transifex®

The Essential Step-by-Step Guide to **Website Translation**

Successfully manage the process of deploying
and maintaining a multilingual web presence.

Contents

The Decision to Globalize

The process of deciding whether and how to go global should be a deliberate one for any business. First, there needs to be a clear business goal for expansion to international markets – typically new customer acquisition, new revenue, or expanded profitability. And the determination of whether to launch in a specific market often depends on the projected ROI delivered as a result of entering that market.

This guide is designed for businesses that have already completed this analysis and have determined that entering other markets will have a positive return.

"The opportunity in global markets can be large, particularly when addressed with a well-researched plan. In the two years following our localized international roll-out, KACE sold to nearly 10,000 new customers – almost 3x what we started with."

Rob Meinhardt, Former CEO, Dell KACE

For helpful resources on structuring a business case, please refer to "Resources for Creating a Globalization Business Case" in the appendix of this guide.
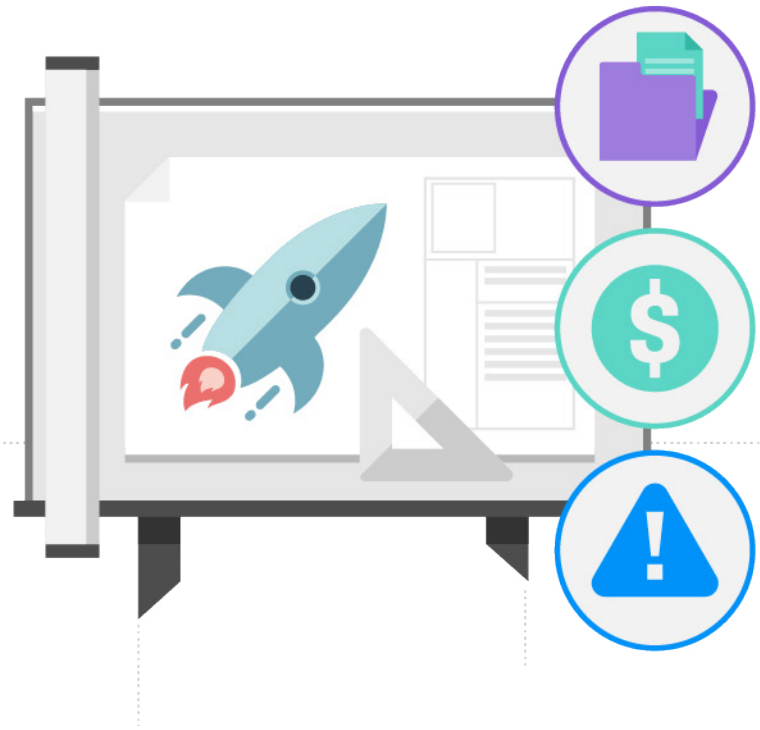
INTRODUCTION

Getting Started

In recent years, the process of localizing a website has become significantly easier and more accessible for businesses of all sizes as both software solutions and quality translation services have become more widely available and affordable.

At the same time, this broadened accessibility does not mean each business can follow a one-size-fits-all approach; the exact methods for website localization must be determined by each reader depending on resources, budget, and priorities. Where distinct options exist at each stage of the process, they will be noted accordingly along with cost and benefit implications.

1

Creating Your
Multilingual Site Structure

Content for localization

The first order of business is to determine which content should be translated to support your business goals. If you're globalizing your web presence to support a full product launch in a new country, you'll want to include key product information pages, documentation, and support materials. If you're trying to attract new business, then your top-level marketing pages are key.

Identify the content that best supports your business goals, whether product pages, customer support materials, top-level marketing information, or all of the above.

Why not just translate everything? That could be the answer for some companies; however, website sections that include a lot of changing content, such as your blog, may be difficult for a business with limited staff and/or translation resources to handle effectively. Some types of content like legal statements require special considerations in order to translate them effectively. So regardless of whether you end up with a decision to translate all your content or just some, going through a systematic process of evaluating your various content sections and types is an important step for every company to take in order to handle the translations properly.

