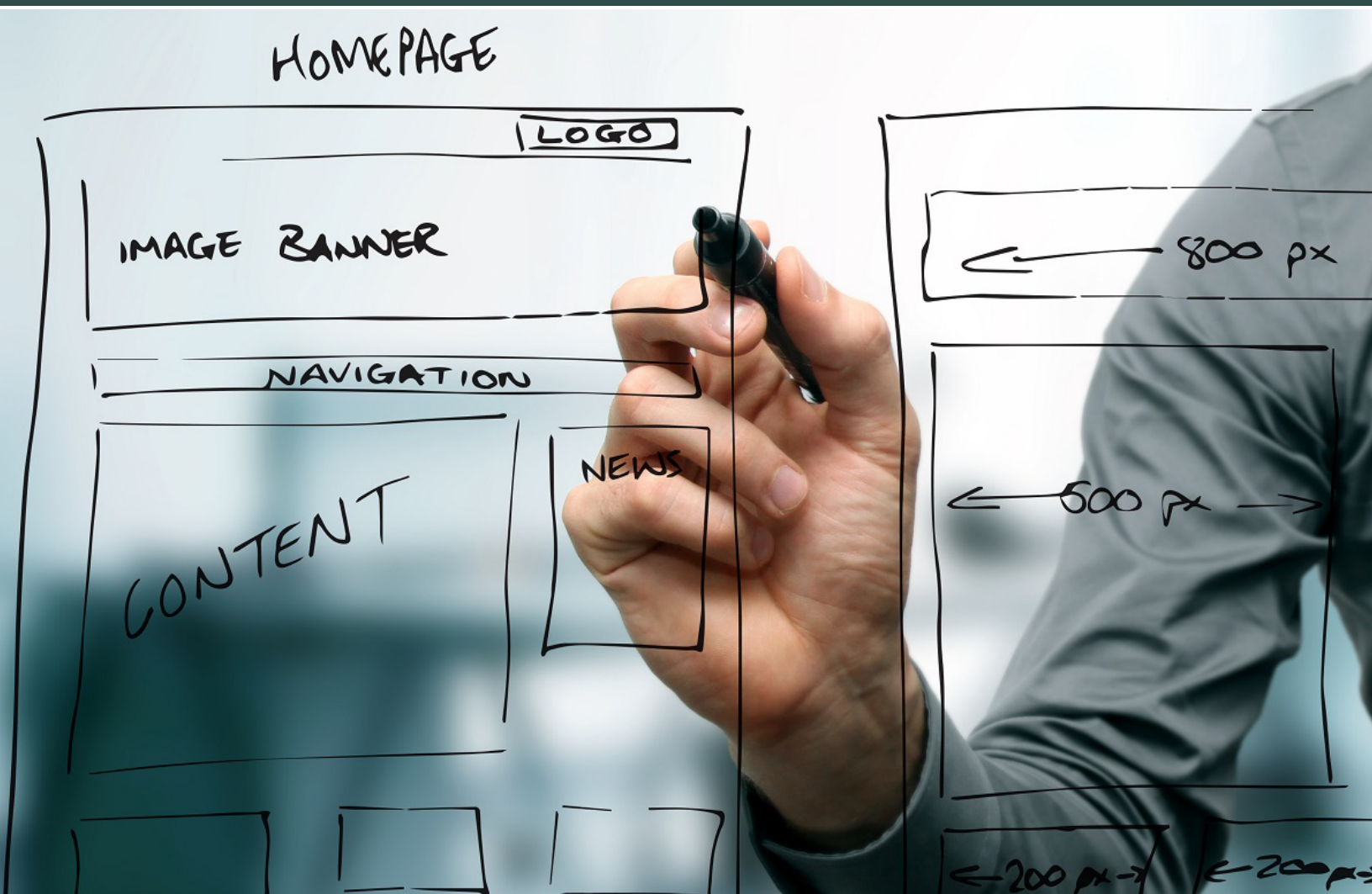




Globalization
Partners
International

16 Steps to Website Translation Success



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This eBook was authored and produced by Globalization Partners International (GPI).

The information provided in this eBook is a combination of curated and contributed content from various sources including:

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Translation Services

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- [Multilingual Desktop Publishing & Design](#)
- [Website Localization](#)
- [Software Localization](#)
- [Audio/Video Localization](#)
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Table of Contents

Introduction	1
Getting Started: Your Source Files	3
Questions About Your Web Project	4
Website Translation Process	5
Review & Analysis of Source Website Assets	7
Best Practice Multilingual Workflow Based on CMS	8
Project Kick-Off	9
Subject Matter Training and Research	10
Cultural Correctness Assessment	11
Glossary & Style Guide Development	12
SEO - Keyword Research	
& Localization	13
Translation, Editing and Proofreading	
(Transcreation-Copy Writing)	14
Localization of all Graphics	15
Localization of Documents	16
Localization of Multimedia	17
Basic Online QA & Testing	18
SEO and Internet Marketing	19
Launch Language Versions	20
Final Delivery	21
Final Edits and Archiving of Files	22
Resources	23

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. 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 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, and currencies; submit form data, add site search capabilities, etc. It also entails understanding which database and content management systems you are using to author, store and publish your site's content. Many recent versions of databases and content management systems (CMSs) 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 16 steps ranging from review, analysis and preparation of a client's source files to basic online QA & testing.

GPI can interface with a wide range of web CMSs 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.

All projects are assigned a Globalization Services Team (GST) consisting of a project manager, base translators and copywriters, proofreaders, localization engineers and desktop publishers.

Your Globalization Services Team will utilize our Globalization Project Management Suite® (GPMS) and award-winning Translation Portal to help manage:

1. Quality assurance (QA)
2. Status reporting
3. Project schedules
4. Budget tracking
5. Management of all global resources
6. Project archiving and Translation Memory management

To learn more about GPI's Translation Services Portal, please visit: www.translationportal.com. You can register and use the portal for free including its budget builder, quick quote calculator and a library of useful global business links.



