

WEBSITE & OMNICHANNEL

LOCALIZATION TIPS FOR MARKETERS

Localizing your company's digital content can dramatically increase customer engagement in global markets. This checklist can help your Marketing team prepare for a digital localization project.



DEFINE YOUR TARGET AUDIENCE

Content localization isn't just about language.

Consider these nuances of the markets you wish to engage:

- ➔ **Consumer behavior** such as preferred payment types and shipping options
- ➔ **Cultural touchstones** such as holidays, celebrations and customs
- ➔ **Locally preferred formats** for dates, units of measurement, addresses, etc.

Use this information to customize your in-market website and other digital content with regionally popular verbiage, promotions and product specs that resonate with local customers.



DEFINE YOUR BUSINESS GOALS

This process helps define the scope of your localization project and establish how you will quantify its success.

- ➔ **IS YOUR GOAL TO INCREASE ONLINE SALES?**
Localize all stages of your website's checkout funnel, including product information.
- ➔ **ARE YOU TESTING THE VIABILITY OF A NEW MARKET?**
You can limit translation to critical content only, like key sections of your website, or high-value sales and marketing assets.

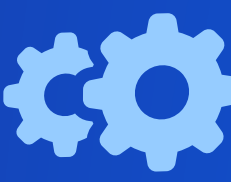


SELECT EFFICIENT TRANSLATION TECHNOLOGY

There are various solutions that companies can use to localize their websites and other digital content. The three most common approaches are:



CMS connectors enable translation vendors to localize website content with reasonable ease. Unfortunately, connectors often require ongoing IT resources to customize and maintain.



APIs are more reliable and versatile than a connector, but also require IT development to properly configure.



Turn-key proxy solutions eliminate IT effort and fully handle the development, translation and ongoing operation of the localized website. Practically all effort is removed from your team.

Conduct thorough research to determine which solution is the most efficient and cost-effective for your company.



APPROVE A LOCALIZED GLOSSARY & STYLE GUIDE



These assets provide critical information to the linguists who translate your digital content.

- ➔ A **glossary** contains important localized industry and brand-related keywords.
- ➔ A **style guide** provides insights on how to consistently localize your brand's voice and tone.

These are challenging to create in-house. Translation vendors are often experts in building these resources.



CHOOSE YOUR TRANSLATION APPROACH

Conventional translation is the word-for-word conversion of content from one language to another. But your company's content may require other types of translation, including:

1

LOCALIZATION

These translations are often more authentic, since they leverage words and phrases used by native speakers within specific regions.

2

TRANSCREATION

Translating marketing copy may require this creative approach, which captures the spirit of the source material but may take liberties with word choice for nuance and impact.

3

TRANSLITERATION

In some markets, brand or product names should be repackaged in ways that make sense to local customers, such as using wordplay to evoke a brand's aspirational qualities.

Depending on your target markets, business goals and marketing needs, you may need an approach that involves several of these translation types.



INTERNATIONAL SEO CONSIDERATIONS

You can maximize the impact of your global websites' international SEO by following these best practices:

- ➔ **Translate metadata/structured data** such as page titles and descriptions. This improves content relevance and page rank.
- ➔ **Do not embed translatable text** in website images. Instead, overlay web text across images to make it detectable by search engines. (This also reduces translation costs.)
- ➔ **Connect your global properties** by cross-linking multilingual websites, and offering intuitive language-detection technology that helps ensure visitors find the localized experience they're looking for.



REMEMBER: Website translation can be complicated—but it doesn't have to be. Addressing the needs in this checklist help streamline the localization process for you, your team and your translation vendor.