Some additional comments about the content evaluation process:

· In general, particularly when starting out, it's best to look at entire sections, or at least distinct subsections, of your site when determining whether content should be translated. Dealing with a translate/no-translate decision at the page or content module level means your site and process will need lots of customization. This approach works when you have lots of resources at your disposal, but is not recommended for smaller organizations or those just starting out with a multilingual initiative. Start with a straight-forward approach, then expand from there.

· Benchmarks for your industry can be a handy comparison tool. Research what others in your space are doing and follow suit.

· Always keep your customers top of mind. The reason you're developing multilingual content is to support them better, so providing a good experience must be considered at every step of your planning and implementation process.

Translation budget

The content you select will have a significant impact on your budget, so you'll also want to consider this for both launching your website and then maintaining it. Determining your launch budget is fairly straightforward using the following calculation:

Launch Budget = Number of source words x Number of languages x Cost per word

The biggest factors for your launch budget will be your number of source words and the cost per word for the translation method you choose. The (explicit) cost of translations can range from nothing, if you're using your user base for crowdsourcing translations, up to $0.30-0.40/word for the highest service-level from a professional translation agency for normal business content. Highly specialized translations can cost even more.

For additional information on various translation options for your particular needs, refer to section 2.1 Choosing the right translation Resources.

Determine your target maintenance budget by determining the frequency of content refreshes on your site that you'll want to deliver to all your target languages/countries:

Annual Maintenance Budget = Number of source words x Number of languages x Number of revisions per year x Cost per word

International SEO

Achieving high natural search rankings in other languages may be the most challenging part of adapting your website for other languages. Even if terms in your business category are easy to translate, phrase syntax, expressions, and unique terms will come into play when thinking through SEO. Once you have your prioritized list of target markets and identified the content you want to make available, you will need to spend some time doing keyword research in each of your target languages rather than relying on the results of translating your SEO-optimized source content.

You'll need to understand the search engine(s) used most frequently in your target countries, then select your keyword research tools based on the specific search engines you'll be planning for. As with the U.S., Google is dominant in much of the world, however, there are some notable exceptions:

Search Engines - 2015 Stats

Data Collected and Provided by ReturnOnNow

Source: ReturnOnNow.com

COUNTRY	LEADER	SHARE	RUNNER-UP	SHARE	INTERNET PENETRATION
Argentina	Google	92%	Yahoo	3%	75.0%
Australia	Google	94%	Bing	4%	89.6%
Brazil	Google	95%	Others	6%	54.2%
Canada	Google	87%	Yahoo	6%	92.5%
China	Baidu	55%	Qihoo 360	28%	49.5%
France	Google	92%	Yahoo	4%	83.3%
Germany	Google	94%	Bing	2%	88.6%
Hong Kong	Google	73%	Yahoo	24%	80.5%
India	Google	96%	Others	4%	28.3%
Indonesia	Google	96%	Others	4%	28.5%
Italy	Google	95%	Yahoo	2%	58.5%
Japan	Google	57%	Yahoo Japan	40%	90.6%
Malaysia	Google	93%	Yahoo	4%	67.5%
Mexico	Google	94%	Bing	3%	49.2%
The Netherland	Google	94%	Bing	2%	95.7%
The Philippines	Google	89%	Yahoo	7%	43.0%
Poland	Google	97%	Others	3%	66.9%
Russia	Yandex	58%	Google	34%	61.4%
Saudi Arabia	Google	94%	Yahoo	2%	65.9%
Singapore	Google	92%	Yahoo	6%	82.0%
South Africa	Google	93%	Bing	4%	49.0%
South Korea	Naver	77%	Daum	20%	92.3%
Spain	Google	95%	Yahoo	2%	74.8%
Sweden	Google	94%	Bing	3%	94.8%
Thailand	Google	98%	Others	2%	34.9%
Turkey	Google	96%	Yandex	2%	56.7%
United Arab Emirates	Google	94%	Yahoo	2%	93.2%
United Kingdom / UK	Google	90%	Bing	5%	89.8%
United States	Google	72%	Bing	21%	87.9%
Vietnam	Google	92%	Bing	4%	48.3%

So for most of the world, the Google Keyword Tool will still be a go-to resource. Then for Russia, you'll want to use Yandex Keyword Stats, for China, Baidu Index, and for South Korea, Naver Trends and Naver Keyword Research Tool.