The image displays two overlapping screenshots of GPI's software interfaces. The background screenshot shows the 'Globalization Project Management Suite' (GPMS) dashboard, which includes a navigation menu with links like Home, Contacts, Vendors, Quotes, Projects, Reports, and Admin. It also features a row of analog clocks for different time zones and a calendar view. The foreground screenshot shows the 'Translation Services Portal' login page. This page has a header with the GPI logo and navigation links. The main content area includes a login form with fields for 'User Name' and 'Password', a 'Sign In' button, and a link to 'Create an account now!'. A large image of the Statue of Liberty is featured on the right side of the portal page. Below the login form, there is a 'Watch the Demo' section and a 'Latest Blog Entries' section with a post about the '2014 EPIServer Summit'.

Globalization Project Management Suite® and Translation Portal

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 and/or content management system used
4. All original graphics used in your site (artwork, background, navigation buttons)
5. All application source files (Word, FrameMaker, Quark, etc.) for any documentation available via your site
6. All application source files (Flash, Director, Authorware, etc.) for any multimedia available via your site
7. A list (if available) of all files that need to be translated
8. Please note, today with most websites being CMS-driven (content management system) it is easy to export content out for quote preparation and analysis.

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 and CMS workflow requirements

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













QUOTE			
Quote #: _____		Date: _____	
To: _____		From: _____	
Contact: _____		Company: Globalization Partners International, LLC	
Address: _____		Address: 9000 Towers Crescent Drive, Suite 1350	
City, State: _____		City, State: Vienna, VA	
Country: _____		Country: USA	
Phone: _____		Direct line only	
Mobile: _____		Fax: 202-478-4956	
Email: _____		Email: info@globalizationpartners.com	
CC: _____		CC: _____	
Brief Description of Quote: _____			
Documentation Globalization: _____			
Price Summary: \$0.00		Turnaround Time: _____ business days	
Client PO #: _____		Languages: _____	
Source Files or Kits received by GPI: _____			
<input type="checkbox"/> Complete <input type="checkbox"/> Incomplete <input type="checkbox"/> Not Submitted		<input type="checkbox"/> Complete <input type="checkbox"/> Incomplete <input type="checkbox"/> Not Submitted	
Quote Assumptions and Disclaimers: _____			
<p>GPI strongly advises the client to contract GPI to complete the basic online post DTP QA step for websites/web application software/documents/printed proofs. GPI assumes NO liability for errors of any kind and/or omissions in any final product if the client does not provide GPI the opportunity to proof final files prior to printing, publishing or distribution in any form.</p> <p>IF GPI does not receive written comments or the signed Client Review and Approval form within 10 business days of the delivery date, the translation (deliverables) will be deemed reviewed, approved and fully accepted for use by the client, and the project invoice will be issued by GPI.</p>			
Signed: _____		Date: _____	

TASKS						
Quote #: 0		Language Assumptions:				
Language: <div>Language: Independent</div>						
PROJECT SETUP	QTY	UNIT	RATE	PRICED TOTAL	TOTAL	
Project Overview		hour	\$50.00	\$50.00		
Project Definition		hour	\$50.00	\$50.00		
Project Objectives		hour	\$50.00	\$50.00		
Project Scope		hour	\$50.00	\$50.00		
Project Deliverables		hour	\$50.00	\$50.00	\$50.00	
LANGUAGE SERVICES						
Translation (English to Spanish)	0	word(s)	\$50.00	\$50.00		
Translation (Spanish to English)	0	word(s)	\$50.00	\$50.00		
Translation (English to French)	0	word(s)	\$50.00	\$50.00		
Translation (French to English)	0	word(s)	\$50.00	\$50.00		
Translation (English to German)	0	word(s)	\$50.00	\$50.00		
Translation (German to English)	0	word(s)	\$50.00	\$50.00		
Translation (English to Italian)	0	word(s)	\$50.00	\$50.00		
Translation (Italian to English)	0	word(s)	\$50.00	\$50.00	\$50.00	
DOCUMENTATION & GRAPHICS						
All in One Project Overview	1	hour	\$50.00	\$50.00		
Project Overview		hour	\$50.00	\$50.00		
Project Definition		hour	\$50.00	\$50.00		
Project Objectives		hour	\$50.00	\$50.00		
Project Scope		hour	\$50.00	\$50.00		
Project Deliverables		hour	\$50.00	\$50.00	\$50.00	
MULTIMEDIA						
Audio of the Project Overview	1	hour	\$100.00	\$100.00		
Audio of the Project Definition	1	hour	\$175.00	\$175.00		
Project Overview		hour	\$50.00	\$50.00		
Project Definition		hour	\$175.00	\$175.00		
Project Objectives		hour	\$50.00	\$50.00	\$50.00	
SOFTWARE & HELP						
Software Overview		hour	\$75.00	\$75.00		
Software Definition		hour	\$50.00	\$50.00		
Software Objectives		hour	\$50.00	\$50.00		
Software Scope		hour	\$75.00	\$75.00		
Software Deliverables		hour	\$75.00	\$75.00		
Software Help		hour	\$75.00	\$75.00	\$50.00	
WEBITE						
Web Site Overview		hour	\$50.00	\$50.00		
Web Site Definition		hour	\$75.00	\$75.00		
Web Site Objectives		hour	\$50.00	\$50.00		
Web Site Scope		hour	\$50.00	\$50.00		
Web Site Deliverables		hour	\$75.00	\$75.00		
Web Site Help		hour	\$75.00	\$75.00		
Web Site		hour	\$75.00	\$75.00	\$50.00	
OTHER SERVICES & FEES						
Project Overview		day	\$50.00	\$50.00	\$50.00	
SCHEDULE				SUBTOTAL:	\$50.00	
				Project Overview	\$50.00	

Questions About Your Web Project

To get started, GPI asks that you answer the below questions and provide us with a copy of, or access to, your source files (Localization Kit).

