efficient and accurate.

Further, if there's a segment of code and content that's not obviously translatable, your technology partner should be able to put a human on the job, identify and classify that content appropriately, and in turn allow the algorithms to learn and improve their translatable content identification over time.

## Proxy Translation Extensibility

Today's website experiences leverage a great deal of other technology to maximize and optimize a user's time on-site.

For example, instead of static product libraries, many sites today leverage Product Information Management (PIM) technologies that manage massive volumes of product information, inventory data and specifications. This content is presented to end users through website integrations.

**Advanced proxy solutions can provide APIs to receive content from technologies like PIMs. Using the API as a pathway, the proxy technology can:**

- ✓ Identify the translatable content housed in the PIM
- ✓ Translate the content, then store it in a *translation memory* database for future use
- ✓ Access the translation memory and serve the translated content automatically when that content is requested in the future



And because a translation memory database functions independently of any other applications or your CMS, content you translate for the PIM (such as product descriptions, specifications or other details) can then be used in other areas of the site whenever it's needed. This avoids the high costs associated with duplicate content translation.

If you're conducting A/B testing of your website content—particularly through third-party technologies like Optimizely or Maxymizer—translating all of the iterations of your content can become a cumbersome, costly project with traditional translation approaches.

Look for a partner that can work with your A/B testing and optimization technologies. The best providers can configure their crawlers to use your A/B testing specifications—whether you're serving up different content based on IP addresses, cookies or specific site paths. They'll identify the content that requires translation—*across every conceivable variation*—to ensure that whether your visitor sees page option A or page option B, they'll always see translated, localized content.

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Great website translation partners can help you A/B test the effectiveness of customized content and design for global customers, such as the color of CTA buttons.

Even email shouldn't be a problem for a modern-day proxy solution. A sophisticated turn-key provider can help you translate your standard email templates (such as purchase confirmations or sign-up validations), and also work with you to identify the language pairs—such as *X-forward-lang* headers—that will be used to identify which translated template to use and route to the user.

If you're using a dynamic email generation approach, the best proxy technologies can work seamlessly with your email clients, too. They route the email's contents via API call to their web services, which in turn translate the content and remit it back to the email client to send out.

## Conclusion

Most translation methodologies can't handle complex, dynamic websites—especially those that feature high volumes of customized content and intricate user experiences.

Multilingual CMS connectors and cartridges simply don't have the sophistication to identify and handle content that doesn't reside on the native site itself, and they require heavy intervention and management on the part of technology teams. If you

change platforms, or build and deliver consistent new content to your customers, these simplified approaches won't do the job very well.

Even simple proxies aren't enough today; a translation methodology that relies on word-count based pricing and blunt proxy pass-through is expensive, and it's an overwhelming amount of work for most lean technology teams to manage.

You want to build the most personalized experience for your users. Doing that often means leveraging complex website technologies and applications. **Look for a proxy translation provider that can leverage both human expertise and technology to handle even the most complex content.** This will make your website translation process simpler, faster and more cost-effective.

## About MotionPoint

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

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

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