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Your Website Translation Survival Guide

Avoid common localization pitfalls with
website translation best practices.

Introduction

The value of website translation becomes apparent quickly when your company expands into global markets. Your new customers won't visit a site they can't read.

But website translation isn't easy. You need to know the key challenges, and best practices, of the process. Here's a quick survival guide.

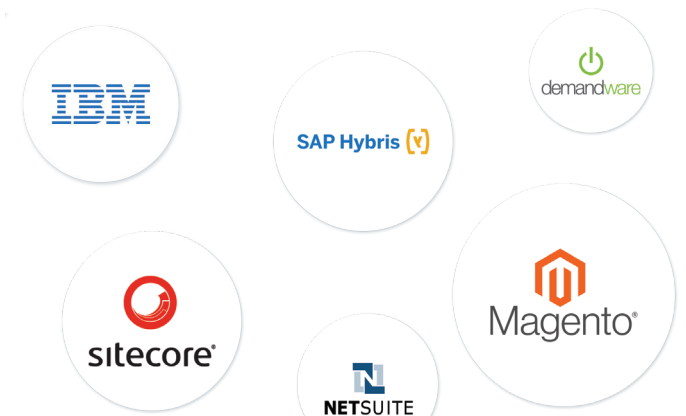
Common Pitfalls

Newcomers to translation can't fathom the problems that can sidetrack or outright derail a website translation project. Here are three common challenges companies

experience when expanding their online presence into new markets.

Multilingual CMS Features Aren't Enough

For starters, your CMS may have multilingual features that are intended to easily manage translated content. Unfortunately, they rarely stand up to the daily rigors of website translation—and they often demand unexpected effort and resources to maintain.



While often billed as all-in-one solutions, CMSs' multilingual capabilities often present key challenges that threaten short-term success in global markets, and long-term sustainability. Why?

- 1 Translation workflows and editorial review features are undercooked (or nonexistent), forcing you to oversee translation and approval processes. **This requires more time, effort and resources than most companies can spare.**
- 2 Most CMSs don't provide a "live view" of how translated content will appear on-site. This lack of visibility can lead to UX issues such as misaligned or broken on-page elements. **This alienates customers and puts your brand credibility at risk.**

- 3** Due to inefficient content-detection technologies, manual translation processes and technical complexities, CMSs can't effectively scale to meet your needs for website translation. This is especially true if you have a site with hundreds (or thousands) of pages. **You can't effectively grow a business this way.**
- 4** It often takes days or weeks for fresh content to be identified for translation, exported into offline files for linguists, translated, reviewed by editors, QA'd and published. **These delays can't keep up with the pace of your business.**
- 5** These platforms don't have robust content-parsing technologies that can identify translatable content within website applications, or delivered through third-party services or servers. **This compromises your website's functionality and UX.**
- 6** Many CMSs' multilingual features are delivered via plugins, created by small companies or hobbyists. Support for these plugins may be spotty or nonexistent. **This can lock you in with plugins that aren't compatible with CMS updates, or require constant upkeep from your end.**

CMSs with great integrated multilingual capabilities do exist. However, these niche platforms don't have the industry-wide support of developers, and don't have the robust marketing functionality you're already accustomed to.

Adopting one of these niche solutions to support your worldwide expansion efforts **would require you to replace your current CMS and sacrifice powerful** capabilities such as customer insights, robust user-

behavior analytics, third-party functionality, and more. This is a trade-off most companies can't afford to make.

You Don't Consider the Opportunity Cost

If you're thinking about using an in-house team to translate your site, the headaches you'll inherit will quickly outpace the cost of hiring a great website translation vendor. **That's because translation is only one aspect of what's needed for this project.**

Great website translation vendors eliminate effort, technical complexity and costs on your end. **These agencies aren't traditional language service providers.** Instead, they have the linguistic and technical know-how to prevent you from experiencing pricey resource-intensive tasks. They offer:

- ▶ An automated, optimized translation workflow
- ▶ Expertise in localizing applications, multimedia content and multichannel assets
- ▶ Excellent translation accuracy, and QA processes to ensure those translations display properly on-site
- ▶ Maintenance and support for the many and varied technologies required to keep the site up and running, facilitate workflows and more

Vendors That Maximize Translation Expense

Choosing a website translation agency is its own special kind of minefield. Using your longtime document translation vendor—or forging a new partnership with a traditional translation agency—seems like a safe play.

However, those companies often operate **under legacy business models**, or use models that appear equitable but actually punish you for your success. Examples include:

PRICE-PER-WORD

Providing project cost estimates by assigning a price for each translated word is a standard within the translation industry. **However, this model often fails for website translation.** Agencies often provide absurdly low price-per-word costs to compete on price—but make up any losses by charging extra for editorial review, revisions and QA.

With legacy agencies, hidden costs abound in other ways. These companies rarely have robust content-parsing technologies, which means they often overlook a great deal of translatable online content when they provide cost estimates. When the project proceeds and this previously-undetected content is discovered months later, it must be translated. This can dramatically increase costs, and delays.



PRICE-PER-PAGE-VIEW

Other vendors use a “price-per-page view” model. They often dazzle customers with free trials and low monthly subscription fees. **However, this subscription only covers a certain number of translatable words.** There are often charges for additional translation, editing services, project management, additional connector integrations and more.

They also include additional fees, based on how many page views a localized site generates each month. This means the more successful your brand is in-market, the more traffic your translated site generates, and the more you’re charged by the vendor. **You’re penalized for being prosperous.**

Best Practices

Choosing the right translation partner isn’t as hard as it sounds—if you remember that your ultimate goal is to **remove the burden and expense of translation and site maintenance** from your marketing team’s shoulders.