This research will provide you with a better understanding of the terms that resonate in each market, information that you'll want to include in your translation glossary or style guide for on-going translations (see Preparing your translation tools). It will also give you a sense of how much traffic you can expect to receive based on the interest in your business offering.

If you have local offices either in or planned for your target markets, you can work with that staff to conduct this critical research; however, if you don't have any in-house personnel with the appropriate foreign language skills, you will need to engage with either a translation provider or an international marketing agency to conduct this research properly.

Conducting thorough keyword research for each market along with implementing the appropriate URL structure are essential to international SEO success.

International URL structure

Also related to SEO is your international URL structure which enables the major search engines to recognize your various localized sites. Three options exist for your international structure:

1. Country-code top level domains (or ccTLDs) such as www.yourcompany.fr

This method is regarded as the most accurate for international search, as reported in <u>analysis by SEMRush</u>, as it provides effective, local search results; it reinforces the strength of your main www. site; and it provides complete flexibility in the user experience you deliver so you can vary navigation, content, and layout. It is, however, the most resource intensive and costly option as you are technically creating, hosting, and maintaining separate sites for each country.

2. Subdirectories or subfolders such as www.yourcompany.com/fr/

The subdirectory method also retains the strength of your main www. site, although you may have less flexibility in your ability to create unique experiences (content or, particularly, navigation) for each country since the sites are not technically unique from one another. It is a much more affordable approach than using ccTLDs.

3. Subdomains such as fr.yourcompany.com

This approach provides the structure flexibility of ccTLDs but completely diminishes the impact that your root domain will have on your search results since the sites will be crawled as completely independent domains by the search engines, also noted in the SEMRush analysis above. This approach is best suited for businesses that have highly unique in-country requirements along with the investment resources required to develop a separate search program that will rank in the specific country of focus.

How you setup your URL structure will depend on your business goals and available resources.

Technical infrastructure

There are additional technical optimizations that help your site rank in other languages. These optimizations help the various search engines understand that your site is presented in several languages, and are extremely important if you are publishing content based largely on translation rather than custom-created content for each locale. Without using these techniques, search engines could penalize you for publishing duplicate content (since they will auto-translate your pages) if you don't provide an indication that your pages are designed for separate countries/languages.

Hreflang attribute
This annotation signifies to Google and Yandex that your site is built for specific languages and possibly for specific countries.

For each language, this tag follows the format:
<a hreflang="language_code"> where the "language_code" is the two-letter language code specified by ISO 639 (International Standards Organization).

A complete tag in your website header should follow the format:
<link rel="alternate" hreflang="fr" href="http://www.yourcompany.fr/" />

Content-language meta tag

In the past, many sources recommended the use of the Content-Language meta tag in the HTML header. Because this tag is not compatible with HTML5, it is no longer recommended for use.

Design rules:
images, imagery, fonts, and layout

Local market research on colors and design preferences is an important step in creating an effective implementation plan.

It's important to understand how to create your web design and page templates to maximize their effectiveness for other countries. To start, you'll want to be aware of basic differences in visual preferences by region, including color preferences and design sensibilities. For example, certain cultures frown upon colors such as pink or violet, while more mainstream color choices such as blue and green are accepted more widely. Also, in Asian markets, internet users prefer web page layouts that contain more graphic elements than what would be considered preferable in the U.S.