Translation Questions:

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. Which web content management system (CMS) is being used to author and publish the site? 
5. 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? 
6. If your content has been translated before can you send us any glossaries, Translation Memory or links to previous translations? 
7. Do any of the graphics require localization? (There is text within the graphic and/or the graphics are culturally inappropriate.) 
8. Will you provide GPI's team and translators direct access to the CMS? 
9. Will you export and reimport the translated content via the CMS functionality? 
10. Are you planning on performing global search engine optimization with your website translation project? 
11. Has the CMS been properly configured to support a multilanguage website? 
12. Do you have a specific schedule for localization and launch of your language versions? 

Website Translation Process

According to global website deployment best practices, the website translation/localization process should include approximately 16 steps. This workflow adheres to translation industry best practices and can be customized to fit your workflow needs. Each step in the website translation process involves:

1. Select Team Members
2. Tasks
3. Quality Assurance Procedures

Each of the following 16 Steps includes a combination of 1-3 as detailed in the following pages/steps.

GPI will utilize Translation Memory technology to store all completed translation source and target language content to ensure consistency and cost savings across projects.

Translation Memory is a tool that stores all translations including source and target languages to ensure consistency and cost savings from project to project. To learn more about Translation Memory tools please see: [Guide to Translation Memory \(TM\)](#) and [What is a Translation Memory \(TM\)?](#)

1

Review & Analysis of Source Website Assets



2

Best Practice Multilingual Workflow Based on CMS



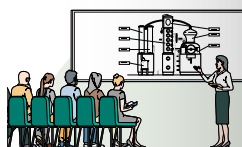
3

Project Kick-Off



4

Subject Matter Training and Research



5

Cultural Correctness Assessment



6

Glossary & Style Guide Development



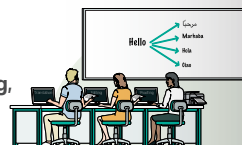
7

SEO - Keyword Research & Localization



8

Transcreation- Copy Writing (Translation, Editing, Proofing)



9

Localization of all Graphics



10

Localization of Documents



11

Localization of Multimedia



12

Basic Online QA & Testing



13

SEO and Internet Marketing



14

Launch Language Versions



15

Delivery to Client



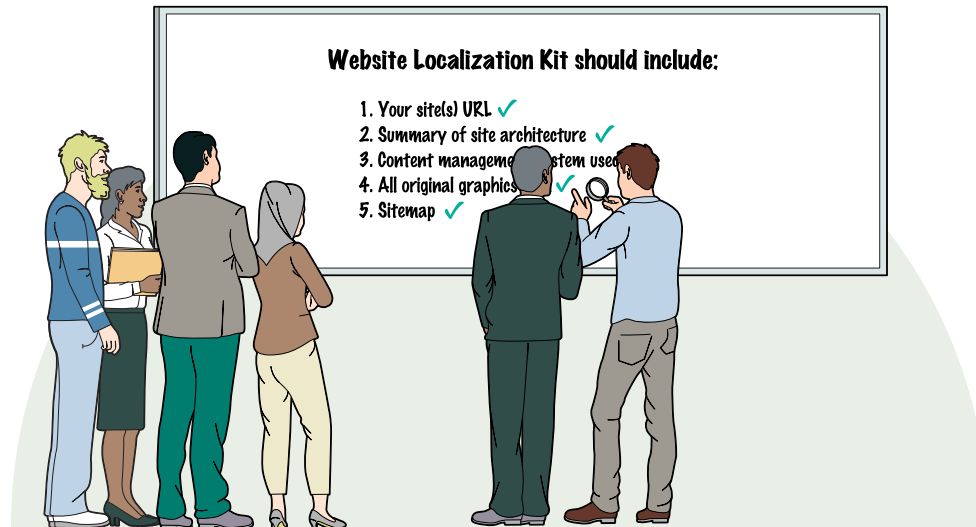
16

Final Edits and Archiving of Files



Review & Analysis of Source Website Assets

01



Team

- Account Manager
- Project Manager
- Localization Engineers
- Internationalization Engineers
- Web CMS Specialists
- Web Designers
- Web Developers
- Global SEM Specialists

Tasks

- To start the process, a translation vendor will want to analyze the source files from your site (called a "Localization Kit"). Many times this is a matter of a simple content export from the website CMS.
- 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.
- A proposal is generated based on an array of factors including word counts, localizable graphics, target languages and any CMSs and workflows to be used.

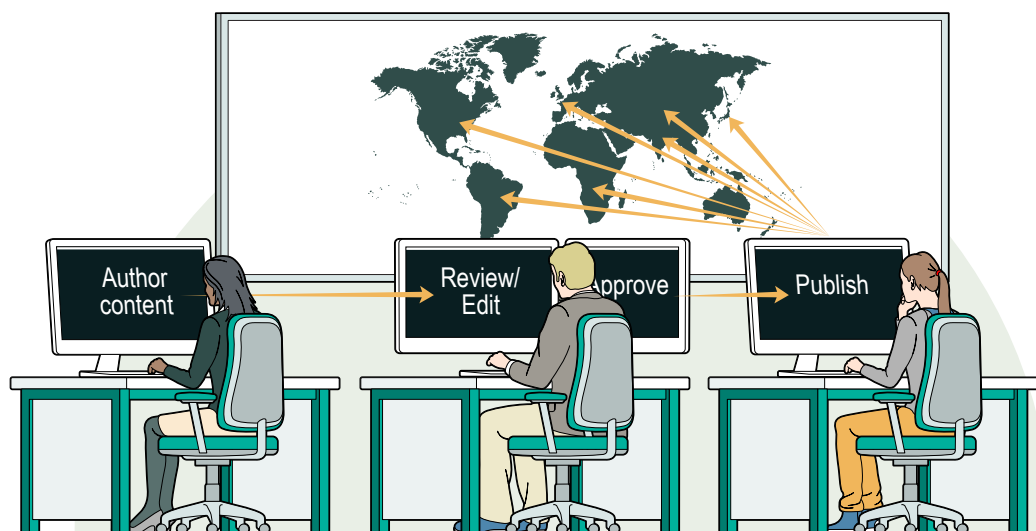
Quality Assurance



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. Your QA and workflow processes can also be easily incorporated into our workflow.

