

A close-up photograph of a person's hand holding a black pen, poised over a computer keyboard. The person is wearing a blue denim shirt. In the background, there is a laptop, a smartphone, and some papers. The scene is lit with warm, natural light, suggesting an office environment.

motionpoint

Reducing the Costs and Complexity of Website Translation

Discover how a turn-key approach removes the ongoing expense and headaches of website localization.

The Advantage of the Proxy Approach

Unlike multilingual CMSs—which often use inelegant, development-heavy connectors to enable translation agencies to localize websites—proxy solutions are purpose-built for website localization.



COST

Proxy translation eliminates the expense of building separate websites by using the code of your site to dynamically present translated content to global users.



INDEPENDENCE

Proxies operate independently of your CMS, PIM and other web technologies, so changes to your platforms don't affect the performance of multilingual sites.



THOROUGH

Proxies translate a full range of web content, from standard text to third-party feeds, graphics, multimedia and applications.



EFFICIENCY

Great proxies intelligently detect content changes on your origin site and automatically send the content for immediate translation.



SPEED

The best proxies use advanced technologies and processes to localize and launch websites in as little as 30 days. This includes in-context editing, which gives translators a live view of the website's layout, to accelerate translation turnaround.

How Multilingual CMS Solution Fall Flat

Since a number of CMSs offer multilingual capabilities through connectors, it can be tempting to use them because they feel easy and familiar. But they have a number of downsides:

INEFFICIENCY: Without tools such as automated content detection, solid translation workflows and in-context editing capabilities, localization tasks must often be handled manually.

INCOMPLETE CONTENT: A CMS can only provide translations for content stored in its database. It can't detect or translate content residing in single-page applications or third-party services, and doesn't integrate well with other systems, like marketing automation solutions.

LAG TIME: Manual workflows can create multi-week delays in translating and publishing content, resulting in local sites that are out of sync with your origin site.

POOR SCALABILITY: Creating, translating and operating large multilingual sites with a CMS is a complex process that often requires hiring more staff.

LACK OF SUPPORT: Multilingual capabilities can be developed by third-party developers and may not be kept current, placing a development burden on you.



Translation Cost Considerations

Many vendors use pricing models that *maximize* your translation spend, not reduce it. For instance:

- ✘ Additional costs for proofreading and editing
- ✘ Paying to translate identical content more than once

But great solutions control costs by:

- ✓ Using technology to detect translatable content
- ✓ Providing all editorial services in an all-inclusive translation rate
- ✓ Offering subscription pricing that covers technology, support and ongoing operation
- ✓ Including APIs to localize content for omnichannel use

The Power of the Turn-Key Proxy Solution

Many companies can provide good web translation services. But a fully turn-key solution is designed to handle all the “under the hood” complexities that make website translation such a burden for your team. **It’s practically effortless.**

Turn-key solutions like MotionPoint’s include all personnel (such as translators and editors), processes and technology in a single, seamless offering. **We deliver:**

- ▶ **Automated content management**, from detecting and queuing content for localization, to translating, editing, approving and deploying localized content typically within one business day
- ▶ **Website operation**, including uptime, software patches and installation
- ▶ **Project management** by dedicated teams that oversee every facet of the website translation project



Value-Added Features

SITE AND KEYFLOW MONITORING:

Smart technology monitors your localized website's keyflows for functionality issues. When errors are detected, our engineers correct them or notify you if needed.

CUSTOMIZATIONS: Website code and content can be customized for specific markets, such as presenting local customer support information, changing units of measurement, displaying local currencies or offering market-specific promotions.

ONGOING SEO: Deployment of localized sitemaps greatly improves search rankings. Special *hreflang* implementation ensures the proper translated version of your website appears in global users' search results.

Conclusion

MotionPoint's fully turn-key proxy solution delivers a practically effortless experience for you—and a world-class online experience for your global customers. The technologies and processes are designed for ultimate efficiency, cost savings and simplicity. This helps you achieve success in new markets.

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.



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