Website Globalization

Localization of www.GoActive.com

Platform: Proprietary Content Management System

Languages: Simplified Chinese, French, German, Japanese, Brazilian Portuguese, Spanish

Tools: MS Word, Trados, Dreamweaver

About the project:

Globalization Partners International (GPI) provided website globalization services in Simplified Chinese, French (France), German, Japanese, Brazilian Portuguese, and Spanish for McDonald's high profile, interactive website (GoActive.com). The site was developed in partnership with the International Olympic Committee and the American College of Sports Medicine. GoActive.com encourages and provides specific steps to help people around the world incorporate physical fitness into their daily lives.

GPI worked closely with McDonald's Interactive Agency, Marsteller, who designed the English site. McDonalds was using a proprietary web content management system (web CMS) to publish their English content and needed to utilize the CMS to handle multiple languages. After reviewing the CMS's functionality, GPI designed a simple 5-step custom localization workflow in order to interface with the proprietary CMS and provide website globalization services.

The workflow included:

1) extraction of translatable text from the CMS

2) preparation of all files for glossary development, translation and editing

3) glossary development

4) importation of the translated content back into the CMS

5) online quality assurance (QA) before new content was published

Translation Memory technology was used in order to provide McDonalds with consistency, cost-effective pricing on repeat text, and an easy workflow for updates and enhancements to the site. McDonalds and Marsteller chose to have review and approval opportunities in conjunction with the online QA stages prior to launch.

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About the client:

McDonalds Corporation is the world's leading food service retailer with more than 30,000 restaurants in 119 countries, serving 47 million customers each day. McDonalds is one of the world's most well-known and valuable brands and holds a leading share in the globally branded quick service restaurant segment of the informal eating-out market in virtually every country in which they operate.

Results:

"GPI's understanding of web content management systems and their ability to work as part of a global web team contributed to the completion of our GoActive site under very tight deadlines as was needed in order to launch the site in time for the 2004 Olympic Games," said Jonathan Tauber, McDonalds Marketing Manager, Sports Alliances. "GPI had a very innovative, documented and comprehensive web localization process which was required on such a high-profile and high-traffic web property," said Erin Byrne, Managing Director, Marsteller."

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