Best Practice Multilingual Workflow Based on CMS

02



Team

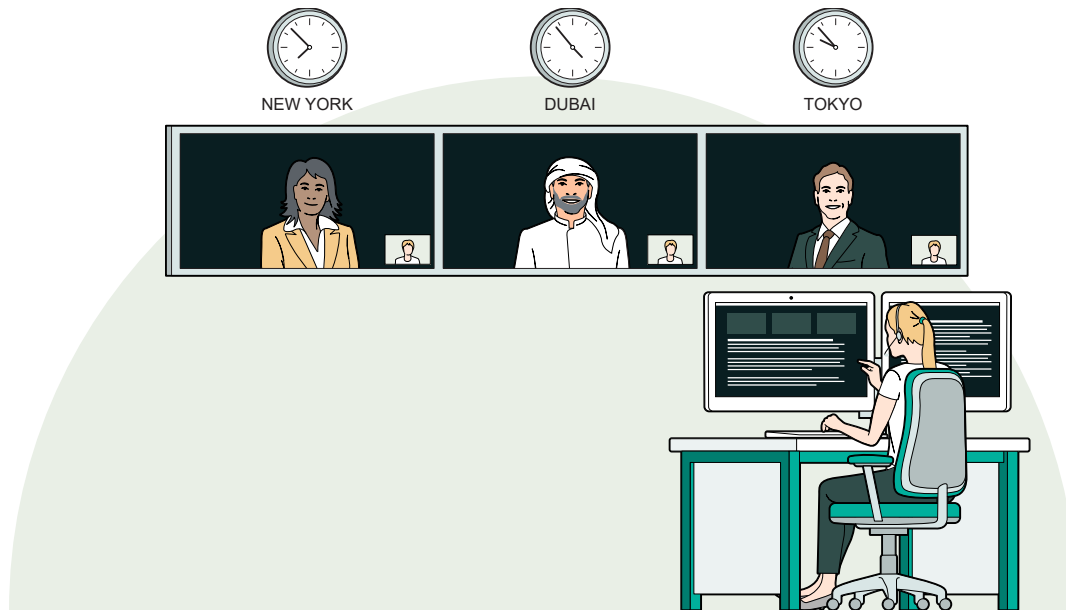
- Account Manager
- Project Manager
- Lead Translators
- Localization Engineers
- Internationalization Engineers
- Web CMS Specialists
- Web Designers
- Web Developers
- Global SEM Specialists

Tasks

- Today many websites are powered by web content management systems (CMS) and many enterprises author, store, and publish content from a central CMS. GPI has extensive experience interfacing with a variety of CMSs in order to help you author and publish multilingual content destined for an array of target formats.
- Website translations can be provided under a multitude of workflows including any combination of:
 - ✓ Directly interfacing and inputting translations into your CMS
 - ✓ Receiving content that has been exported to XML or other formats for us to localize and return
 - ✓ Deployment of a custom connector between your CMS and our GPMS (Globalization Project Management Suite)
- Remember to discuss your CMS's language support capabilities and configuration requirements in order to receive recommendations on workflows, translation connectors and/or enhancements to your CMS functionality.

Project Kick-Off

03



Team

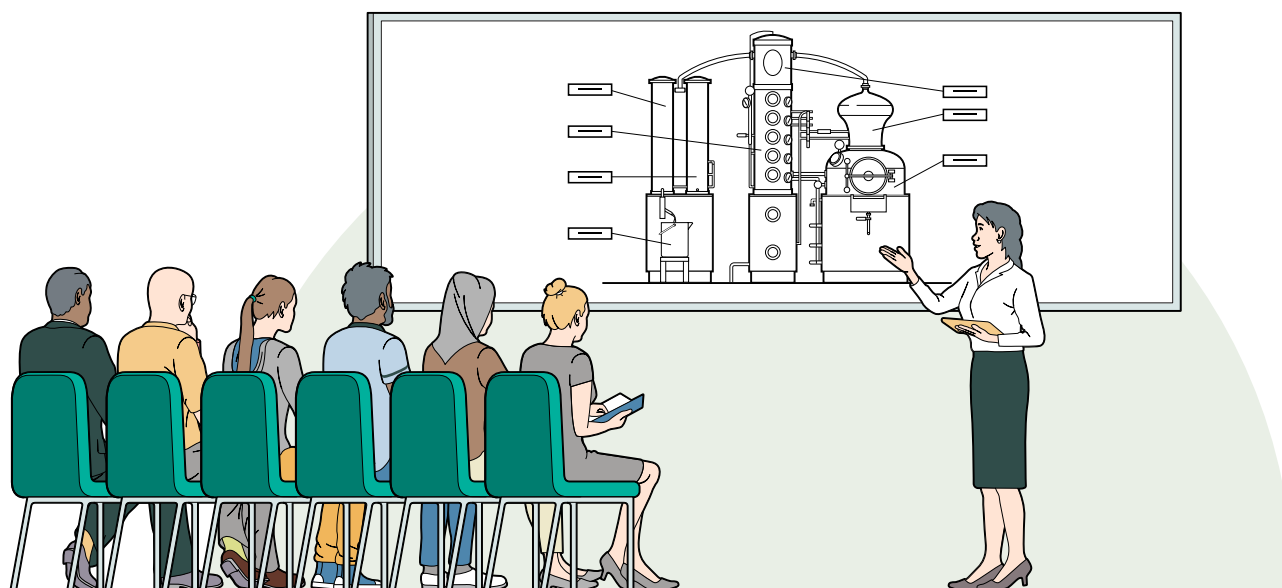
- Account Manager
- Project Manager
- Lead Translators
- Localization Engineers
- Internationalization Engineers
- Web CMS Specialists
- Web Designers
- Web Developers
- Global SEM Specialists

Tasks

- A project kick-off includes and confirms the following:
 - ✓ The project team
 - ✓ Project schedules
 - ✓ Project specifications
 - ✓ Workflow requirements
 - ✓ Communication channels
 - ✓ Review & approval opportunities
 - ✓ Review current web authoring and publishing workflow

Subject Matter Training and Research

04



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers

Tasks

- A Globalization Services Team (GST) will review/study any reference materials provided, including source files, demos and general client information.
- In addition, there may be client-specific training for translation teams related to the subject matter of the website.