Again, doing at least some local market research on these considerations before embarking on your international implementation will help you determine the appropriate amount of customization needed to achieve your business goals. If your current site is designed for a business audience with more mainstream visual elements, your customization needs may be minimal, while if you are a B2C company looking to reach a broad set of countries, your design approach may require more variations.

Images

The best practice for any website is to minimize the use of embedded text in images. When localizing content, one of the most commonly overlooked text areas is this embedded text. To ensure that embedded text is not displayed in the source language, and instead in the language of the user, use as little embedded text as possible. If you must have text embedded within images, you'll need to produce multiple versions of each image, track the language/version, and then manually insert the appropriate image in each localized site. Since this adds complication to your process and workflow, you'll want to carefully consider the cost/benefit trade-off of this approach.

Photographic imagery

If your site uses either stock or custom photography that includes people or location-specific images such as cityscapes, you'll need to determine your approach for your new country-specific sites:

1. Fully localized imagery

In this approach, all photos of people and places are specifically selected for each country site. This ensures the highest level of resonance with each local audience, but is also expensive and time consuming, as finding compatible images may be extremely difficult when using stock libraries. This method is only recommended for the largest companies with staff in the local markets who can assist with the image management task.

2. Global-friendly imagery

This approach employs photos of people and places that reflect a variety of locations and cultures across your source site, so that the same images can be used in each of your new country sites. This is a far easier and less-costly approach to manage so is recommended for most companies. And while you might lose some specific market resonance, it can also have the added benefit of having your brand feel more accessible and globally aware in every market where you participate.

Fonts

Although it seems like a minor step in the localization process, font choice can dramatically impact the layout and readability of your localized user interface and can also result in an inconsistent look and feel. To avoid picking the wrong font for your product, keep the following font-related notes in mind.

1. Fonts must provide multilingual support

First and foremost, you need to choose a font that is Unicode-compliant, meaning the characters and text of your website have been encoded in a way that enables the exchange of text data internationally. It's risky to assume that all fonts claiming to be Unicode will address all font-related issues in your multilingual interface. Some Unicode fonts may only support characters at the correct code-point and may not have usable characters for all code-points.

There are many resources available online where you can search for a list of fonts that are Unicode compatible and the characters they support. Specifically refer to the recently introduced Google Noto Fonts, which aims to provide pan-language harmony and can be used for web as well as desktop applications.

2. Font sizes vary from language to language

A 12px font may be readable in English with no issues, while the same font may be extremely difficult to see when translated to Japanese. That leaves us with the question, is there an ideal multilingual font size? Unfortunately, there isn't an ideal font size that works for all languages across the globe. You'll want to do UI testing of your key languages to ensure that the font sizes you implement are readable across all your languages.

Layout

The responsive design technique can complement the localization requirements of your user interface because the goals are similar – handling fluctuations in text length. When you design the UI to accommodate multiple device sizes and resolutions, your user interface is designed to be flexible for dynamic expansion and contraction. It is now becoming increasingly popular to look at "Responsive Design" as tied up with "Localizable UI Design".

You can verify the responsiveness of your design and get a good idea of how your design looks on multiple screen sizes by using emulators or testing services like BrowserStack where you can generate screenshots at actual device sizes. There are also community efforts available like OpenDeviceLab where you'll find shared community pools of internet connected devices for testing applications and websites.

In some cases, sites use separate language-specific style sheets, defining specific style rules for every target language. This approach can address some of the font size issues noted in the prior section, as well as other layout requirements, such as right-to-left (RTL) text (where applicable). In the example below, the font-size for the text "I am a student" will vary, based on the language, as specified in 2 different stylesheets: style.en-US.css and style.ja-JP.css.

ENGLISH (STYLE.EN-US.CSS)	JAPANESE (STYLE.JA-JP.CSS)
p { font-size: 14px; }	p { font-size: 16px; }
I am a student	我是一名学生。

Localization automation

To make the localization process easier, and in many cases, to make the entire technical deployment process easier, you may want to consider using a localization automation platform for your multilingual site(s).

