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Controlling Project Scope, **Controlling Website Translation Costs**

A thoughtful approach to reducing costs, while preserving the online customer experience.

Introduction

Like most business decisions, the scope of your website localization project will probably be governed by cost. Your customers in global markets deserve the best user experience possible— which includes a completely translated online experience. But budgetary considerations can prevent you from localizing hundreds or even thousands of webpages, at least initially.

Fortunately, launching a fully translated site in a new market isn't always necessary. Advanced technologies can help define and granularly control which content is translated—not only down to the individual page level, but down to specific sections of those pages. By selecting only the most important and relevant web pages from your primary-market site to translate, your company can reduce costs while pursuing its international business goals.

Defining the scope of translation requires careful consideration of two factors: Your business strategy, and the needs of your target audience.

Your audience may include customers, prospects, partners, investors, suppliers, media and analysts—and even potential employees.

By clearly defining your goals for a new market, you can identify the portions of your primary-market site that support them.

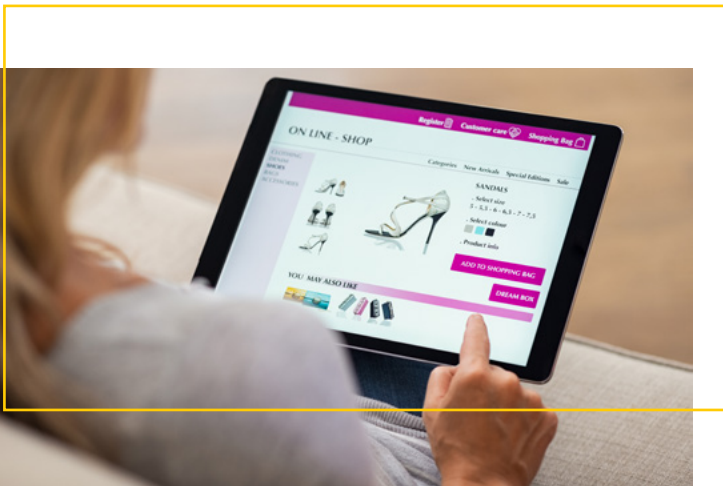
And by analyzing the expectations and preferences of your audience, which may vary significantly by country or region, you can anticipate which content and functionality will be most popular and valuable. Beyond translation scope, you'll face other decisions, such as:

- ✓ Will you present the remaining untranslated content and functionality in your site's original language, or cut it altogether?
- ✓ Should you invest in high-quality human translation for all content, or use less-expensive machine translation for some of it?

Here again, technology can help. Keep reading to learn how to make the right decisions about finding the right translation scope for your global websites.

What Should You Translate?

For the unprepared, creating a localized website with comprehensive content and functionality (such as job portals, customer survey instruments, shopping carts and demand-generation forms) can seem expensive.



Your organization may not have, or want to allocate, the budget required for that full translation of your corporate site.

In some cases, a company might want to limit the project's scope because the new market is a trial venture that doesn't warrant a large website investment. In others, different lines of business own—and pay for—certain sections of the corporate site. Each may have specific goals for their content on the localized site, from full translation to none.

That's why it's important to define your business requirements for the localized site first. Here are some key questions to consider.

What Business Goals Will the Localized Site Support?

These goals could include building brand awareness in a new region, providing valuable information for inbound marketing, performing transactions, or attracting investors, partners and new employees. Compliance with national or regional regulatory requirements is another important goal. Meeting each of these objectives involves translating specific online content and functionality:



BRAND AWARENESS

Translating your website's corporate home page and corporate story (mission, history, leadership, etc.) is critical. Consider translating news announcements, press coverage, awards and favorable analyst reports, too.



INBOUND MARKETING

Translate important information resources such as blogs, product and service brochures, white papers, videos, success stories and product comparisons. This content attracts site visitors, who may become sales leads.



LOCAL SALES SUPPORT

Websites are valuable resources for local sales teams. Reps will want translated content on products and services, including technical documentation, pricing, customer case studies and third-party product evaluations.



INVESTMENT

If your company is looking for local investors, make sure to translate financial information, including annual reports, news announcements and industry analyst calls.



PARTNERSHIPS

Local distributors, resellers and other potential partners will want to read about your products and services (including competitive comparisons) and of course, your partnership program (benefits, rewards/incentives, enablement). Provide this content in their preferred languages.



COMPLIANCE

Local government and industry regulations may require you to post certain information on your website. This should be translated to indicate your company is following the spirit—as well as the letter—of compliance.



TRANSACTIONS

Localizing conversion funnels is also very important. But these funnels don't necessarily involve sales of products or services. They can also include fulfillment of offers for materials, such as reports and infographics. Translate your transactional functionality—such as shopping carts and payment mechanisms—as well as conversion paths for newsletter opt-ins, white paper downloads and enrollment pages.



HIRING

Attracting local workers in a new market requires posting job openings in local languages. Recruiters should easily find your company, and directly reuse your job postings. Prospective employees will want to know about your company and your offerings at a high level. Consider localizing your corporate LinkedIn information, too.

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These questions can help you zero in on local customers' expectations:

What are they interested in?

Instead of translating every page of a large corporate website, consider focusing on the sections that are relevant to customers. For instance, not every news release or customer story may resonate with local visitors.

Select information that has a direct bearing on the country or region: local/regional news, customers, trends, issues. Limit your products and services information if you do not offer your full portfolio to the new market.

