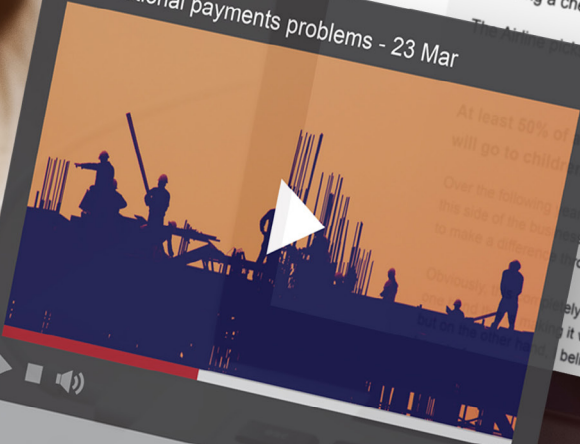


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The Risks and Challenges of Using CMSs for Website Translation Projects

Conventional CMSs often lack the features to efficiently translate your global websites.

Introduction

Content Management Systems (CMSs) have greatly matured in the past decade, becoming powerful tools that are best suited to manage a company's primary website. Unfortunately, conventional CMSs—meaning, platforms that don't have robust built-in multilingual features—aren't suited to manage multiple instances of websites in multiple languages for global markets.

Due to numerous shortcomings, conventional CMSs—and the ways they enable content localization—aren't designed to accommodate fast, accurate translations.

The end result is often partially translated websites with compromised UX and functionality. These experiences can alienate global customers so badly, they often bounce from the site and never return.

Let's examine the pros and cons of today's conventional CMSs, and see how they compare with another technology-powered approach to website translation.

Conventional CMSs—Are They Enough?

Managing languages and content across multiple enterprise websites is really hard.

While there's lots to love about your CMS, it probably lacks the robust features that are actually needed to efficiently and easily translate—and update—your complex international websites.

CMS Strengths

As companies have grown, so have their needs for multilingual content. Along the way, CMS developers and translation vendors have enhanced their offerings with multilingual management capabilities, often delivered through connectors, cartridges or plugins. This functionality offers several important benefits:

- ✓ They're compatible with the operator's existing CMS, and are designed to be integrated into existing systems.
- ✓ When integrated with a CMS, a connector's interface is often identical to the operator's existing CMS, which provides a familiar experience.
- ✓ Some CMSs can populate a workflow queue, providing a starting point for the translation process.

CMS Limitations

While recent advancements have moved CMS functionality forward, the rigorous demands of day-to-day multilingual site operation can quickly expose critical shortcomings and vulnerabilities:

- ✗ **COMPROMISED LOOK AND FEEL** – Many CMSs can't easily adapt to how translated content might appear on a published webpage. This is especially problematic when translated content requires more words or characters than the page's template was originally designed to accommodate. This forces internal teams—or vendors—to make manual, and often highly iterative, adjustments to translations and design to ensure the content appears properly. That results in wasted time, and extra costs.
- ✗ **SLOW CHANGE PROCESS** – Few CMSs possess accurate change-detection technologies that automatically notify translators when new translatable content appears on a company's origin website. This creates significant lag times in translating time-sensitive content, resulting in an inaccurate “mixed language” website, which drives away customers.

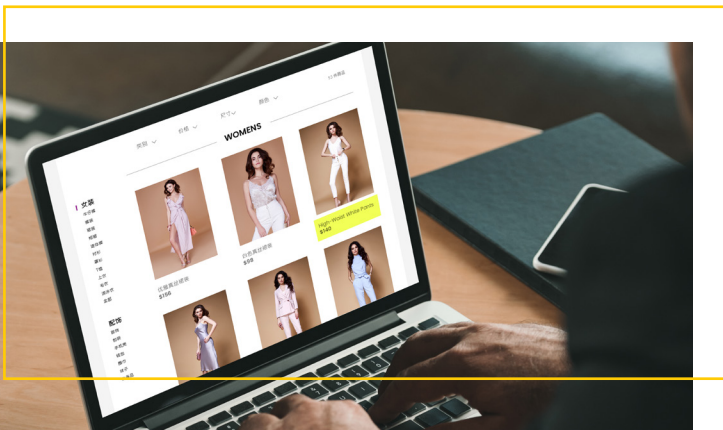
- ✗ **MISSING CONTENT** – A CMS can only translate content within its database, leaving gaps where content resides in other places, such as third-party servers or single-page applications. If you use services that load dynamic content from other servers, or applications that use languages such as AngularJS, you can't translate that content through your CMS.
- ✗ **POOR SCALABILITY** – Creating and managing a large number of multilingual sites can quickly overwhelm conventional CMSs and in-house teams, often forcing companies to hire additional staff to manage the project.