The value of this type of solution is multidimensional. In every deployment use case, an automation platform will simplify the process of managing content for translation by hosting your source content in a format easily accessed and utilized by your translation team, providing the supporting tools such as Translation Memory and a Translation Glossary (detailed in the following sections) to translators, tracking translation status by language, and flagging approved translated content for publication.

CMS localization automation

If you are using a CMS for your web content, you can link many localization automation solutions with your CMS via a plugin, which then automates the process. In other words, as soon as you add new source content to your CMS, the localization system identifies that new translations are needed and launches the project with your translation team. Similarly, as soon as translations are approved, they are published back to your CMS for deployment to your web infrastructure. If you are not ready for full automation, you can transfer files from your CMS into your localization automation platform and back via a manual upload/download workflow.

JavaScript localization automation

Several localization automation platforms provide another solution, serving your translated content into the user's browser via a simple line of JavaScript that's inserted into the code of your website - similar to the line of JavaScript that is added to a website to track Google Analytics data. This removes the need for companies to expand their infrastructure and resources to support the technical hosting requirements of new language sites. In this scenario, many of the technical implementation details discussed above are automatically handled by the platform, making deployment significantly easier. This option makes multilingual website expansion a much more viable strategy for a broader range of companies.

"Our engineers have integrated a Localization Automation platform into their workflow, making translations part of the website's weekly release cycle. The quality of our translations have vastly improved because we can have real people do the translations at almost the same speed as machine translations. The result is a faster, more efficient process and much better quality content."

Patrick McLoughlin,
Senior Localization Program Manager, Eventbrite

2

Translation

Now that you've determined your site structure, you're ready to move forward with the content translation phase of implementation. There are three main steps to this phase of the process: Choosing the Right Translation Resources, Preparing Translation Tools, and Managing the Translation Process.

Choosing the right translation resources

Nearly every company will need to engage external resources for content translation. Even large companies with multilingual workforces don't have staff with the depth of bi- or trilingual language skills to effectively translate content. Several options do exist, though, and the route you choose will depend on your business requirements including target languages, quality requirements, special industry knowledge, and, of course, budget.

Translation agencies

For those new to working with agencies, it may be surprising to learn that the services and processes can vary significantly between types of service providers, so you'll want to do your homework before selecting a language partner. One element that is common across agencies is that each will support a unique set of language pairs, so comparing your target languages to the supported languages of any firm you might choose can be a great starting point.

Translation agencies on the lower cost end of the spectrum may provide their services by using nonprofessional native speakers for translation, potentially managed by professionally trained translation staff, focusing on rapid turnaround at a lesser price point.

Language Service Providers (LSPs)

The translation services provided by LSPs, in contrast, are delivered by trained translators who have received extensive language education and potentially professional certification. This ensures that translators are fully fluent in the languages covered and that they understand the nuances of translating content and ideas with respect to applicable cultural variances. Often times, in-country review, testing, and QA are also part of an LSP's internal translation processes. While a more costly source of translations, LSPs will provide the highest quality translations.

If you work in an industry that has special needs, such as use of highly technical language, medical terms, or legal terms, there are agencies who can offer specialized support, which will be critical for your translations to be effective. You'll want to research these needs specifically before choosing your translation provider.

Crowdsourced translation

If you have a large enough international user base, a great way to engage your community is to encourage crowdsourced translations. This approach is cost effective and generally faster, as your users already understand the use of your product or application and the local market culture and requirements.

However, one major concern with crowdsourcing is the quality of the translations. If you decide to crowdsource translations, you may want to have a LSP review the translations. This is called a Hybrid Translation Workflow (see more below).