How do they prefer to engage?

Serve your audience in ways that are easy for them. People in some countries prefer to purchase from third-party sites like China's Tmall instead of from a corporate site. (In that case, you may be able to avoid translating transactional functionality on your own site, and instead refer customers to your storefront on a virtual mall.)

Similarly, the local citizens may use third-party sites for job hunting, allowing you to avoid creating a translated job portal.

How important is the local connection?

Your audience's cultural preferences can also inform the web content you translate. If customers insist on buying from local companies (or those with a local presence), consider translating product and services information to reinforce your commitment to those constituents.

You should also translate pages that highlight your local office or facility, staff and partners, on-site services and regional supply chains. Case studies that feature local customers can also promote your success in the new market.

Strategies for Scaling Down Translation Scope

If you're keen to rein in the scope of your website translation project, you'll want to earmark the proper content from your primary-market site for translation. You should:

- ✓ Identify and list every webpage on your site
- ✓ Locate and list all content (including archived and third-party content)
- ✓ Catalog on-site components that provide functionality, such as applications or modules

Once you have this comprehensive list of web content, evaluate each page or section using your business and audience criteria described in the previous section. **Your goal is to identify exclusions such as:**

- ✓ Information that's irrelevant to your audience (e.g., certain products, services, facility details or job postings specific to a geography)
- ✓ Outdated information (archived news announcements, older blog posts)



Determining Your Translation Approach

With that info in hand, it's time to make additional decisions. For instance: Should you present non-translated content and functionality to customers and prospects, or suppress it from scope by hiding these web pages (changing menus and other navigation aids)?

If you choose to include non-translated web content, you can smooth the transition by presenting a prompt or alert that tells the visitor that she's about to access a section of the site in its original language.

Another decision centers on your method of translation. Costs can be significantly reduced by using machine translation.

Although software cannot approach the accuracy and nuance of human translation, it may be appropriate for certain types of content:

- Information on products with low price points or short lifecycles
- Product specifications
- Charts and tables
- Descriptions of support, maintenance or warranty programs
- Functionality such as forms and survey instruments

Saving money with machine translation can free up additional funds for high-quality human translation, which is critical for high-visibility sections of your site, and accurately conveying the voice of your branding and messaging.

Human translation also ensures your content will align with the cultural, ethnic and political norms of your new market

Another strategy is to use machine translation for non-critical web content during the initial site launch, saving you save time and money, and then have a human translator edit it when additional resources become available. This phased approach is also useful during ongoing website operations.

Technologies for Managing Translation

The best website translation vendors can help you determine your translation scope, while staying within budget and ensuring a satisfying user experience. Here's how.

SUPERIOR CONTENT DETECTION TECHNOLOGY

During the initial stage of a website translation project, great vendors can use “site crawler” software to streamline the task of separating content to be included (and excluded) from the scope of translation. The best crawlers can be configured to identify only included content items.

SUPERIOR CONTENT PARSING TECHNOLOGY

Other technology tools can break down content elements into stand-alone words, phrases, sentences or even paragraphs. These translatable components are called segments.

Leading vendors translate these segments once, and store those translations for re-use at no additional cost. This avoids the task of translating segments that might appear over and over on many pages—and the costs associated with that translation.

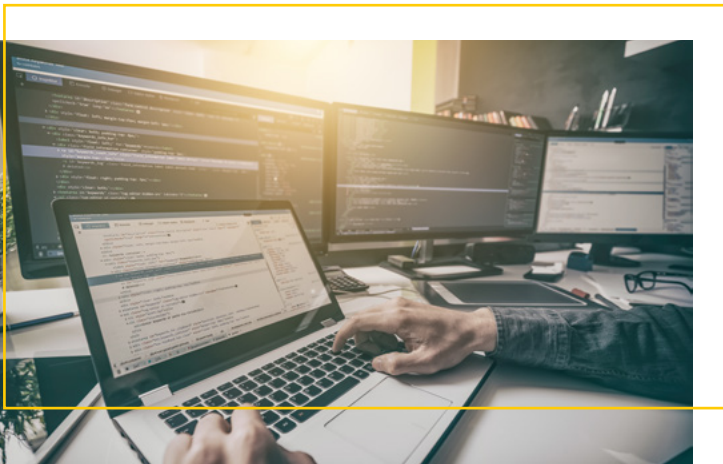


SUPERIOR TAGGING METHODS

Other tools can “tag” content elements to indicate what action should be taken by the vendor’s technology-driven translation solution, when presenting the localized website to visitors. For instance:

- ✓ The tags can instruct the vendor’s technology to replace an image from your primary-market site with a different one (showing local people, places or events)
- ✓ Substitute a local phone number for the corporate number
- ✓ Hide menu options that do not apply to the new market
- ✓ Omit specific URLs from the localized site

Importantly, these tags can also indicate whether machine software or a human translator should be used for each content element. This granularity enables you to mix translation methods on the same page, or from one page to another.



Conclusion

In a perfect world, every localized website would offer comprehensive content and functionality, and feature the highest-quality human translation. But in reality, many organizations must make compromises to accommodate their budgets or other business constraints.

Partnering with a leading website translation vendor can help you make smart choices about optimizing your website dollars to meet business and audience needs. A vendor that offers strategies for thoughtfully

limiting the scope of translation, helps you match web content to audience needs, and provides sophisticated technologies for granular control can be invaluable as you enter new global markets.

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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