The Challenges of Connectors

Most companies rely on pre-configured integrations called connectors (sometimes called cartridges or plugins) to transfer their translation vendor's localized content into a CMS.

This appears to be an ideal solution, but connectors are built for typical use cases. If your CMS has been customized to accommodate unique needs, the connector may not work initially, or may “break” after a platform or security update.

This results in development time, cost and effort to configure the connector to get along with a customized CMS instance, and ongoing work to ensure the integrations properly function after upgrades or updates.



Additional shortfalls of connectors include:

- ✗ They focus solely on translation and do nothing to optimize a localized site for organic traffic or on-site engagement.
- ✗ They do not process content that resides outside the platform with which they are integrated.
- ✗ They often possess increased management requirements that inflate the cost of ownership.



An Alternate Approach

There's another way to localize content for global markets, and it plays nicely with your CMS. The turn-key proxy approach to website translation eliminates the technology and personnel challenges of localizing online content for international markets.

How the Proxy Solution Works

Turn-key proxy technology leverages the code and content of your website, enabling the translation, deployment and continuous operation of multilingual versions, for as many markets as you wish.

This solution also automatically identifies relevant translatable content at launch and ongoing, and offers a range of world-class human and machine translation options to localize it.

Proxy systems perfectly preserve the website's functionality, and automatically update and serve its translated content on a continual basis.

Advantages

The best proxy solution providers have intelligent systems to automatically detect changes on your origin website as they occur, without requiring notification from your organization. As content is added or updated on the origin site, this change-detection system identifies it and automatically schedules it for translation.

The turn-key proxy approach:

- ✓ Avoids duplication of effort required to host and operate separate, localized websites.
- ✓ Supports third-party content, graphics, multimedia and single-page applications. The best solutions include robust translation tools and management capabilities, too.
- ✓ Works independently of your CMS and other web management technology, making it effortless to update or replace a backend system.
- ✓ Finds translatable content that “hides” in image files, apps, URLs, and on third-party servers.
- ✓ And for security, the best proxy solutions never collect data from end users.

The turn-key proxy approach also offers advantages that are beyond the scope of conventional CMSs, including:

1 SCALABILITY

Proxy solutions adapt to meet your translation needs, without requiring additional personnel.

2 FLEXIBILITY

Proxy solutions allow you to customize every aspect of the project, from the scope of work, translation type, number of languages and level of involvement.

3 OPTIMIZATION

The best proxy solutions offer automatic application of international SEO best practices to help boost page rank in regional search results and improve on-site customer experiences.

4 MULTI-DEVICE CAPABILITY

Proxy solutions automatically adjust how translated content appears, regardless of the device on which it is viewed (laptop, tablet or smartphone) to ensure an authentic and seamless user experience.

5 ADAPTABLE

Proxy technology can be used with any tool, handle any site and read any programming language.

6 OMNICHANNEL CONTENT

The best proxy solutions have complementary capabilities that translate content for use in other channels, including emails and social media.

Conclusion

In the increasingly competitive global marketplace, choosing the right approach to website translation is critical. Unfortunately, the current multilingual features for conventional CMSs can't stand up to the daily demands of website translation. The resulting websites may brim with inaccurate inconsistent translations—or content that hasn't been translated at all.

Success in global markets depends on creating seamless and authentic user experiences that drive traffic, boost engagement and convert casual site visitors into returning customers.

Making that happen largely depends on choosing the right translation approach to ensure the launch and operation of their multilingual sites goes smoothly, and dazzles global customers.

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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