



motionpoint

## Smart Ways to Streamline Your Multimedia Translation

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Discover the importance of localizing multimedia content for global customers, and best practices to save time—and money.

## Introduction

As a MotionPoint customer, you know that localized multimedia content plays an important role in your global customers' online experience. In fact, it's the first thing they see when they visit your multilingual

**Translated multimedia content also contributes positively to your online and offline marketing efforts and your e-commerce platform, presenting a unified and persuasive brand experience across all channels.**

websites. This brief e-book will help reiterate the value of translating your website's multimedia assets for global customers.

It will provide actionable best practices that can help MotionPoint streamline the localization of this content—and save you money in the process.

**Let's get started.**

## Translating Multimedia: The Risks and Value

Untranslated multimedia assets create a confusing “mixed language” experience in which the text of your site is in your global customers' preferred languages, but images and interactive content are not.

This sends the wrong signal to your customers. It suggests you don't value communicating with them with the same care and authenticity as you do with your primary market. Customers notice this, and don't appreciate it.

This alienating UX puts your brand credibility at risk. Some customers bounce and never come back.

Providing global customers with a fully-translated experience illustrates your commitment to their market.



Further, your localized multimedia content can be leveraged in other ways, including digital and offline multichannel marketing, which can assist with:

- ✓ Providing your in-market sales and marketing teams with powerful assets to promote the brand and close leads.
- ✓ Complementing authentic, persuasive localized social media posts for maximum impact.
- ✓ Optimizing lead-generation for customers both online and off.

## The Basics of Translating Multimedia

As you continue to serve global customers with your translated website, consider localizing these “must have” multimedia assets to improve the customer experience.

- ✓ Images (particularly images with text and alt-text)
- ✓ Videos
- ✓ Interactive applications
- ✓ PDFs
- ✓ Email newsletters

The way your team designs these elements can impact the cost and time it takes MotionPoint to translate them.

Read on to discover ways you can help MotionPoint streamline this process, and save you time, effort and money.

## Cost-Saving Best Practices

Fortunately, we have some best practices regarding the design and coding of your multimedia content, so it can be easily and cost effectively translated by our linguists and design team.

Many of these best practices are intended for website designers. Feel free to share this asset with your design team.



## Images

### DO:

**1 Externalize text from imagery whenever possible.** MotionPoint can, and always will, translate assets that feature “flattened” un-editable text embedded in the image file. But using externalized content can dramatically reduce your translation costs for these assets. Here’s why:

- ✓ It accelerates the turnaround time for image translation, or instantly localizes the asset if the text has been previously translated. This is important for frequently changing imagery.
- ✓ It saves money by translating the text overlay only, completely eliminating graphics work.
- ✓ It improves search engine rankings, since text in a separate layer is detectable by search engines.

**2 Use automated text generation on translatable images.** Also, make sure to organize sprite images vertically (unless it dramatically affects file size), as this allows for “word growth” - the increase in the length of the text - when localizing images.

**3 Set the positioning of the nested elements on the page with the “parent” element.** If an image needs to be resized, the new dimension should “push” the surrounding elements (text or other images) vertically or horizontally, rather than overlapping them.

**4 Ensure the positioning source code of the element represents its visual positioning on the page.** If an image is visually placed on the right side of the page, its positioning code should be align: right, float: right. (Positioning shouldn’t be defined as distance from left.)



## Images

### DO NOT:

- ✗ **Use width and height attributes.** The dimensions of the image should define its size on the page. Images should “float freely” on the page.
- ✗ **Embed prices or dynamic offers within images** to eliminate the risk of displaying stale pricing or offers.
- ✗ **Merge images** to create a larger image where text is used.
- ✗ **Use absolute positioning** for nested elements.



## Omnichannel

MotionPoint uses its elegant approach to translate many media types, not just websites. This includes in-store signage, PDFs, mobile applications, emails and more.

- ▶ To take full advantage of this capability, your team should externalize the content from your omnichannel assets using file types such as .xliif (for InDesign source files), .xml (for mobile applications), .html for marketing emails, etc. This content, now separated from design elements, makes it easier, faster and more affordable to localize for many markets.

## Video

As with our best practices on translating images, we recommend externalizing text from video files whenever possible.

- ▶ We recommend using .sub (subtitle) or .xml files to do this. This reduces translation costs and increases translation speed. It also improves the user experience and regional SEO, since this text content is now “crawlable” by local search engines.

## Alignment and Word Growth

### PAGE TEMPLATES

Your website's page templates should be fully dynamic, accommodating word growth or reduction— a common side-effect of translation.

Use this table to gauge approximate word and character growth per language (vs. English):

### WORD WRAP

Allow word-wrap for text rather than word overflow.



LANGUAGE	SIZE (relative to English)
English	0%
German	18%
Spanish	20%
French	20%
Portuguese	17%
Italian	17%
Russian	18%
Arabic	5%
Dutch	10%
Hungarian	13%
Polish	14%

## CSS

Since some languages change a site's content direction to read from right to left, it often requires custom layout and formatting. Therefore, use both global and localized CSS to align text without fixed values. Localized CSS is useful for positioning floating and/or fixed elements.

- ✗ Avoid in-line style, as it's especially problematic for languages reading right to left.
- ✗ Avoid controlling capitalization via the CSS.

## JAVASCRIPT

Create “breathing space” on imagery containing text and within JS, CSS and HTML templates to accommodate word growth.

If you must embed content within JS, name JS files in a way that makes it as clear as possible where the content appears on the website.

## Website Coding

Here are some helpful do’s and don’ts when selecting fonts, choosing naming conventions, and more to optimize your assets for translation:

### Images

#### DO:

- ✓ Select custom fonts that offer support for alternate language character sets.
- ✓ Use JSON node naming conventions, which allows MotionPoint’s translation server to know what content to process for translation.
- ✓ Consolidate error messages into a single JS error message file.
- ✓ Standardize naming conventions of JS and JSON files and variables containing translatable content, to expedite processing.
- ✓ Proactively apply “disable” Directive Tags around content that should not be translated (e.g., `<mp_trans_disable_start>` fields/content that should not be translated `<mp_trans_disable_end>`).

### Images

#### DO NOT:

- ✗ Concatenate phrases from multiple dynamic sources (e.g., CMS, JSON, JS, XML). Each should stand alone to allow for proper translation.
- ✗ Use `<span>` tags within sentences, as it can impact translation quality and readability.
- ✗ Use on-page literals to drive logic. Ensure the content displayed in the page isn’t used for driving functionality or content.
- ✗ Use URL literals to drive logic.



## We're Here to Help

Contact us if you'd like more information about these localization best practices, or other ways MotionPoint can help you save money.



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