

A silhouette of a hiker with a backpack standing on a rocky peak, looking out over a vast landscape under a sunset sky. The hiker is positioned on the right side of the frame, with the sun low on the horizon behind them, creating a golden glow. The foreground shows dark, jagged rocks.

motionpoint

## Discovering Translatable Online Content

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Why the fully turn-key proxy-based approach  
wins, every time.

## Introduction

You already understand the importance of operating multilingual websites in global markets, and serving your online customers in the languages they prefer.

But today's websites are far more complex than the static HTML pages of many years ago. Embedded applications, personalization scripts and dynamic content make the process of detecting translatable website content much more intricate—and that often becomes a time- and effort-consuming burden for technical and marketing teams.

**As your websites evolve into more complex mechanisms for acquiring and retaining customers, you need a translation approach that's as sophisticated as the content you're serving up online.**

That's where yesterday's website translation approach should evolve, too—and why the best providers bring you a fully turn-key methodology that leverages the best of proxy translation technology and human expertise to make the process simple and easy to manage.

## Website Translation: That Was Then, This Is Now

Not too long ago, websites were uncomplicated things.

Back then, most websites were coded simply in HTML, with text-based content.

**This content was straightforward to detect, translate and publish.** Marketing and technology teams could rely on simple technologies to access that online content, export it and pass it on to translators. Once those translators localized the content, the marketers or technologists re-populated the page in a different language.

We've come a long way since then. Today's websites are exceedingly complex. Most sites include hundreds, or even thousands, of webpages. Those pages often feature dynamic content, loaded through embedded applications and technologies, driven by nuances in user profiles and data.

Yesterday's approach to website translation just doesn't work with today's cutting-edge online technologies.

## Why Yesterday's Translation Technologies Fall Short

The goal of contemporary websites is to deliver a personalized experience for every user. But this level of individualization creates major complexities and confusion for conventional translation approaches like CMS connectors. Even the proxy-based approach to website translation—widely known as one of the most elegant solutions for online localization—struggles with dynamic content, when in the hands of most providers.

These approaches require a heavy lift from internal teams. The manual process of identifying translatable content and tagging it is cumbersome enough on a few webpages, but it's nearly impossible to do at scale, especially due to modern sites' complexity, ever-evolving technologies and reliance on dynamic content.

Take the translatable content that is presented in single-page applications. This content usually doesn't reside in the application itself, but is called forth through scripts.

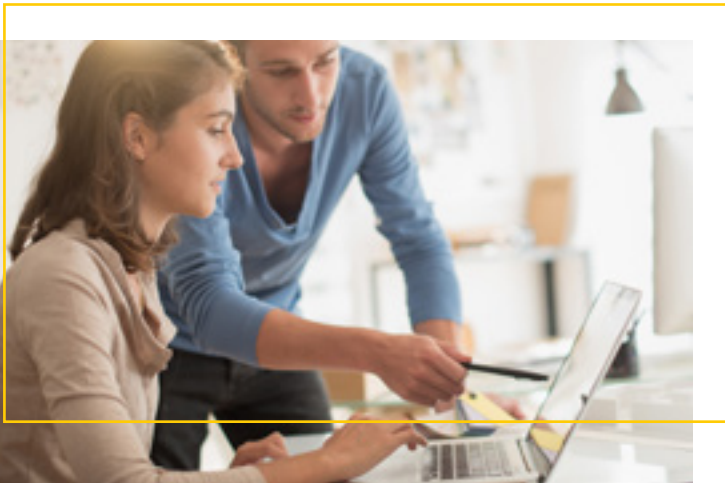
**Exporting this content for translation often requires in-house teams to:**

- ✗ Create multiple copies of the content
- ✗ Manage it throughout a complicated and error-prone localization workflow
- ✗ Integrate it into the multilingual websites' code

**That might sound hard, but it's even harder—and far more time-consuming—than it sounds.**

Worse still, there's no guarantee that the translated content will properly display once it's been integrated into the translated sites' code. Remember, the design parameters of the company's origin website were optimized for another language altogether. **Translated content might “break” those parameters, wreaking havoc on a website's look and functionality.**

For instance, translated content is often much longer or shorter than its original material. Longer content creates overflows in existing webpage structures and layout, breaking the design. Shorter phrases



leave “dead spaces” in key navigation and content areas. Long or short, the result is the same: a website that feels undercooked and amateurish, unworthy of your global customers—or your brand.

