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Determining Which Translation Solutions Fits Your Needs

With many translation and localization solutions to choose from, knowing how to achieve healthy and sustainable business growth can be overwhelming. Learn about the different translation options and how to select the best solutions that align with your business goals,

Introduction

What is the key to success in growing your business and attracting multilingual customers? It is the ability to reach people in their native language. Consider these statistics: [About 40% of internet users](#) will never buy from websites that are not in their native language, and 90% of online shoppers use their native language on a website when it is available. Even among people with high proficiency in English, 65% of people would instead look up or shop online in their native language.

Your business may offer the highest quality products and services, but if potential customers can not understand your content, how will they engage with your brand? Translation and localization of content are how to reach them.

The Different Translation Options Explained

Several translation options are available when exploring how to present translated and localized content to your target audience. Patient retention rates measure a practice's ability to retain patients over a specific period and can be calculated through a particular formula:

Website Translation and Localization

Website translation and localization can prepare your business for a global stage. Localization involves polishing and organizing content to meet cultural, functional, and linguistic requirements, including measurement units, currency, legal requirements, and other written texts. Several solutions can help fulfill your website translation and localization goals.

Proxy

A translation proxy is a system of intermediary servers layered on top of your website to dynamically translate real-time content so users can access your website in their language. A proxy is like a mirror held up to your website, where the reflections are fully translated versions. Each time an international visitor enters your site, the source content is translated into the visitor's native language. When new information is added to the source website, the proxy automatically identifies and translates it, making it an efficient way to attract global customers.

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Proxy translation systems are an automated, one-size-fits-all solution that is fast to deploy, and you will not need to make any significant changes to your existing website. However, you would typically pay a monthly fee for your proxy service so you can set it up more cost-effectively than having to put a complete localization program in place. This is an advantage if you are just entering a foreign market but may not want to make a significant financial commitment.

However, proxy services have little room for flexibility. Moreover, because the website content is essentially static, a proxy system is not as effective for sites requiring updates to product recommendations and personalization and dynamic content.

CMS Integrations

A content management system (CMS) is an integration technology streamlining the content exchange process. Translation connectors integrate with CMSs, enabling organizations to assign digital content to linguists or vendors for translation easily.

MotionPoint can support your translation needs with pre-built CMS connectors such as Adobe Experience Manager (AEM), Drupal Translation Connector, WordPress WPML Plugin, and MotionPoint's API.

Once integrated, CMS platforms offer essential benefits. In just a few clicks, you can quickly send web pages, custom fields, strings, and other resources for translation without the need for copying and pasting. Connectors can also detect content updates within your CMS and automatically send these updates for translation and publish them as soon as they're ready. Since files are only sent from your CMS to the translation management system, there is much less risk of your data and information being compromised.

CMS integration can be costly because of the expense of configuring, designing, and managing the process of moving content from one server to the other. Other drawbacks include the inability to process content that lives outside the platform it is connected to and the focus solely on translation and not localization.



API

A language application programming interface, or API, is software that ensures that websites can be easily translated into any language without losing their original meaning and context.

Translation APIs for neural machine translation (NMT) allows for quick and easy translation without storing or managing translation data. The API translates text from one language into another through an NMT engine, such as Google Translate. With human translation, a translation API ensures that all the files are sent to the translation management system where the respective linguist works on them. When the translator is ready with the translation, all the files are imported into your website and app.

Translation APIs can help boost the search engine optimization (SEO) of a website because they provide translated versions of keywords and phrases used on the site, allowing those terms to be picked up by search engines. Keep in mind that setting up translation APIs can be time-consuming, and once they are set up, they must be constantly managed. Translation APIs should be used when content is regularly updated and requires continuous localization or when there is a lot of content that can not be manually updated.

Hybrid Approach

Because businesses may need an element from one translation option and another from a different solution, MotionPoint recommends a proxy website translation-API/CMS “hybrid approach” regarding website translation and localization. With a hybrid approach, your website would experience the benefits of the proxy’s technology independence, immediate content-detection capabilities from the CMS, and eliminating IT effort at launch with the API. In addition, it is a well-integrated, seamless approach that takes the best from all solutions and allows them to “speak” to one another as it translates and localizes web pages.

Translation Services

Translation services aren’t limited to website content. Many other materials for a global audience are not website and software specific.

Document Translation

Document translation is the process of converting written content from one language into another. Different documents may require translations depending on the industry. Regulated industries such as healthcare, government, and legal

are required by law to translate documents such as legal forms, waivers, outreach material, contracts, and notices. Brochures, technical manuals, white papers, financial documents, and various marketing materials are also types of documents commonly translated across industries.

A well-prepared document translation plan must consider several elements to ensure a successful translation experience. This includes defining the specialized field of translation; the scope of how much translation is needed; the time frame required for translation and editing; and a detailed budget for the project.

Multimedia Translation

Multimedia content allows companies to create exciting materials for a global audience. However, that content will not impact the target audience it was designed for if it is not translated into their language. Ignoring the translation of multimedia content can confuse potential customers and pose risks to your brand.

Multimedia translation is the conversion of multimedia content from one language to another, delivered through a combination of text, images, animation, videos, and audio pieces. Through multimedia translation, both written and spoken text can be presented

to people who do not speak the language used in the original version. This translation can be accomplished through subtitling, voiceovers, interpreting, dubbing, and narrating. The best translation method is determined by the nature of the multimedia content being translated and the client's goals.

