

# Website Globalization Guide

## Introduction

Whether you are trying to launch a multilingual website in order to expand the markets for your products and services or you are trying to increase your company's global operational efficiencies by developing multilingual extranets and intranets, Website Globalization is a requirement to make either a reality. In order to enable your web presence to communicate, conduct and complete international e-commerce, you need to translate (globalize) your website. GPI provides website globalization services in over 100 languages including:

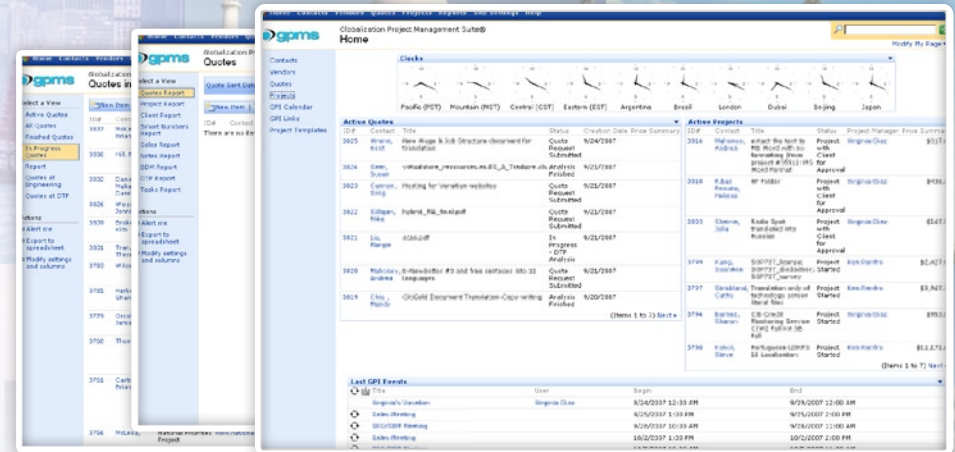
Arabic	Basque	Catalan	Chinese Simplified
Chinese Traditional	Czech	Danish	Dutch
Finnish	French	German	Greek
Hebrew	Hungarian	Indonesian	Italian
Japanese	Korean	Norwegian	Polish
Portuguese	Russian	Slovenian	Spanish
Swedish	Thai	Turkish	Vietnamese

### Website Globalization (G11N) = Internationalization (I18N) + Localization (L10N)

Website translation is also known as "Website Globalization". In order to truly "translate" a website into other languages you may need both Internationalization (I18N) and Localization (L10N) services.

Internationalization (I18N) involves enabling the backend of a website to handle different languages, character sets, currencies, submit form data, site search capabilities, etc... and entails understanding what database and content management systems you are using to author, store and publish your site's content. Many recent versions of Data Base's (DB's) and Content Management Systems (CMS's) already are Internationalized or enabled for other languages. GPI's Internationalization (I18N) Methodology may include Discovery and Assessment through Implementation and Testing.

Localization (L10N) involves translating and localizing the front end of your website into different languages ensuring all content (text and graphics) is translated in an accurate and culturally correct manner. GPI's Localization (L10N) Methodology may include up to 14 steps ranging from Review,



Globalization Project Management Suite®

Analysis and Preparation of a client's source files to Basic Online QA & Testing. This guide covers primarily website localization.

GPI can interface with a wide range of web content management systems under a variety of workflow scenarios ranging from XML exports/imports to direct input of content into your CMS. GPI can also provide consultation on enabling your web CMS to support other languages, and/or incorporating best practices for global website design, development and updates.

All translation projects are completed by professional native-speakers working in teams and utilizing state-of-the-art linguistic tools to ensure quality, consistency and cost-effectiveness of all work.

All projects are assigned a Globalization Services Team (GST) consisting of a Project Manager, Lead Translators, Editors & Copy Writers, Desktop Publishers, Localization Engineers, Internationalization Engineers, Web Content Management Systems Specialists, Web Designers, Web Developers and Global Search Engine Marketing Specialists.













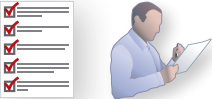





GPI's teams will utilize our own Globalization Project Management Suite® (GPMS) and Globalization Services Information Intranet® (GSII) to handle all aspects of project management and global collaborations.



**FINALIST**  
GSII was chosen as one of five finalists for the 2003 Software and Information Industry Association's (SIIA) 18th Annual Codie Awards for the Best Enterprise Portal Platform.

