



# Website Translation Guide

A few hints, tips and best practice suggestions on how to go about translating a website



[www.push-international.com](http://www.push-international.com)

## Benefits of using PUSH for website translation

Significant previous volume website translation experience

Proven processes means minimal client involvement

Workflow integration – offering significant cost reductions\*

In-house software engineering skills

Online asset management and proofing systems

Specialist global network of tested technical translators/editors

A multilingual, in-house management team

A single point of contact for you

Documented quality processes

### USEFUL ADD-ON SERVICES

Multi-language literature and website design

Original English content creation

Artworking and volume typesetting

Print management and fulfilment, including online

Bespoke CMS and DAM systems

Collective experience of 100+ years ... all at your disposal!

*\* As against devolved production methods*

## How to achieve an accurate quotation for website content translation

Due to the increasing complexities within website environments, it is no longer possible to achieve a reliable cost quotation by simply downloading the published website. **Why?** Because websites often contain dynamic content which is database driven and not readily accessible beyond what is visible on the screen. There can be a lot of invisible content in a database which is only displayed conditionally (i.e., when a site visitor clicks on a particular page or link). Furthermore, errors in download can occur without us knowing; for instance links to downloads or even links to external websites may be inadvertently included in the wordcount.

## Why do we need your content?

Quite simply, if we can't access the actual content we can't return accurate costings as it is the source content on which the costs are based. It's like asking a decorator to give you a price for redecorating a room without letting them into the house! If the content is available in any of the forms described in the following section, then we can analyse it and determine:

- How many unique words exist in the content
- How many words are exact matches
- How many fuzzy matches exist

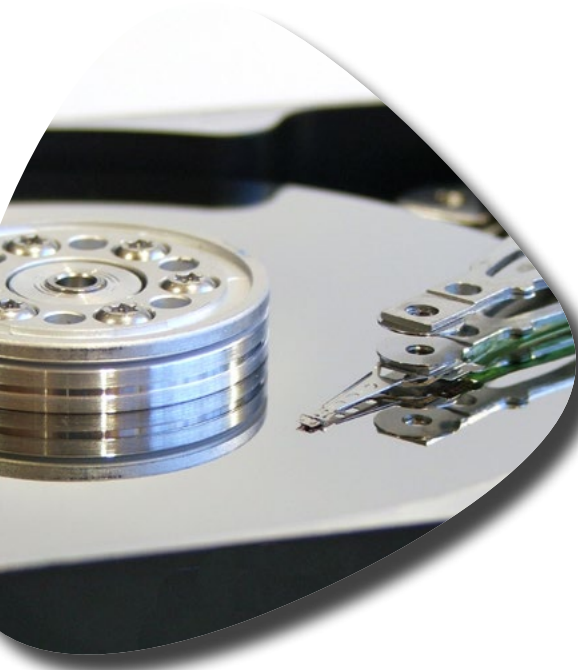
The latter two (exact and fuzzy matches), attract a lower rate and will effectively create downward cost leveraging. These calculations can only be achieved by having content exported.

Our Head of Production or our Software Engineer will be able to liaise with your tech department or web developers directly to access the content.

## What content should you provide?

The site content will need to be made available in a format which is suitable for analysis. The content can be provided in any form that best suits your website developer, examples are:





- As text files
- Excel or csv
- XML
- Resource files
- Any web-file type
- Database
- Static or animated graphics files where relevant
- Downloads (PDFs)

This will enable us to analyse the content accurately and it will also allow your developer or web team to re-integrate the translated content with minimal effort and avoidance of error.

## Content audit + copy editing

If you're not sure how your site content will translate, let our resident copywriter review it. We can offer suggestions for making content more 'translation friendly' and if required, edit it to make it more suitable. This won't involve any radical changes but instead small adjustments to terminology and sentence structure to enable more streamlined translating. During the audit we will also identify any currency changes that may need to be actioned and other aspects of the content that might require localization.

## On-line/CMS editing

We are frequently asked if we can translate online content directly into the client's own CMS or editing portal. This is something with which we have extensive experience of and our tech people can quickly:

- Evaluate the portal/CMS
- Make recommendations on best practice
- Gather all necessary information to enable successful project kick off
- Revise the workflow to accommodate differences in process determined by our analysis of your CMS
- Provide outline costing and advise on variables which may affect final cost outcomes
- Develop automated workflows to support ongoing site updates, if required

## What needs to be translated?

It may be that not every element within your website environment will need translation. For instance, news items or information about some services or products may not be relevant to every market. Defining the content which needs translation prior to requesting a cost quotation means more accurate and representative costs can be provided quickly.