Multilingual Desktop Publishing (DTP)

Multilingual Desktop Publishing (DTP) is helpful when a translated document online will be published or printed. Unlike a plain document, translating materials such as an advertising brochure or poster requires a more technical translation approach. DTP encompasses formatting all documentation types and platforms, such as editing website layouts, typesetting, graphics, tables, and graphs, etc.

Multilingual DTP allows your target audience to access materials in different languages while maintaining the look and feel of the original version. Without desktop publishing, many translation projects would be just a mass of words on a page, without the care and attention to the presentation that makes documents both appealing and useful for their intended audience. Multilingual DTP includes editing and proofreading translation while creating documents using applications such as Adobe Photoshop, InDesign, QuarkXpress, or AutoCAD.

Software Localization

Localization of software offers solutions for more specialized translation needs.

Mobile Apps

App localization is the process of refining an app to appeal to a geographically specific target market. For example, if you're looking to expand your business to foreign markets and have an app, it must be accessible to all potential customers. While translating app content is essential, there are also cultural rules and preferences to consider. In addition, certain symbols or gestures may be innocuous in the U.S. but could be offensive in another country.

Developing a localization strategy starts with market research, which provides valuable insights for adjusting your localization workflow. The research includes targeting countries and languages and understanding why you are motivated to move into those particular locales. The research will also help you understand your potential customers more deeply and see if they would be interested in your app. This includes researching already popular localized apps and knowing how and why they can make a difference to those you are targeting.

Product Information Management (PIM)

Product information management (PIM) solutions enable brands to manage, update, organize, and store their product information within one centralized platform. PIM solutions facilitate the central management and maintenance of product data, marketing assets, sales information, technical specification, and any related information of an organization or system.

Maintaining and organizing product data can be challenging, especially when expanding into new regions and languages. This data is where the benefits of using a PIM for translation and localization stand out. PIM solutions work with translation management systems (TMS) to keep information organized, and you can choose to translate only what you need, which can keep translation costs down. When you integrate with a TMS, users can select only the specific fields they want to be changed for localization, minimizing the amount of data to be translated and associated costs. By staying well-organized, translating only what is necessary, and automating the process for agility and simplicity, your brand can enter new markets even faster.

Marketing Automation Integration

Marketing automation integration is the ability of a marketing automation program to connect, operate, and sync with other programs. An automated system manages multilingual web content without having to leave the system you're comfortable using. This includes CMS connectors that enable you to submit and receive quality-assured translations that are instantly usable within platforms like WordPress and Drupal.

Determining Which Solution is Best For Your Business

Step 1: Determine Your Strategy and Goals

A well-developed translation strategy takes time, research, testing, and patience. If you are starting a journey to expand your business to a new culture or globally, a set strategy and reachable goals should be your roadmap. Ask yourself these questions:

- Where and why are you expanding?
- Who is your target market?
- What do you need to translate and localize?
- What is the scope of work?
- What is your budget?

The answers to these questions lead to the next step: knowing what needs to be translated to support your strategy.

Step 2: What Do You Need Translated?

Establishing a solid strategy lets you fully understand what materials need to be translated for potential customer engagement. For example, if your company engages customers heavily through video, you would likely focus your energy on adding translated subtitles to your videos.

If you're considering anything but website translation, you've reached the point of understanding which translation option you need. Step 4 can also help provide some context into how your content can be translated.

Step 3: Consider Business Operations and Timing

Website translation offers the proxy, CMS integrations, API, and hybrid approach.


Step 4: Consider Human vs. Machine Translation

How will your content be translated with all of the above options? Translations can occur through both human translation and machine translation. Human translators bring background knowledge and context to translations and play an essential factor in personalizing and humanizing translated content. Machine translation features automated software that carries out translation tasks.

Companies use machine translation as a viable option for bulk translation jobs. However, human translators offer many advantages when compared to machines. Machines merely replace the words in one language with the words in another language, leaving room for distortions in meaning. A blend of human and machine translation would allow for a set of professional eyes to have a final look at translated content to ensure it has both the correct meaning and depth you are looking for to reach your audience.

Finalizing Your Choice

Walk through your strategy and look closely at how you would like to communicate to potential clients. For example, is your website the center of your business, or are you mobile-focused? Do you have technical content that needs straight translation, and will your products consistently update and need more translation support?

 MotionPoint Complete Solution	Proxy MOTIONPOINT MANAGES	Integrations CUSTOMER CONTROL
Translation Services Content automatically gets assigned to professional translators and is ensured to satisfy regulatory requirements and resonate with your multilingual audiences.	✓	✓
Technology Updates Continuous maintenance and security updates for both the proxy and translation integrations.	✓	✓
Project Management Oversees the execution of localization projects, ensuring that they run smoothly, efficiently, and are completed within the expected delivery time.	✓	Self Service
Automatic Workflow Management Detect new or updated content, translate it, and deploy it on localized websites typically within one business day—with no effort required on your end.	✓	
Quality Assurance End-to-end functional assurance for complex sections of your websites, including navigation, secure areas, and conversion flows.	✓	
24/7/365 Managed Hosting Ensuring 99.99% uptime with options for a dedicated server, a shared server, or in a global or geo-load balanced configuration.	✓	

Conclusion

There are a lot of essential factors to consider when expanding your business into new markets. First, of course, effective communication with customers should be top priority. Fortunately, many options can bring high-quality translation and localization of your content to potential customers anywhere in the world.

MotionPoint has over 20 years of experience launching everything from multilingual websites and customer portals to mobile apps, document translation, and multimedia translation. MotionPoint uses both industry technology and linguistic experts to professionally translate and localize content, allowing you to reach and engage customers in any language.



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