	Source File Review	Project Kick-Off	Subject Matter Training and Research	Glossary Development	Cultural Correctness Assessment	Translation, Editing and Proofreading	Localization of all Graphics
<b>Team</b>	<ul style="list-style-type: none"> <li>Account Manager</li> <li>Project Manager</li> <li>Localization Engineers</li> <li>Internationalization Engineers</li> <li>Web CMS Specialists</li> <li>Web Designers</li> <li>Web Developers</li> <li>Global SEM Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Account Manager</li> <li>Project Manager</li> <li>Lead Translators</li> <li>Localization Engineers</li> <li>Internationalization Engineers</li> <li>Web CMS Specialists</li> <li>Web Designers</li> <li>Web Developers</li> <li>Global SEM Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> <li>Desktop Publishers</li> <li>Localization Engineers</li> <li>Web Designers</li> </ul>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>Companies wanting to translate their website put together all of the source files from their site (called a "Localization Kit") for a globalization services provider to analyze.</li> <li>The files are prepared in order to utilize a translation memory tool workflow and preserve any mark-up/formatting code in order to save time and costs with desktop publishing the language versions.</li> <li>A proposal is generated based on an array of factors including word counts, localizable graphics, target languages and any content management systems and workflows to be used.</li> </ul>	<ul style="list-style-type: none"> <li>A Project "Kick-Off" includes and confirms the following:               <ul style="list-style-type: none"> <li>✓ The project team</li> <li>✓ Project schedules</li> <li>✓ Project specifications</li> <li>✓ Workflow requirements</li> <li>✓ Communication channels</li> <li>✓ Review &amp; approval opportunities</li> <li>✓ Review current web authoring and publishing workflow.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>A Globalization Services Team (GST) will review/study any reference materials provided, including source files, demos and general client information.</li> <li>In addition, there may be client-specific training for translation teams related to the subject matter of the website.</li> </ul>	<ul style="list-style-type: none"> <li>Translation teams develop and maintains client specific glossaries leveraging any existing client glossaries and the latest industry-specific dictionaries.</li> </ul>	<ul style="list-style-type: none"> <li>Before the actual translation begins, the source web content and overall site design and feature set is reviewed for basic cultural correctness and customizations that may be required.</li> <li>An array of issues are reviewed ranging from the need to culturally customize graphics and adding local phone numbers to comprehensive customization of website features based on locale specific cultural values.</li> </ul>	<ul style="list-style-type: none"> <li>Translation is performed by a base translation/copy writing team, and editing/proofreading by a second linguistic team.</li> <li>All translations are completed by human translators, utilizing translation memory technologies that ensure an efficient and consistent translation.</li> </ul>	<ul style="list-style-type: none"> <li>All embedded translatable text commonly found in navigation buttons, web art and other web graphics are pulled from graphics and translated using the standard translation workflow.</li> <li>The translated text is then incorporated into the original graphic, adjusting as required, to create a language or "localized" version of the graphic.</li> </ul>
<b>Quality Assurance</b>	<p>GPI follows a comprehensive, customizable and fully documented Quality Control Process. Each step in our translation workflow includes a series of checklist-based quality audits to ensure the accuracy of the translation and desktop publishing. Our client's QA and workflow processes can also be easily incorporated into our workflow.</p>			<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>		<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>	

**Please note:** The translation process shown here represents a basic website translation workflow adhering to both GPI's documented Quality Assurance Process and Global Best Practices for producing multilingual websites. GPI's web translation process is routinely customized to align with our clients' document authoring, content management, quality assurance and publishing workflows.

<b>Formatting of Language Documents</b> 	<b>Localization of Multimedia</b> 	<b>QA / Testing</b> 	<b>Delivery to Client</b> 	<b>Final Edits and Archiving of Files</b> 	<b>SEO and Internet Marketing</b> 
					
