



motionpoint

A Better Way to Determine Project Scope

How MotionPoint delivers superior accuracy—and value.

Introduction

When you're first planning a full-scale translation of your website, the first question you're likely to ask is: *Just how much time and money is this going to require?*

Most translation providers have a pretty unsophisticated approach to answering that question. They quickly review your site, approximate its word count, and then give you a ballpark cost estimate based on how many words require translation.

The trouble starts early: What happens when the actual scope for your website translation is much larger than originally estimated? What about all the identical content that's repeated in hundreds (or thousands) of pages, but only needs to be translated once? What if the initial scoping exercise didn't include content variants from a number of personalized user experiences and paths?

The result is "scope creep," or the inevitable inflated costs that happen when your translation project is more nuanced and complex than meets the eye.

MotionPoint has developed a better way to scope website translation projects, thanks to our advanced technology approach and industry-leading human expertise.

Getting Started: The Importance of Accuracy

When you work with MotionPoint, you'll never have to settle for a "guesstimate" that approximates the scope of your translation project. We don't base our analysis on something as simplistic (and undercooked) as an estimated overall word count.

Instead, MotionPoint deploys purpose-built technology and algorithms on your site that quickly and accurately evaluate the scope of its content.

We begin by reviewing the URLs in your sitemap. From the very start, we'll work with you to determine whether all content on your site should be included in the translation project, or if we can exclude any URLs or related paths that don't need translation. This can instantly save you time and money.

Our expert team then deploys web crawlers to scan your site for translatable content.

This content is parsed into smaller, easily-translatable chunks called *segments*. We also identify identical content that appears in multiple places throughout your website.

Our system understands that this repeating content need only be translated once; our technology easily populates the localized content throughout the multilingual site. This dramatically reduces the number of translatable words in the project's scope, and costs.

Our approach ultimately results in an estimate that is far more accurate than traditional approaches.

Unlike legacy translation vendors, MotionPoint's methodology and pricing isn't based on translation volume. That means we don't need to inflate the word count or look for extra areas to translate simply to increase the costs for you. We focus on doing the best translation for the content that needs it most, and determine the most efficient way to get it done.



Flexibility Means Efficiency

MotionPoint's hands-on approach to crawling and scoping your website means we can be far more prescriptive and specific about what content to include, and what not to.

Instead of simply relying on technology to crawl and return translatable content, our team will also participate in scoping calls with you. You're welcome to invite less technically-inclined members of your team who may not be as equipped to define translatable content in terms like *URLs*, *paths*, *applications*, or other intricacies. During these conversations, we'll make sure we understand the most critical aspects of your site, the intent of the user experience, and the vision for your global online presence.

In addition, because we have seasoned experts on hand who have scoped and translated hundreds of complex sites, we also have the ability and knowledge to identify which areas of your site may benefit from human translation, and which can be easily handled through low-cost machine translation.

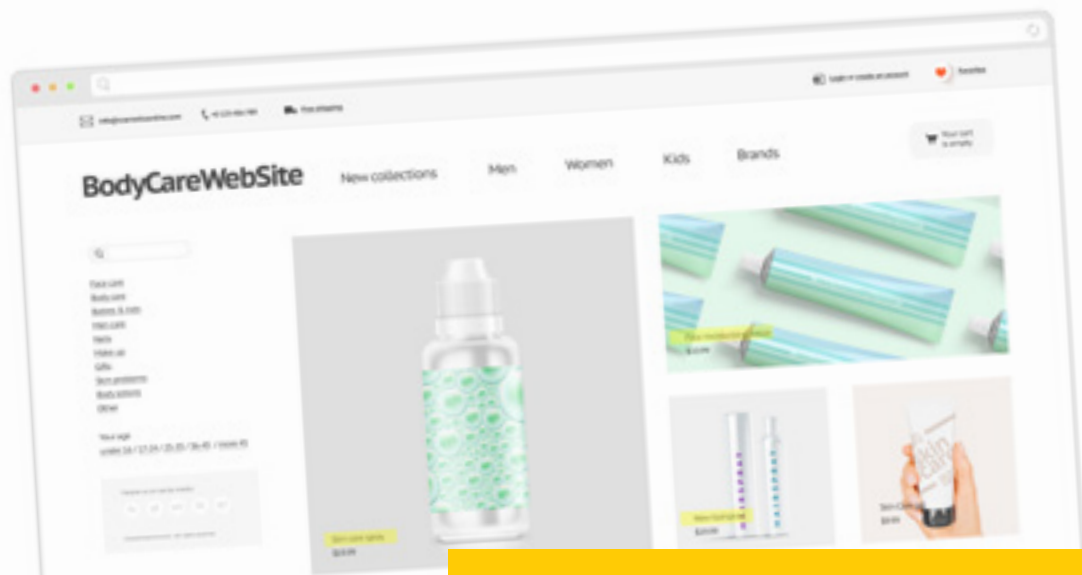


For example, **the product titles in your inventory are important for a number of reasons**, such as the value they bring to SEO. Ensuring that your product titles are accurately translated by humans to account for language nuance, localized dialect or other details can make the difference between those pages ranking well in regional and international SERP, or not.

But for more commoditized, repeatable content—say, phrases like “100% cotton” or “assembly required”—machine translation can easily and quickly handle the work, resulting in time and cost-savings for you.

And whether content is translated by humans or software, all content segments are stored in our *translation memory*, a comprehensive database of your project's translated content. This is accessible any time previously-translated content needs to appear elsewhere on the site, or be used in other ways—such as for marketing emails, social media or offline documents.

That means you translate content once, pay for it once, and use it as many times as needed—at no additional cost.



Translation That Scales with Your Business

These days, it's downright rare to build a website that won't change from week to week ... or even hour to hour. Today's ever-evolving websites often include:

- ✓ Ongoing updates to product inventory
- ✓ Timely campaign content from your marketing teams
- ✓ Complex, intricate content variants, thanks to dynamic content population and website personalization

This means you can't translate your website once and expect the job to be done. As long as new content appears on your website, you'll need to translate it.

MotionPoint's turn-key proxy approach can provide an accurate, efficient initial translation scope and can grow, adapt and incrementally translate new content as you add it.

Our proprietary change-detection algorithms automatically detect new content when you add it to your origin website. This includes content that's populated through single-page or third-party applications, like shopping carts or product information systems. Our smart technology finds this stuff without your teams having to capture, tag and queue it for translation.

And because MotionPoint uses the industry's most advanced proxy technology, you never have to be concerned about making substantive changes to your site—including a re-platforming of your CMS, a change in your dynamic content capabilities, or additional applications. While CMS connectors or simplified pass-through proxies falter under the pressure of constantly changing websites, MotionPoint's technology seamlessly handles technology changes, and increases in scale and scope, over time.

Conclusion

MotionPoint's turn-key proxy approach ensures that the scope of your translation project is accurate, cost-effective and scalable with your site now and in the future.

Traditional translation agencies provide loose estimates that can all too easily grow, which results in unexpected costs for you. That's in their best interest, since their business models hinge on by-the-word translation pricing. The more content they "discover" on your site, the more they can encourage you to spend.

MotionPoint's approach is different. We use technology that dramatically minimizes your translation spend. Our turn-key approach handles the most complicated and dynamic websites as you grow and scale in the future.

Let us work with you to start your website translation project today.



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.