Cultural Correctness Assessment

05



Team

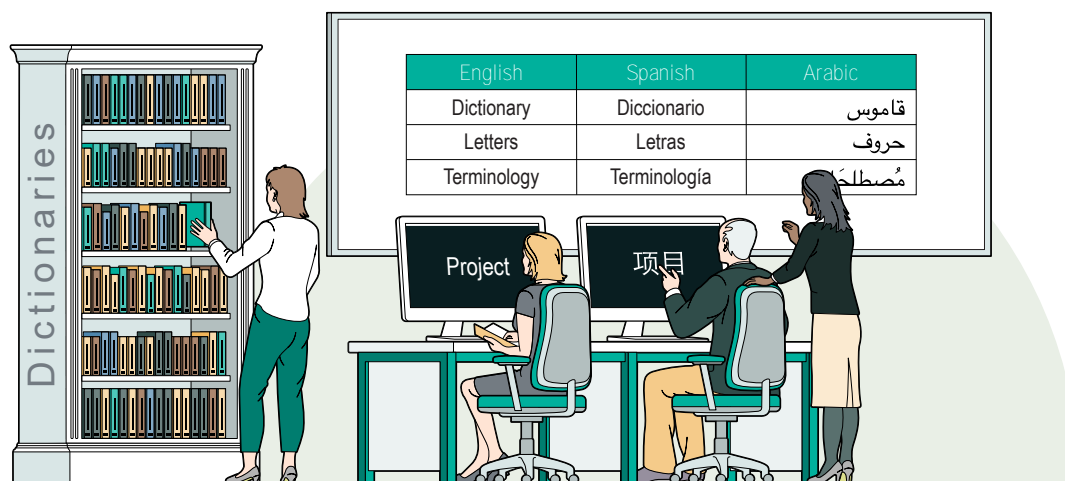
- Project Manager
- Lead Translators
- Editors & Copy Writers

Tasks

- 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.
- 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.

Glossary & Style Guide Development

06



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers

Tasks

- Translation teams develop and maintain company-specific glossaries leveraging any existing glossaries and the latest industry-specific dictionaries. Glossary development is a critical first step to ensure that company- and industry-specific terminology is collected, researched, and consistently translated throughout the translation process. An ongoing effort of terminology management from project to project is important as well.

- Glossaries can be divided into terms, brand names and SEO keywords.
 - ✓ Terms are created by a process of review, extraction, research and translation of company/product-specific and industry-specific terminology.
 - ✓ Brand Names are usually provided by you and represent company names, product names, services' names and any trademarked names.
 - ✓ SEO keywords are a list of words/phrases that your customers should use to find them on the internet. This list is many times created as part of a later SEO effort and in conjunction with web content translations.
 - ✓ Glossary development is a collaborative service and is best completed with review and approval.

Quality Assurance



You are given an opportunity to review and approve at several stages in the website translation process.