In our experience, the most successful community translation projects are ones that have full moderation programs in place. This means there is an appointed individual that is responsible for organizing, openly communicating with, and managing all community volunteers. In cases where companies are translating content into multiple languages, multiple moderators may be required to effectively guide the crowd to produce high-quality translations that support specific business goals. Some companies even opt to assign one moderator per language. So in the "Translation budget" section where we mentioned the "explicit" cost of translations, we were alluding to the fact that while you're not paying for translations when you use your community, there are other costs involved in running a high-quality translation crowdsourcing effort. You should consider these resource requirements before you opt to move ahead with crowdsourcing your translations.

"Adopting a localization platform has enabled the Waze community to create a strong, global network of translators, allowing us to support 40+ languages in 200+ countries."

Orit Yehezkel
Head of Localization, Waze

Machine translation

Most people are familiar with Google Translate and may have even experimented with its functionality. So you may be wondering, why not just use a great tool like this, particularly since it's free? When you're translating in-depth content like your website, using machine translation puts your brand at risk because:

· It can't account for certain phrases because of lack of context
· It's difficult for machine translation to accurately translate nuances and slang
· Specific errors are hard to predict and difficult to correct
· Content in the target language can feel choppy or pieced together

In the best case, improper translations make your website look unprofessional. In the worst case, improper translations offend users in your target locale.

If your budget is very limited, however, or you have a very large amount of content, a viable option may be to use machine translation via a free or very low-cost API followed by post-editing by professional translators. This hybrid approach can work very effectively.

Hybrid translation workflows

As mentioned several times, there are multiple options for creating hybrid translation processes that work for your budget and business requirements. Feel free to design the process and workflow that is right for your audience and pocketbook. And if you're thinking about a localization platform, make sure to validate that the platform you're considering easily supports the translation process that meets your business needs.
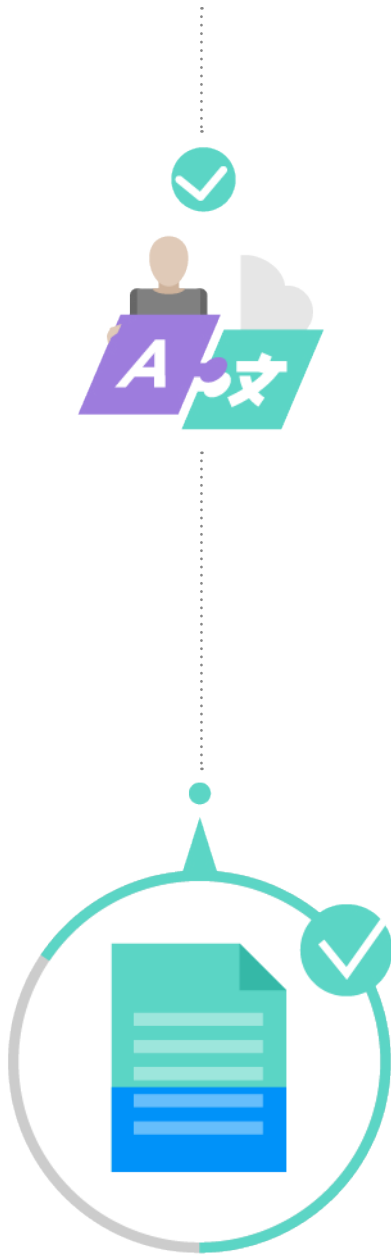
Preparing your translation tools

There are several key support tools that you'll want to provide to your translators to assist them in producing high quality translations that are appropriate for your business. Two tools in particular are most important in the launch phase: Your Translation Glossary and your Style Guide. Once you are in maintenance mode, you'll also want to become familiar with Translation Memory and the benefits it provides. (Translation Memory will be covered in the Maintenance section of this Guide.)

Translation glossary

Translation glossaries ensure coherence and clarity in all your translated materials, creating a consistent user experience. And with studies showing that around 15% of all translation project costs arise from rework caused by inconsistent terminology, a translation glossary is an invaluable tool in supporting your localization efforts. And if your product is highly technical or specialized, your translation glossary is more than invaluable — it's essential to prepare your translators for success.