<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> <li>• Web Designers</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> <li>• Web Designers</li> <li>• Web Developers</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Localization Engineers</li> <li>• Internationalization Engineers</li> <li>• QA-Testers</li> <li>• Web CMS Specialists</li> <li>• Web Designers</li> <li>• Web Developers</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Global SEM Specialists</li> </ul>
<ul style="list-style-type: none"> <li>• Many websites have an array of linked documents which may require localization.</li> <li>• Formatting or desktop publishing (DTP) of these documents includes formatting the target language documentation to match the original source documents in terms of layout, fonts, graphics, and overall design.</li> <li>• Adobe PDF's can be created and optimized for screen or print and linked off of the new website.</li> </ul>	<ul style="list-style-type: none"> <li>• Many websites incorporate various multimedia components which may require localization.</li> <li>• Multimedia must be analyzed individually for numerous items. These items range from determining word counts in screen text, audio scripts and graphics, to the analysis of the types of assets and how they were digitized and included in your multimedia.</li> <li>• All multimedia can be localized and tested to play in any target languages.</li> </ul>	<ul style="list-style-type: none"> <li>• GPI provides basic Online Localization Quality Assurance (QA) as a standard line item for all website projects.</li> <li>• This QA checks the language versions of your site under selected browser-OS combination for any cosmetic or linguistic issues, and will help identify basic functionality issues as well.</li> <li>• Typically all testing is client-driven and GPI's professionals can work side by side with your expert users to perform Internationalization (I18N), Localization (L10N) and/or Functionality Testing, onsite or offsite.</li> </ul>	<ul style="list-style-type: none"> <li>• After the website and all components have been localized, final draft sets of the source files in all target language versions are provided to the client.</li> <li>• Client may review and approve all web content for both translation accuracy and design correctness.</li> <li>• Another round of QA is performed once language versions of a website are in their final hosting environment</li> </ul>	<ul style="list-style-type: none"> <li>• Client provides any final comments for the translation and formatting.</li> <li>• Comments are incorporated and final websites and documents are produced.</li> <li>• GPI ensures the client's Translation Memories and Glossaries are updated with any final linguistic changes and the final project folder, including all source files are securely stored for future revisions if required.</li> </ul>	<ul style="list-style-type: none"> <li>• GPI recommends the client plan on and conduct some form of global internet marketing (IM) and/or search engine marketing (SEM) in order to drive traffic to your new language sites.</li> <li>• This may include global search engine optimization of the localized web content, submission of pages to key country (locale) search engines and pay-per-click marketing campaigns through services like Google AdWords or Overture.</li> </ul>
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## Website Localization Kit

### Getting Started: "Your Source Files"

Clients are asked to provide a complete set of source files, also known as a "Localization Kit".

### Website Localization Kit should include:

1. Your site(s) URL
2. Any passwords or login instructions
3. Summary of site architecture
4. Summary of any technologies and/or development toolsets used to develop your site
5. All files that make up your site in their original folder/file structure
6. All original graphics used in your site (artwork, background, navigation buttons)
7. All application source files (Word, FrameMaker, Quark, etc.) for any documentation available via your site
8. All application source files (Flash, Director, Authorware, etc.) for any multimedia available via your site
9. A list (if available) of all files that need to be translated

### These files are analyzed for:

- number of words
- source and target languages
- subject matter
- desktop publishing requirements
- source and target file formats
- client review and approval requirements
- client workflow requirements

A comprehensive quotation packet is generated, including all tasks, costs and timelines required to complete the project. Clients are given the opportunity to review and approve every quote.

The image shows a 'QUOTE' form with three main sections: 'QUOTE', 'TASKS', and 'SCHEDULE'. The 'QUOTE' section includes fields for Quote #, Date, Company, Contact, Address, City, State, Country, Phone, and Fax. The 'TASKS' section is a table with columns for 'Product Name', 'Language Assumptions', 'Est. # of Words', 'Est. # of Characters', 'Est. # of Images', 'Est. # of Audio/Video', 'Est. # of Animations', 'Est. # of Flash', 'Est. # of Director', 'Est. # of Authorware', 'Est. # of Multimedia', 'Est. # of Database', 'Est. # of Software', and 'Est. # of Help'. The 'SCHEDULE' section is a table with columns for 'Task', 'Start Date', 'End Date', and 'Status'.

## Questions about your Web Project

To get started, GPI asks that you fill out the questions at the back of this guide, and provide us with a copy of your source files (Localization Kit).

1. What is the URL for the website you wish to translate?
2. What languages (locales) do you want the site localized into?
3. Please describe your website's architecture including mark-up/scripting languages used and Databases (if any)?
4. Where would we find localizable (translatable) content?
5. Should the localizable content in presentation and/or application layers be extracted into resource files? (This will end in a single application with multiple language resource files). Note that source code modification will need to be performed.
6. Should the Database Structure be modified to handle multiple locales in the same instance? (This will end in a single Database, enabled to handle strings in multiple languages/locales). Note that Database Structure/Data modifications will need to be performed.
7. Please describe which of the following features the new localized site/application should allow for (and currently does not):
  - Locale-specific sorting
  - Changing number formats (e.g. decimal separators)
  - Changing currency formats
  - Changing time and date formats
  - Changing units of measure
  - Changing address, phone number and postal code formats
8. Do you employ any native speakers of the target languages with knowledge of your products/services who can serve as your company's reviewers of the translation you receive from GPI?
9. If documentation has been translated can you send us the translation memory?
10. Do any of the graphics require localization? (There is text within the graphic and/or the graphics are culturally inappropriate.)
11. Is there any additional graphic content (e.g. screenshots from a new localized product) that needs to be completed first?
12. Do you want GPI to perform QA/Testing? And in such a case what type of QA/Testing are you interested in?
  - Internationalization
  - Localization
  - Functionality