SEO - Keyword Research & Localization

07

Team

- Project Manager
- Lead Translators
- Editors & Copy Writers

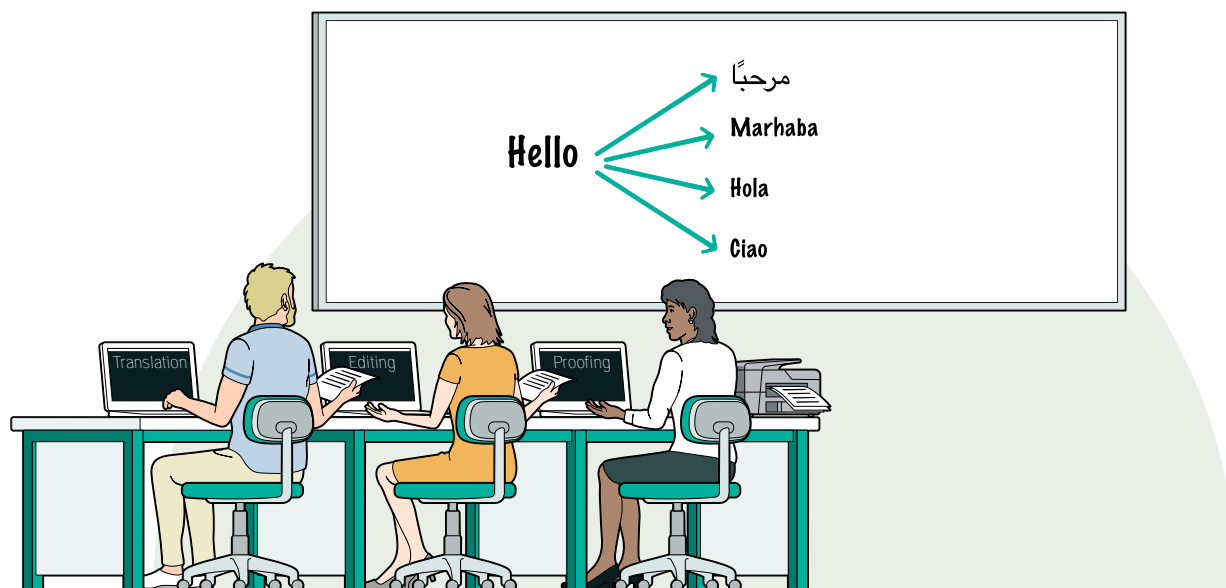
Tasks

- Launching a multilingual website is one step in establishing a truly global online presence. What will you do to drive traffic to the new language versions of your website? You need to make sure your new language websites are well received and well visited by your audience around the globe.
- It is highly recommended that as part of any new website design and development project, and/or as part of a website globalization project, you perform some initial and ongoing Search Engine Marketing (SEM). This should include both organic Search Engine Optimization (SEO) and Search Engine Advertising (SEA) such as Pay-Per-Click (PPC), paid inclusions or contextual advertising.
- GPI will conduct your multilingual keyword analysis, ranging from terminology accuracy equivalents to keyword density factor evaluation and competition analysis.
 - ✓ Client-suggested keywords list as reference.
 - ✓ Keywords localization and customization.
 - ✓ Language competitors' keywords list.
 - ✓ Keywords analysis using search engines tools.
 - ✓ Filter and rate by (business relevance, popularity, competition).
 - ✓ Testing keywords.
 - ✓ Finalizing keywords list by priority.
- Multilingual keyword research and keywords localization
 - ✓ For global search engines and internet users, your website starts with a keyword. Selecting your website keywords is the real core of SEO process. Keyword research is one of the primary tasks that help your website content popularity in search engines versus your competition. Simply translating keywords will NOT be effective in improving Search Engine Results Pages (SERPs) for multilingual websites on most global search engines. In addition, many times the resulting keywords derived from a straight translation will not even be the common words or phrases used by potential customers to find your products or services. Keywords and search terms are different from country to country and as well from one language to another.



Translation, Editing and Proofreading (Transcreation-Copy Writing)

08



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers

Tasks

- Translation is performed by a base translation/copy writing team and edited/proofread by a second linguistic team.

- All translations are completed by human translators utilizing Translation Memory technologies that ensure an efficient and consistent translation.
- ✓ Please note: Multilingual SEO is a process to optimize your website pages in order to achieve good indexing and to help your individual webpages rankings. While on page SEO can be completed after the site is initially localized, it is more cost effective and time efficient to complete the keyword list and onpage SEO during the translation/transcreation step.

Quality Assurance



You are given an opportunity to review and approve at several stages in the website translation process.

Localization of all Graphics

09



Team

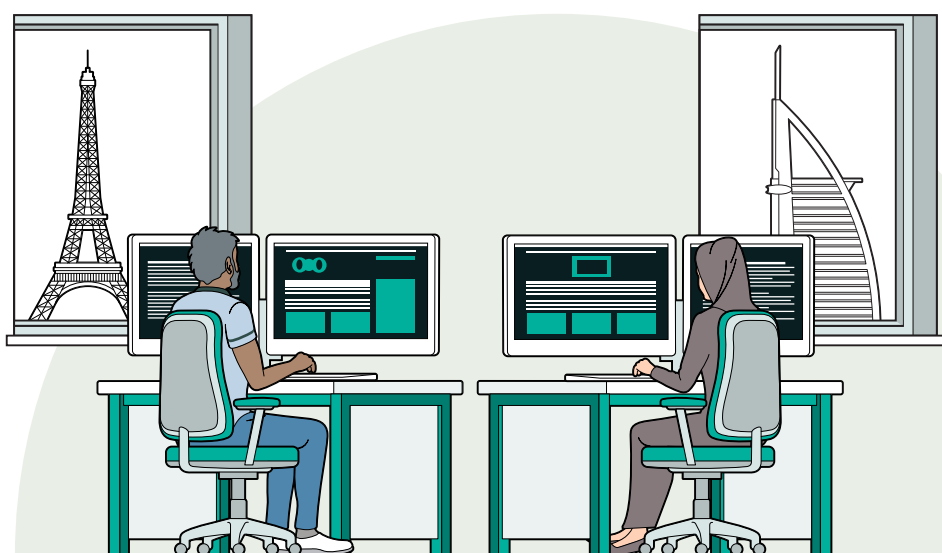
- Project Manager
- Lead Translators
- Editors & Copy Writers
- Desktop Publishers
- Localization Engineers
- Web Designers

Tasks

- 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.
- The translated text is then incorporated into the original graphic, adjusting as required, to create a language or “localized” version of the graphic.
- Care must be taken to design pages and graphics for languages that expand and take up more space.

Localization of Documents

10



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers
- Desktop Publishers
- Localization Engineers
- Web Designers

Tasks

- Many websites have an array of linked documents which may require localization.
- 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.
- Adobe PDFs can be created and optimized for screen or print and linked off of the new website.

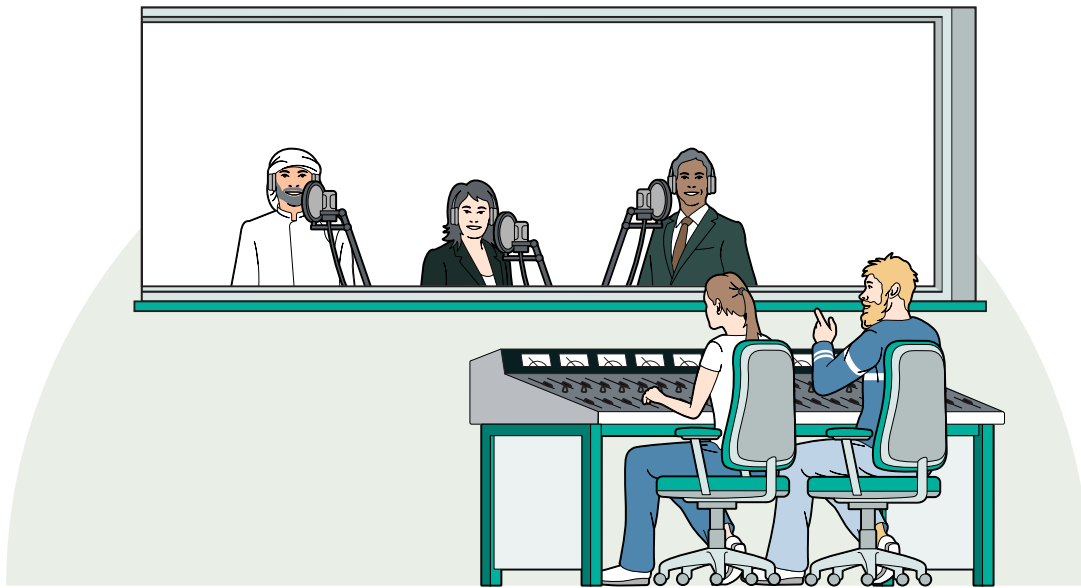
Quality Assurance



You are given an opportunity to review and approve at several stages in the website translation process.