1. Structure your glossary with purpose

A translation glossary is only helpful if it's organized and easy to navigate. If your glossary includes thousands of terms, your translators are forced to constantly reference the glossary as they're translating. It's a nightmare! And it takes a lot of time.

To create a comprehensive glossary, review existing client-facing materials for frequently used terms. As you build your glossary, double check to make sure each term is only included once. For instance, we wouldn't want our Transifex glossary to include the term and definition for "localization platform," "localization," and "platform."

Structure your glossary to contain key terminology in your source language, as well as approved translations (for that terminology) in your target languages. This helps translators by shortening the time needed to translate strings and frees up your time (or your reviewer's time) because you don't have to double check and see if commonly used terms are translated correctly.

2. Include terms specific to your company or product

One of the key purposes of a glossary is to support consistency in messaging and branding, providing current and future translators with a repository of properly translated company and industry-specific terms. For example, including your company's name in your glossary ensures translators will never attempt to translate (and change) your brand name. This isn't an issue for companies with distinct names like ours, but for companies that share their name with commonly used words like Apple, making a distinction between the brand name and the fruit ensures consistency across digital content in various languages.

It's also important to make a clear distinction between important industry terms and terms that are simply helpful for the translator. Let's use the fast food industry as an example. A majority of fast food chains serve burgers and fries, which may be considered industry terms, but not all restaurants will use a term like "Happy Meal" which is specific to McDonald's. Including burgers and fries in your translation glossary might create unnecessary clutter, whereas including Happy Meal will ensure the product name is used correctly.

3. Make your glossary translator-centric

It can be easy for companies to veer off track when creating their glossaries. Keep in mind that your glossary is a tool for your translators, so put yourself in their shoes when creating it. One of the best ways to do this is to give your translators context. Along with the term and definition, give an example of how the term is often used so they can have a better understanding of the word and when to include it in translations.

Additional information to include in your translation glossary includes the definition of the word, part of speech, and depending on what you're translating, any language variance that may occur, such as differences between American English and British English. Taking the time to create a comprehensive tool for your translators may seem like an exhausting process, but will ultimately reduce the overall cost of translations over time as your translators become familiar with your business's related terminology.

4. Conduct an in-country review

Your translation glossary isn't helpful if your source language terminology isn't correctly translated into your target language. After you've compiled the first draft of your translation glossary, send it to translators who specialize in your target language. Spend some time reviewing any feedback or notes with your translators to see if nuances in language affect or change the meanings of certain translated words or phrases.

Along these lines, continually ask your translators for feedback. The best translation glossaries evolve as the business grows and new products and services – and associated marketing messages – change. You may need to add, change, or delete terms over time, but by involving your translators in this process, you increase your chances of retaining a valuable, high-quality, and helpful translation glossary.

Translation glossaries exist because even the best translators may have difficulty translating a key marketing concept or catch phrase. Give your translators a great resource, make their job easier, and enjoy the benefits over time.

Style guide

In addition to your Translation Glossary, you'll want to provide your translators with a Style Guide, providing them guidance and examples on the style and formality of your brand voice. While you may already have a brand Style Guide for the content you produce in your native language, it's important to create this same resource for each of your target languages. You'll specify tone, punctuation preferences, and the level of formality you'd like to express.

Because of cultural differences, you'll want to take a unique approach for each of your target languages rather than just porting your U.S. style guide into other languages. If you have local market employees, they will be an invaluable resource in the creation of these style guides. If you don't have local offices and staff, you may need to engage your selected translators in the process of creating your style guides as a precursor project before proceeding with your actual translations.

Translating your site content

Wow, you thought you started this project to translate your website, but it took you 19 pages to get here!

Ensure your translation efforts are providing both the expected ROI as well as the required customer relationship support through both statistics and local market feedback.

Don't worry – because you've taken a careful approach to both your infrastructure and selecting and preparing your translators, the going gets much easier. And if you've chosen to use a Localization Automation solution, managing the process is easy too. You'll be providing your selected content to your translation team, managing the process is much more straightforward too.