The burden of constantly identifying, translating, managing and refreshing this content falls to internal technology teams. That’s simply not scalable for most companies.

Further, consider industry-leading websites—such as powerful e-commerce experiences—that feature complex paths for users based on the users’ personal information and data. Despite the sites’ cutting-edge technologies, their translation solutions are also often trapped in the past. Their dynamically-loaded content must be translated through basic translation mechanisms, too.

This leads to skyrocketing translation costs, especially when vendors lean heavily into price-per-word business models. And again, the tasks of updating, replacing and managing those virtual mountains of content, and populating the translated content into the multilingual sites, rests with internal teams. This makes it extremely challenging to manage one translated website, and nearly impossible to keep several online and current.

**The solution to this cumbersome problem is taking the best of both worlds— the most advanced proxy translation technologies and deep human expertise in multilingual website management—and reimagining how multilingual sites are built, populated with localized content, and managed.**

## The Turn-Key Proxy Approach

If your organization has a substantial and complex online presence, the only true solution for creating and maintaining multilingual sites is the turn-key proxy translation approach.

This is different than a conventional proxy. A fully turn-key approach—one that combines the best technology with deep expertise and on-demand services—minimizes the operational complexity of building multilingual websites, while making the process exponentially faster, easier and more economical. And in the long run, the turn-key proxy approach is more scalable and cost effective, requiring far less human and capital resource investments from in-house technical teams.

This advanced approach can tackle the most complex, dynamic sites and make both content translation and management of translated content effortless. **A few key advantages of a turn-key proxy approach:**

- ✓ Crawlers detect new translatable content daily—or more often, if needed—and automatically queue it for translation when discovered.
- ✓ This ability extends to parsing unique content structures—such as error messages, on-site forms, dropdown menus or other navigation elements.
- ✓ It also finds and translates content that's displayed through third-party applications or integrations—like e-commerce platforms, product review modules or customer service functionality.
- ✓ This capability includes detecting and translating content served in iframes, or through third-party domains via script.
- ✓ It easily works with dynamic content served through AJAX or single-page applications, and seamlessly configures properties and key value pairs for translation.
- ✓ It doesn't flinch at detecting translatable multimedia content like images, video files with captions, or PDFs.
- ✓ It offers APIs to queue non-resident content for translation, like PIMs or virtual marketplaces.

In addition, the best proxy solutions build and populate a *translation memory*—a comprehensive database of translated

content—so they need translate content only once, and make it accessible for publication elsewhere on the site easily and automatically. **This database-driven approach smartly re-uses previously translated content, dramatically reducing translation costs.** It also provides a reliable, accurate and consistent localized experience for end users.

**The result is that fully turn-key proxy approaches can:**

- ✓ Radically simplify the complex process of identifying and translating dynamic content
- ✓ Supply the specialized, expert resources you need to handle even your most advanced personalization technologies
- ✓ Use proven processes to manage your localized sites efficiently and effectively
- ✓ Keep costs down to make the most of your investment in website translation



## Conclusion

The days of static website content are long over—and old-school approaches to website translation should be, too.

Modern sites heavily leverage dynamic content to create hyper-personalized experiences for users, and depend on complex paths and profiles to optimize those experiences.

Traditional translation approaches like CMS connectors and simple proxies are poorly equipped to handle this challenge. It's impossible to properly scale, or even accurately manage, website translation projects when the burden of identifying new content, indicating it for translation and re-integrating it into multilingual sites rests solely on marketing, IT, or other internal teams.

**Today's sites require a more sophisticated approach to translation**, using the most advanced fully turn-key proxy technology—complete with automated change-detection capabilities and the ability to identify even third-party content residing on disparate URLs. They also leverage human expertise to ensure accurate translation, efficient workflows, and seamless management of complex, constantly-changing multilingual sites.

As your online presence advances, so too should your approach to localizing and translating your site for new global markets.

Insist on working with a turn-key proxy provider that can handle the complexities of translating and managing your powerful, dynamic site experience. That kind of partnership ensures you can stay focused on the most important thing: growing your global business.

## 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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