## eCommerce sites

Typically, an online retail site will consist of static content (content which doesn't change regularly) and dynamic (frequently changing) content; usually product descriptions. Depending upon the size of the site - and by size, we mean number of products - and the rate at which products are added or removed from the site, it may prove difficult to provide a complete and final cost at the outset as there will be adjustments involved at whatever point the site is frozen to commence translation.

However, to enable you to have as accurate a cost as possible, PUSH provide costs that reflect the following activities:

1. Translation of static content
2. Translation of product-related content as presented in the site files at time of quoting
3. Unit cost for translation of product related content for future updates

## Americanization/Anglicization

Sometimes, even your own language can seem a bit like a foreign language! And that's also very true when it comes to how the English and the Americans differ in their use of English. In addition to working with all global, commercial languages, our UK and US writers can edit your native site to be suitable for use in either the United States or the United Kingdom.



## Cost vs quality, and how you can help

Achieving a professional result which fully reflects your original website quality depends upon following a proven workflow and quality management process as recommended by any translation services provider who focuses on quality.

PUSH always recommends a multi-stage translation and checking process. We appreciate this will cost more than a basic translation, but you will have a website that reads as a native site. You will also experience less customer drop off and more customer loyalty/market credibility.

We do recognise that budgets can come under pressure and for this reason we always check if any part of the process can be supported by your own team. For example:

- Terminology – do you have staff available to validate critical terminology in the language/s you need?
- Translation approvals - do you have staff able to review and approve the final translation?
- Pre-publication checks – PUSH recommend that all translated sites are subjected to a robust linguistic review and debug before the site is launched. Do you have personnel able to undertake this task?

We are of course able to undertake the above quality-critical activities. But if it is possible to bring one or more of these tasks in-house, you can reduce the amount you need to spend without compromising quality.

## Downloads

Many sites now contain elements that can be downloaded, i.e.: White Papers, Catalogues, Data Sheets or Manuals. These are usually in PDF format.

As part of the briefing process to your translation provider, let them know if you need some or all of these downloads translating. Such documents can often contain a high volume of words and whilst it may be tempting to translate everything, consider whether this is really necessary.



## Online Marketing

Rapid increases in digital communication enables businesses to engage directly with domestic and international customers and be visible when customers go looking for a specific product or service. Increasingly, having a passive multilingual website is not enough. Targeting and dialogue is needed to reach out to prospects, and to reinforce relationships with existing customers.

Online marketing includes pay-per-click campaigns banner advertising, directory advertising and category listings. There are also opportunities for pop-ups on related websites, sidebar advertising and online sponsorships. Guest blogs are a great way to gain both credibility and traction and the writing team at PUSH can undertake this or any other online marketing or content creation task.

Social media is also a powerful tool. Create positive dialogue with customers by broadcasting domestic and localized campaigns which focus on local market activities and interests. Our in-house digital marketing team will implement campaign schedules with detailed reporting on activity levels and interaction, broken down by market.

## Search Engine Optimization (SEO)

As a matter of course ensure keyword/phrase, meta tag, and image tag translations are included in your translation quotation. But bear in mind that translating these tools isn't always enough to ensure site visibility in other markets. Search criteria will change from market to market and local research is critical in determining how the tools should be presented.

It's likely that considerable investment will have been made to make your English language site visible; surely it makes sense to ensure the multilingual variant are equally visible? The SEO tools - keywords and phrases, search terms etc - will have been carefully determined for your English language site, the multilingual ones will need similar.

*To discuss website translation, please contact our account management team. We will work in partnership with you to deliver a cost proposal that fits your budget and manage the translation process for you from start to finish.*



## PUSH International PDF guides

We hope you found this guide useful. We have a range of other PDF guides available to help you with everything multilingual.

### Getting it Right

A quick guide, written in plain English and designed to help you get the best out of working with your language services provider.

### How is your Translation Costed

Explanatory information delivering an easy-to-understand breakdown of your how language services constructs a pricing quotation.

### Translation Buyers' Guide

A more extensive and in-depth document; translation buying can be quite complex, our download will help to simplify the process.

### Transcreation vs Translation

Transcreation is a specific translation discipline more akin to multilingual copywriting. Understand more about the difference by reading our guide.

### Technical Translation

Helping buyers of technical translation gain an in-depth understanding of how to get the best from working with their translation provider.

### Globalizing Printed Literature

A sales document aimed at EMEA and International marketers; learning how our faster and more cost-effective delivery won't compromise quality.



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## Say hello to the world

PUSH International masterfully recreates the content of your single-language material and delivers meaningful international communications tools, whilst protecting the integrity of your brand.

Customers and prospective customers, employees, partners; they all need to understand your critical information with clarity and accuracy. For more information or an informal discussion call or email PUSH - the specialists in translation services - today.

[www.push-international.com](http://www.push-international.com)