

A man with dark hair, a beard, and round glasses is looking down at a tablet device. He is wearing a dark, textured sweater. The background is blurred with warm, bokeh lights.

motionpoint

Redefining the Proxy

Eliminating 10 misconceptions about the industry-leading solution for website translation.

Introduction

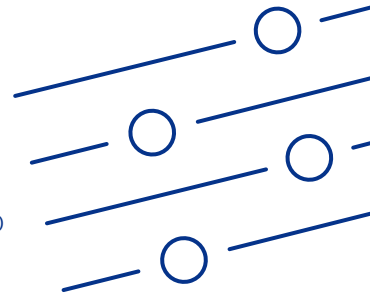
Typically, the process of localizing your website for global markets creates hidden expenses and tasks beyond mere translation. Most organizations lack sufficient staff, the right technologies and the expertise to properly manage them.

Proxy-based translation technologies can cure all those operational pains, and eliminate the associated costs, too. The best solutions leverage the structured code and translatable content of your website and rapidly localize it in mere weeks—and continually translate and operate it on an ongoing basis.

But sellers of competing approaches like to throw shade on proxy translation. They brew up misconceptions about the approach. Here are 10 of those misconceptions—and the straight talk that dispels them.

Ultimate Control

Misconception #1: Proxy translation removes the ability for companies to have control over what content is and isn't translated, so it's impossible to customize content for specific audiences.



This isn't true. The best proxy translation providers give their customers **complete control and flexibility over content translation and localization**. They offer flexibility and control in a variety of ways, including empowering customers to localize promotional offers for specific regions, and using region-specific linguistic nuances to make offers more appealing and authentic to locals.

They can also **localize imagery to make product-related graphics** resonate with customers. And they customize customer service content to display local phone numbers, email addresses and street addresses—all in the proper formats.

Airtight Security

Misconception #2: Because proxy translation solutions operate independently from CMS or e-commerce solutions, there is increased risk of security breaches.

The best solutions sidestep all that drama. These providers never touch, transmit or store financial, health, payment or other sensitive information.

Indeed, the **proxy never stores any information**; it never accesses a customer's website database of secure data. It only localizes content as it is presented to users, and **ignores all sensitive content** that has been explicitly deemed sensitive by the customer.

Any translatable content is transmitted to these vendors for translation using top encryption protocols, including Transport Layer Security and the Advanced Encryption Standard. Their systems also honor the most rigorous security standards, such as CIS system-hardening protocols.

Further, they're regularly **tested by qualified third-party vendors** that specialize in detecting security vulnerabilities. Their data centers are physically secure, too.



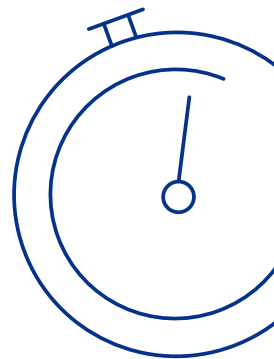
Lightning Fast

Misconception #3: The extra layer of technology that proxies use can create major delays in a website user's experience.

Proxies are commonly used for non-translation applications, in many industries, all across the web. For instance, Akamai uses proxy technologies to deliver content to users via the cloud—as much as 95 exabytes of data a year across billions of devices.

The best website translation proxy technology **automatically routes requests for multilingual websites** to their translation servers, which then identify the appropriate translated content and assemble it on-the-fly, into a localized webpage.

This process happens instantly, with no perceptible delays. Companies should never have to compromise speed or performance on localized sites.



Effortless Deployment for Technology Teams

Misconception #4: Using a proxy solution will create extra work for development and IT teams.

Industry-leading proxy solutions literally eliminate effort, not create it.

The best proxy translation technologies were built to minimize operational complexity. They handle all **content tagging and segmentation**—two processes that typically confuse or aggravate in-house teams. And since **localized content is stored in a *translation memory***—a database of all translated content—it can be used again and again at no additional cost to customers.

The best solutions also have great **change-detection technology** that note when new content is added to your origin site and automatically queues it for translation. Other technologies and teams monitor localized sites on an ongoing basis, ensuring everything works as it should at all times.

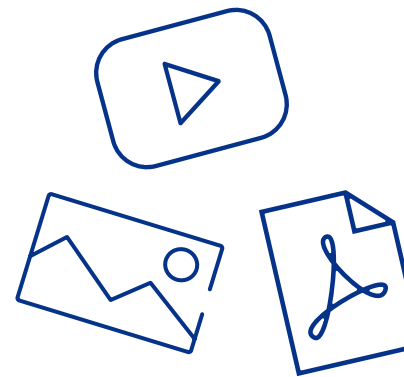


Multimedia Support

Misconception #5: Proxy solutions can't identify translatable multimedia content—such as videos and PDFs—and if they do, the providers can't or don't provide translation of those assets.

Remember those industry-leading change-detection and content-parsing technologies we were just talking about? They can also identify translatable images (like JPEG files with embedded text), video files, PDFs, applications and much more, and **route them all directly into a queue for speedy translation.**

Companies should insist on a proxy translation service that acts as a robust, multilingual repository of translated content in multiple languages, across many types of media. This enables companies to consistently provide accurate, localized content and streamline the process of translation of future assets.



A Complete User Experience

Misconception #6: Proxy translation solutions can't parse certain types of specialized content, resulting in an incomplete and "mixed language" experience.



Premier proxy technologies include **powerful content parsers** that detect translatable content in media, applications and online "nooks and crannies" such as metadata and JavaScript.