Localization of Multimedia

11



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers
- Desktop Publishers
- Localization Engineers
- Web Designers
- Web Developers

Tasks

- Many websites incorporate various multimedia components which may require localization.
- 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.
- All multimedia can be localized and tested to play in any target languages.

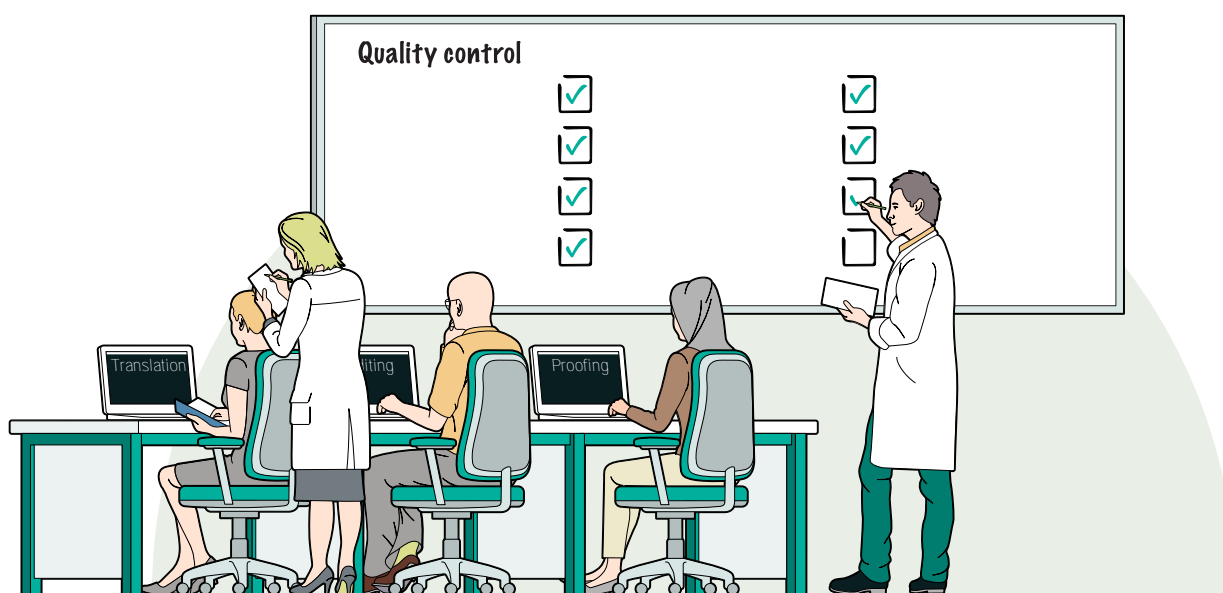
Quality Assurance



You are given an opportunity to review and approve at several stages in the website translation process.

Basic Online QA & Testing

12



Team

- Project Manager
- Lead Translators
- Editors & Copy Writers
- Localization Engineers
- Internationalization Engineers
- QA Testers
- Web CMS Specialists
- Web Designers
- Web Developers

Tasks

- GPI provides basic online localization quality assurance (QA) as a standard line item for all website projects.
- 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.
- 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.

SEO and Internet Marketing

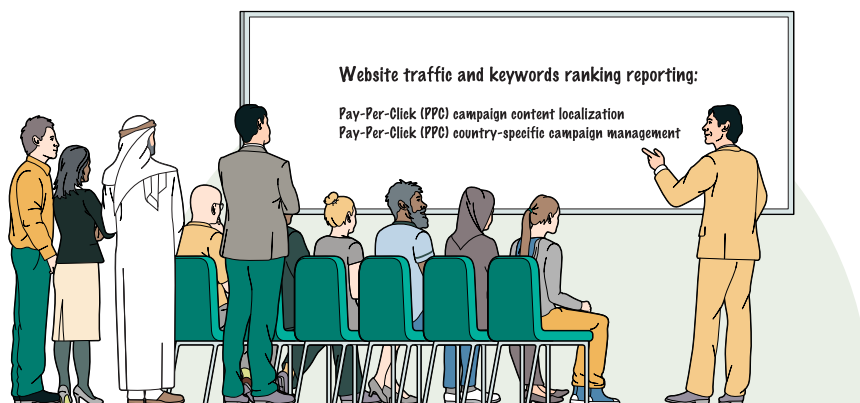
13

Team

- Project Manager
- Lead Translators
- Global SEM Specialists

Tasks

- GPI will make sure your new target-language websites are well received and well visited by your audience around the globe. We highly recommend that as part of any new website design and development project, and/or as part of a website globalization project, you perform some initial and ongoing Search Engine Marketing (SEM).
- This should include both organic Search Engine Optimization (SEO) and Search Engine Advertising (SEA) such as Pay-Per-Click (PPC), paid inclusions or contextual advertising. Whether you have an SEM Agency or in-house team provide English SEM services, GPI's Global SEM Services will help you achieve better visibility in country-specific search engines, which will lead to increased traffic and ROI with your target-language version websites.



