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## Tackling The Unexpected **Pains of Website Translation**

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Localizing websites poses many unseen challenges, especially when companies use in-house staff.

## Introduction

Rolling out localized websites to serve international customers is a lot harder than it sounds—especially if you’re trying to do it with in-house resources.

These projects generate massive, ongoing demands for internal time and resources. They also require significant linguistic skill, technical expertise and heavy operational management.

But solutions exist that can dramatically reduce—or outright eliminate—these and other challenges.

## Scoping the Project

Nearly all in-house web translation projects use inefficient, time-intensive processes.

This usually includes manually exporting translatable content from backend databases, sending that material to translators, editing those translations for quality, importing the content back into your CMS, testing it ... and then repeating the process *every time* you add new content to your origin website.

And as your business expands into new markets, your translation needs—and those error-prone, manual workflows—grow, too.

But great outsource partners can help you get a handle on the scope of your current website localization needs, and help you scale down the road. This ensures that your international websites can grow right alongside your business.

## Team Time & Resources

Managing new technologies and the workflows is taxing on any in-house team. Can your staff handle the additional challenges of configuring, launching and maintaining multilingual sites on top of the work they already do?

The ongoing management of these sites **requires time and effort that can be difficult to quantify**. It can rapidly develop into budget-breaking expense, especially if you must hire additional personnel to handle the demands.

**Consider these pain points your teams will deal with, as they continually update and operate your localized sites:**

- ✗ Identifying and queuing all new or updated translatable content—including content users don’t see, like metadata
- ✗ Maintaining the resources required to develop and manage translation workflows, quality assurance and project management
- ✗ Vetting the translated content for accuracy, authenticity and brand consistency
- ✗ Integrating the translated content into the CMS for each global market

## Technical Expertise

Beyond the workflows and processes that drive a website translation project, consider the skills of your marketing team and whether they're equipped with the technical expertise they need to tackle this kind of initiative.

Your people are experts in marketing, and in creating resonant, persuasive content for your origin website. But do they have the expertise to:

- ✓ Create international instances of your CMS, or implement translation connectors?
- ✓ Design a user experience for each market that's as compelling as your origin site's?
- ✓ Handle integrations with third-party systems and applications on your localized site, and ensure that content gets translated, too?
- ✓ Operate and manage a portfolio of localized sites on an ongoing basis?

Engaging a partner that specializes in creating and deploying multilingual websites is a smarter business move that will eliminate operational complexity, shrink costs and drastically reduce the effort required from your team.



## The Value of Linguistic and Cultural Expertise

Do your teams have the linguistic and cultural expertise to translate (and edit) your website content?

Doing it properly takes more than linguistic fluency. You need skilled, professional translators to preserve accuracy, tone and your brand's voice.

Companies that use in-house resources frequently encounter these problems:

- ✗ **Bilingual employees** lack the specific skills of professional translators, and can't ensure accuracy and quality
- ✗ **The editorial process** becomes prone to bottlenecks and inefficiencies that increase costs and waste time
- ✗ In-house teams often **lack the linguistic depth** to create useful resources like localized glossaries and style guides that help teams keep a consistent brand voice across markets

Only digital-first agencies that specialize in website translation have the proper technical, linguistic and cultural experience to ensure timely, accurate translations throughout the life of the project.

## It's About More Than Translation

Remember, the actual task of translating digital text, images and other online elements represents **only a fraction of the true cost of website translation**. Costs should also cover technologies, smart translation management, and efficient software built to save you money.

Superior website translation vendors provide these capabilities and more, eliminating the need for in-house teams (and the costs associated with building those teams).

Look for solutions that combine the best translations with leading content-management technologies that minimize costs and speed to market.

As you speak to these vendors, be sure to get a clear idea of what “translation” means to them, and the services included with those translations. **Remember, you should be paying for more than mere translated words.** You should be paying for excellent translation management software, and more.

## 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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