To translate unique content structures like error messages, on-site forms, dropdown menus or other navigation elements, the **parser finds and routes them for translation**. The very best solutions also detect content that's displayed through third-party applications or integrations.

Customer-Focused Pricing

Misconception #7: Proxy solutions will "nickel and dime" companies with complex pricing models or hidden fees.



Vendors often use a "**price-per-word**" pricing model as a cornerstone for estimating project costs. At first glance, this scheme appears to be fair. But many offer too-good-to-be-true prices, which can hide a number of gotchas, including **hidden costs for proofreading and editing**, multiple charges to translate identical content more than once, and slow turnaround times.

The most trustworthy proxy translation companies **include review, revisions, QA and publication** in their per-word cost for translation. They also offer a clear flat-rate subscription for the ongoing operation of the site.

These transparent pricing models mean **businesses can budget more easily**, anticipate future costs and better manage the ongoing maintenance of multilingual sites.

In-Market SEO

Misconception #8: Proxy tools can be harmful to search engine optimization efforts because they can't localize URLs, which impacts SEO in global, non-English markets.

Great proxy tools boost your global SEO efforts, not hinder them.

These solutions completely **translate websites, SEO-rich metadata, and other “invisible” content** that global search engines use to determine website quality, customer relevance and page rank. They also have the knowledge and ability to include SEO-friendly keywords within site content. This stuff is relevant for local audiences, and are most likely to appear in regional searches.

The very best companies take it a step further by **offering hreflang implementation and global sitemap creation**. When global customers conduct searches using their local versions of Google, a localized sitemap can ensure the right localized version of your website appears in those results.

Through implementation of hreflang tagging, your localized website's URLs can be organized and automatically associated with a URL from your origin website.

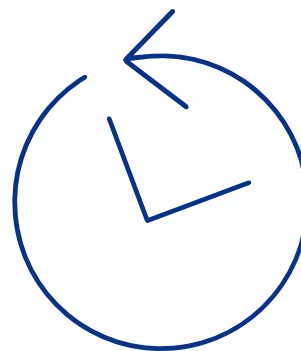
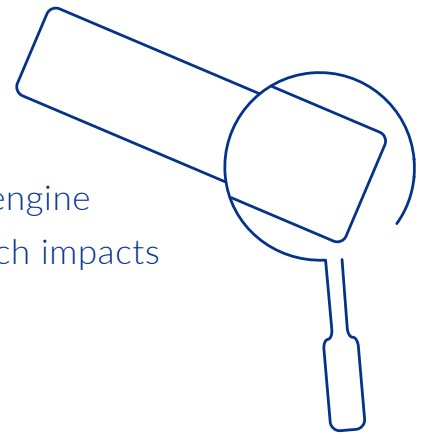
By informing Google of this association, your localized website provides a signal to the search engine that a better user experience exists for customers who speak a certain language, live in a particular location, or both.

Rapid Translation Turnaround

Misconception #9: Proxy-based translations can't keep pace with new and updated content.

Wrong again. Daily operation of localized websites includes keeping content in sync with origin websites. **This requires staying on top of changes and updates**, by using those change-detection technologies we've been talking about.

This technology **continuously “crawls” your sites**, looking for new or updated content. When it's discovered, the content is immediately placed into a translation queue and assigned for localization, review and publication. The best solutions publish translated content typically within one business day.





Simplified Budgeting

Misconception #10: Proxy translation solutions ingest every bit of site content, creating large translation projects that are difficult to accurately budget.

Translation companies that leverage superior technology and human expertise have the ability to easily define the scope and scale of translation needs. Content-parsing technologies can quickly determine the amount of content that needs to be translated, and **identify sections that can be hidden or eliminated** so they don't have to be translated.

Smart solutions have other ways to mitigate costs. Human translation can be used for high-trafficked pages where nuance, messaging and context are crucial. Software “machine” translation—like Google Translate—can be used for less brand-sensitive content such as product pages where word choice is not as important. The result is a **cost-effective project and a customized scope** that reflects unique needs and efficiencies.

Conclusion

The best proxy translation solutions offer businesses **flexibility and control over multilingual sites**—while delivering airtight security, superior user experiences and multimedia content support.

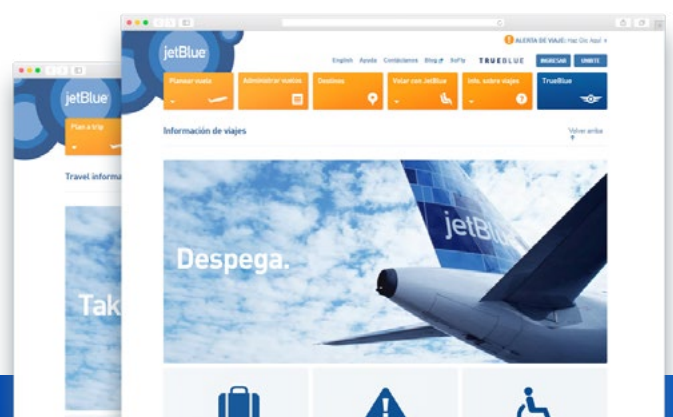
Their advanced solutions also deliver easier, more **cost-effective ways to globalize your digital properties**. They consistently deliver authentic user experiences at a fair price.

You and your business can win big in global markets by using proxy-based solutions that deliver world-class translations, quick implementations, and complete oversight and hosting of multilingual sites.

About MotionPoint

MotionPoint solves the operational complexity and cost of localizing web and digital content. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites and other digital content, optimizing the customer experience across all channels.



motionpoint

MotionPoint Corporation

info@motionpoint.com

www.motionpoint.com