Search Engine Marketing Services may include:

- ✓ Comprehensive website translation and localization
- ✓ Multilingual keyword phrase research, refinement and localization
- ✓ Multilingual Search Engine Optimization and copy writing of main site content
- ✓ Multilingual Search Engine Optimization of meta-tags, titles, alt-tags, heading tags, HTML, etc.
- ✓ Submissions to major locale (in-country) and international Search Engines
- ✓ Website traffic and keywords ranking reporting
 - Pay-Per-Click (PPC) campaign content localization
 - Pay-Per-Click (PPC) country-specific campaign management

Launch Language Versions

14



Team

- Project Manager
- Lead Translators
- Global SEM Specialists

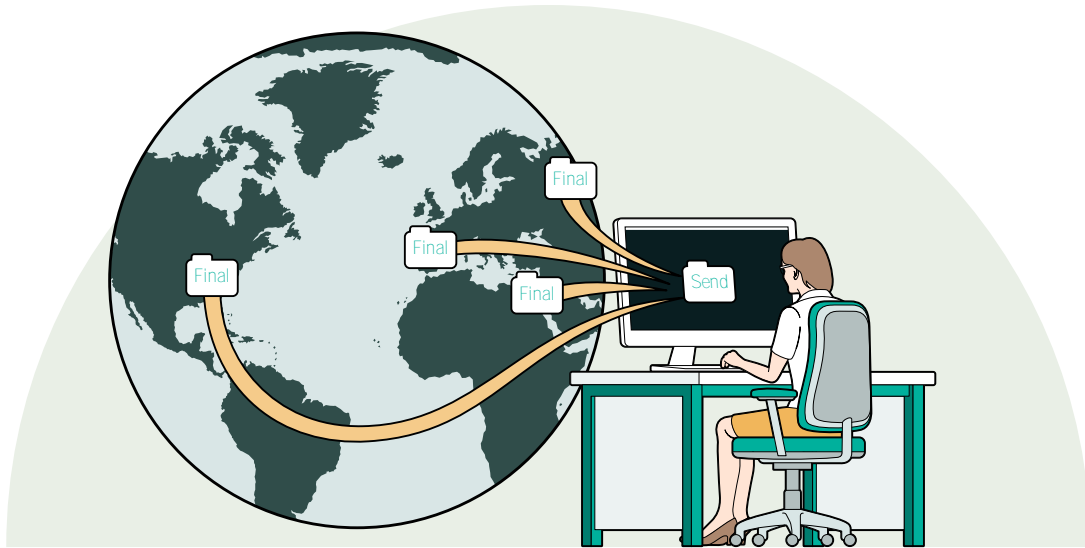
Tasks

- After the new language versions are launched, now is the time to put into practice your efficient workflows enhanced by your CMS and GPI's Translation Services Connectors in order to keep your site updated on a daily, weekly or monthly basis.

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 website. GPI's translation process is routinely customized to align with our clients' website authoring, quality assurance and production workflows.

Final Delivery

15



Team

- Project Manager

Tasks

- After the website and all components have been localized, final draft sets of the source files in all target language versions are provided to you.
- You may review and approve all web content for both translation accuracy and design correctness.
- Once a website is LIVE your translation team should be ready to respond to any end user feedback and work effectively with you to make any edits to the site.

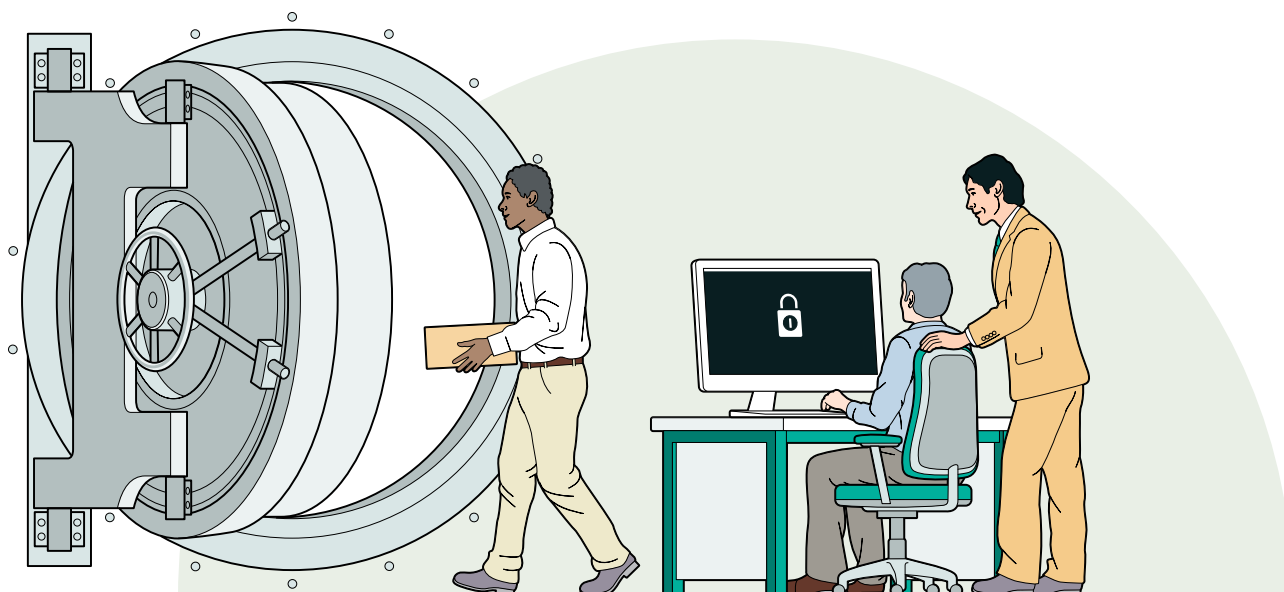
Quality Assurance



You are given an opportunity to review and approve at several stages in the website translation process.

Final Edits and Archiving of Files

16



Team

- Project Manager
- Desktop Publishers
- Localization Engineers

Tasks

- You provide any final comments for the translation and formatting.
- Comments are incorporated and final websites and documents are produced.
- GPI ensures your Translation Memories and Glossaries are updated with any final linguistic changes and the final project folder, including all source files are securely archived for future revisions if required.

Please note: The translation process shown here represents a basic translation and audio/video workflow adhering to both GPI's documented Quality Assurance Process and Global Best Practices for producing multilingual audio/video output. GPI's translation process is routinely customized to align with our clients' audio/video authoring, quality assurance and production workflows.

Resources

To learn more about languages, translation processes and services, please visit GPI's Globalization Resources eBook Library at: [link here](#).

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