There is one important step in this phase of the translation process that can be overlooked, but shouldn't be: In-Country Review. It's this step of the process that mitigates expensive errors and rework, and instead, presents a localized site that clearly articulates your company's brand voice and marketing message. This type of review utilizes native speakers of your source and target language, ensuring translation quality across all content. Feedback from native speakers goes beyond translating sentences word for word, ensuring the translated content is appropriate with respect to cultural norms and practices. If possible, the reviews are most effective when they can be performed in context, so that reviewers have the full picture of the text presentation.

3

Maintenance

You've launched your multilingual presence, now what? Unfortunately things don't go on autopilot from here. As with maintaining your source site, there are multiple steps to take to ensure the on-going success of your global sites.

Tracking results

Of course, you'll want to track the traffic to each of your sites to understand whether you're achieving the market coverage you projected. This includes a more nuanced analysis to understand whether the content you've translated is the right content for the market. Are there pages on one of your sites that are never visited? This may mean that you don't want to bother making future content updates to these pages. In any case, you'll want to measure your performance against your original expectations, and use the learnings gained when you look at developing projections for additional markets you may be considering for expansion.

Addressing content updates

Any new or updated content on your main site that will be included in your localized sites should be translated and published regularly to ensure customers or prospects in all your markets have access to your most up-to-date information. Luckily, because you've already created a robust process, these updates should be relatively painless to make. And if you've chosen to use a Localization Automation platform, your new content has been automatically recognized; just select it for translation, and the process will begin with easy tracking of your progress.

Building and maintaining your Translation Memory

Another supporting tool in your translation toolkit is Translation Memory (TM). Translation Memory is a database that captures the approved translations done by your organization over time. The TM stores source text and its corresponding translation in language pairs called "translation units." These units can be sentences, paragraphs, or sentence-like snippets. Translators can access these prior translations when they are working on new, similar content undergoing translation.

As your Translation Memory grows over time, it makes your on-going translation efforts more efficient. Translators can work at a faster pace, delivering more translations in a given time period. And if you're using a translation agency, they typically discount their translation fees to account for "fuzzy matches" (a new translation segment that varies by only 1 or 2 words from a previous translation) or perfect matches, so you'll save money too.

But beyond the economic benefits, TM will provide improved consistency across your translations, even if you're using multiple translation resources. This means that your upfront investment in tailoring your brand voice to each market where you play is protected and reinforced, rather than gradually eroded over time as resources come and go. Think of Translation Memory as your brand IP – a digital record of your brand development work.

Learn more on the benefits of Translation Memory in this infographic.

Summary

Quality implementation of a multilingual set of websites is not for the feint of heart, but with the proper approach, the right tools, and appropriate expectations, nearly any company can implement a multilingual strategy that supports its business goals. A few key things to remember:

- Do your homework at each step of the process; rework due to lack of clarity can add significant expense and delay the timing of any global implementation

- Set reasonable expectations and measure against them

- Make choices that work for your business based on your goals and resource levels.

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We're a global leader in
Localization Automation solutions.

Our Transifex Live platform is an ideal solution for
mid-market companies that need an end-to-end
solution for translation management and global
site hosting.

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localization requirements, integrating with
Transifex using our API or command-line client is
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+1 855-418-5000

www.transifex.com

1050 Chestnut Street, Suite 203
Menlo Park, CA 94025 USA

5 Chimaras, 3rd Floor
Marousi, Attiki 151 25, Greece

Resources for Creating a Globalization Business Case

If you haven't created a business case for international expansion, there are some helpful resources that offer valuable insights:

Structuring your analysis

A Startup's Guide to International Expansion

Metrics for Evaluating International Markets

GDP by country and projected growth rates

World Economic Outlook Database from the International Monetary Fund

Internet Usage and Penetration by Country

Google Analytics – don't forget to see where you might already be attracting global customers

Additional Resources/References

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