Great vendors do this **without sacrificing translation quality, speed, flexibility or cost savings.** Here are four things to look for, as you examine your options for website translation.

1 Choose a Solution that Minimizes Complexity and Cost

With so much at stake, it’s essential to choose a website translation approach that delivers a world-class experience for your global customers without burdening your in-house team.

Proxy-based website translation solutions leverage the content and code of your flagship primary-market website to efficiently create multilingual versions. The best solutions are able to parse any translatable content and localize it in any language, for any market. This includes:

- ▶ Standard **on-site text**
- ▶ **Site metadata**, an essential ingredient to improve authority and rank in regional search engines
- ▶ Multimedia including **graphics, images, videos, PDFs and other assets** that are commonly missed by other approaches
- ▶ Content **hosted on third-party servers**, including e-commerce modules, booking and reservation engines, Find A Store functionality and more
- ▶ Translatable text and assets within applications developed in **AngularJS, JavaScript, AJAX** and other coding languages

How does it work?

Proxy-based translation features a special translation server that “sits between” your international customer and your primary-market website. The customer’s interactions are routed to the translation server. The technology then:

- ✓ Dynamically presents the appropriate translated content for that page
- ✓ Merges that content with the code of your primary-market site’s page template
- ✓ Sends it back to the customer, in their preferred language
- ✓ This happens in sub-seconds, imperceptible to the naked eye

These capabilities should leverage your existing *translation memory*—a database of translations—to dramatically reduce multichannel translation costs.

By submitting content for translation via API or user interfaces, the vendor’s solution should automatically analyze it for previously-translated phrases. If it finds any previously-translated content, it should deliver it to you for immediate use at no additional cost. **Translate once, pay once, use everywhere.**

Any new content should be translated in about **one business day**.

2 Supports Multichannel Translations

Your company’s global marketing efforts will undoubtedly extend far beyond your website. **They should include social media, email, product feeds, offline documents and more.**

Your vendor should offer omnichannel translation services that deliver translation quality and consistency across all channels. It should also have **APIs and other solutions** on-hand to enable you to submit multichannel content for translation any time you wish.



3 Supporting Localization

While traditional translation is a great way to serve global customers, **region-specific translations and cultural nuances** called *localizations* can add a big boost to engagement and conversions. They increase the likelihood of your brand being fully understood and accepted.

Localization requires more than linguistic expertise. It demands market-specific cultural knowledge to deliver translations that feel like they were “written by a local.”

This persuasive prose can mean the difference between winning local customers and being ignored as irrelevant.

By leaning on linguists who know the language—and your target markets’ unique personalities and preferences—**your brand can authentically and successfully position itself in a new market.** Using localization helps in other ways, such as improving in-market SEO.

The best translation vendors can leverage localizations to efficiently and clearly convey your brand in ways that really resonate with global customers.

4 Supporting All On-Site and Third-Party Content

Few things can be as damaging to your globalization effort than a “**mixed language**” experience on a localized website, where on-site content remains untranslated. It puts your brand’s commitment to global markets in question—as well as your competence.

It can even land you in hot water with local regulatory agencies that may require certain content to be presented in a specific way.



Great translation vendors are aware of these issues, and can identify—and translate—all content on your flagship website, regardless of its format, or where it's hosted online. This includes:

- ✓ **JPGs with text embedded in the image**, such as promotion banners, or product imagery.
- ✓ **Single-page applications** powered by AngularJS or JavaScript
- ✓ **Third-party plugins and services** such as ticket booking systems, login portals, shopping carts, location locator maps and more

This is why proxy-based website translation solutions are so powerful and useful. Since they operate outside of your CMS, they can easily detect and parse all on-site content, and automatically route it for immediate translation.

The end result: A unified and consistent in-language experience for your global customers.

Conclusion

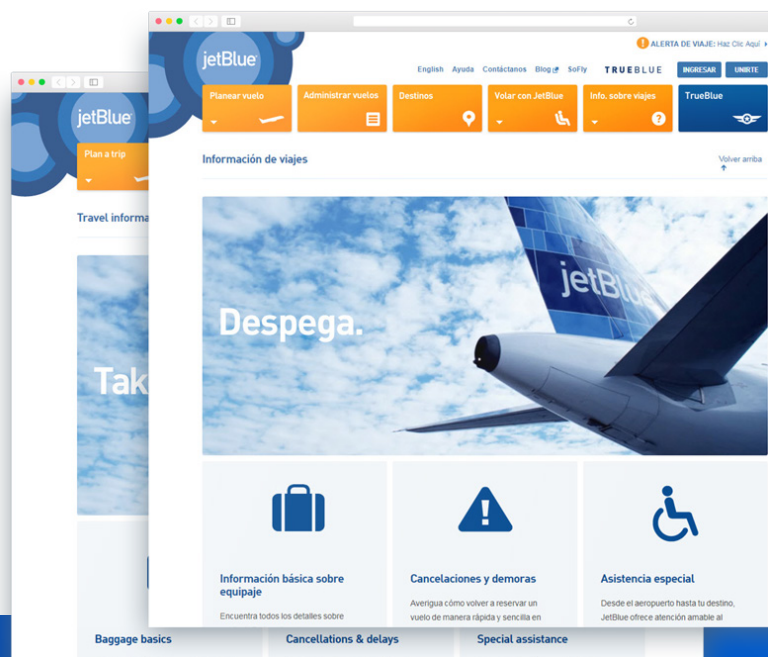
It's critical to choose a technically-advanced solution that effortlessly sidesteps the common pitfalls of website translation, and delivers on the promises of best practices.

Along the way, they should eliminate effort for you, and present best-in-class translations through a combination of advanced technology and human experience.

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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