

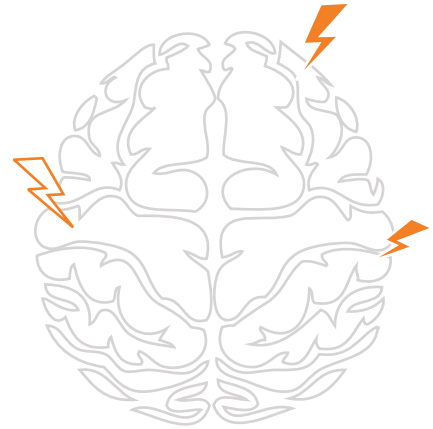


TRANSLATION *WITHOUT* THE HEADACHES



12 Practical Steps
for Ensuring a Faster,
More Efficient Translation Process

Tired of painful translation projects that take up too much of your time and energy?



You're not the only one. Today's businesses require more timely and efficient ways of delivering multilingual content — especially in the form of websites, mobile apps, and documents — to customers anywhere in the world. But for many businesses, staying on top of translation processes, tools, and vendors can be fraught with headaches: tedious inefficiencies, lack of visibility, and harmful delays. Fortunately, translation doesn't have to be so difficult. Whether you're deploying multilingual content for the first time or you've encountered the challenges of complex translation projects first-hand, there are proven steps you can take to simplify and accelerate translation.

WHAT'S INSIDE

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PLAN

1

Define the scope of your translation project.

You want to deliver fully localized user experiences to customers in all your target markets, but what exactly does that mean? Will you be translating all your website, mobile app, and document content or just a portion of it? How many languages do you need to support? Clearly defining the scope of your content — down to details like page and word count — will help you determine the number and type of resources you will need to execute the project with maximum speed and accuracy. It will also help you decide how to monitor translation progress, quality, and costs.

2

Decide how you will handle internationalization.

Internationalizing a website or web app to support multiple languages is such a huge roadblock that it can prevent translation from ever getting off the ground. Developers must go through the entire application to manually extract all textual content — marketing copy, menus, error messages, and more — into a “strings file.” Then they must follow a similar process for images that include text. Because the re-coding process is tedious and labor-intensive, it commonly takes a company 12 to 18 months of developer time to complete it.



Smartling’s cloud-based Global Delivery Network eliminates the need to internationalize your code or build your own global network of servers to deliver

PREPARE

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Create your style guide and glossary.

Style guides and glossaries are important tools for driving brand consistency and avoiding costly re-work during translation. A translator style guide addresses style, tone, grammar, syntax and spelling conventions, as well as cultural and language-specific standards for accurately representing your brand to specific target audiences. A translation glossary contains key terminology and approved translations in all your target languages. Since you're likely to use multiple translation resources — whether in-house or third-party — style guides and glossaries help to ensure a unified brand voice across all translated content.

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Identify subject matter experts who can provide feedback.

Do you have any in-house or third-party resources who can provide input on whether your company's unique style and tone are coming across properly in another language? If you go this route, make sure that the designated resources have the necessary language skills, market expertise, and product or service knowledge, as well as the availability to conduct thorough reviews in a timely manner. If possible, enlist the help of in-country resources who will help you take into account cultural nuances and sensitivities.

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Gather and prepare content for translation.

Collecting content for translation can be a time-consuming, error-prone, manual undertaking that may involve dozens, hundreds, or even millions of files of various types. Typically, a company would have to gather files from content management systems or other repositories, manually batch and compress them, and send them to translators via email, ftp, or another transmission method. Figuring out the most effective way to collect and transfer content is critical for a smooth and efficient translation workflow.



Smartling speeds up the process by facilitating rapid content collection. The Smartling platform uses an API or platform connector to automatically extract content in your CMS or Web CMS, including major localization file formats, text-based files, and common business document formats, for translation.

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Decide which translation method(s) to use based on content type and volume.

Your chosen translation method depends on several factors. You have many options available, depending on what your goals are and the necessary level of quality. Companies with many different types of content often combine approaches to give each content category the quality and attention it requires. For example, bulk or computer-generated translation might be appropriate for user-generated content, but translation by human professionals offers higher quality and should always be used for highly technical, marketing-related, culturally sensitive, or specialized content.

Read Smartling's [Guide to Selecting the Best Translation Options for Your Business](#) for valuable insights on making the best choices for translation methods.

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Specify how translators will receive, translate, and deliver content.

Accuracy and consistency are key to a successful multilingual translation project, so it's important to select the right translation tools and make them available to all your translation resources. Using technology to automate tedious, error-prone, manual processes not only speeds up translations by eliminating costly, time-consuming back-and-forth between translators and reviewers, but it minimizes embarrassing translation mistakes that can reflect poorly on your brand.

Whichever type of translation service you choose, it's important that the translation occurs in context. In other words, translators need to be able to see what the translated content looks like on the page where it will ultimately reside. This helps them make adjustments in real-time when design or layout impacts word choice.

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The Smartling translation platform provides translators with an in-context view that minimizes errors and eliminates the time and cost associated with correcting them. Instructions about tone, style, and even specific words and phrases are available as they work. In addition, built-in glossary and style guide functionality automatically highlights relevant terminology to further enhance accuracy and consistency.



Define your translation project workflow.

Multilingual translation projects involve a complex workflow that must be clearly defined and closely monitored to ensure speed, efficiency, and accuracy. Does your business use different vendors for translation into different languages? Does some content require additional review before approval and delivery? Do you have internal or in-country reviewers for certain languages? To minimize confusion, delays and re-work, it's critical to define the steps, resources and interdependencies involved in:

- Identifying, gathering and preparing different types of content
- Sending content to translators
- Reviewing translated content
- Fixing errors and resolving issues
- Publishing and testing multilingual content

TRANSLATE

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Review translated content early and often.

Translation is both an art and a science, so getting it exactly right is no easy task. That's why it's so important to review translated content early and often. Conducting what is known as "pseudo-translation" or "test translation" early in the project can help your developers determine whether your web or mobile application will be able to process the translated content. Similarly, identifying a sample piece of translated content for early review can help you spot and resolve potential problems with your translation providers. In contrast, if you wait until millions of words are translated only to discover major quality issues, you may be putting your deployment schedule — and your budget — at risk.

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Obtain frequent status updates.

When managing a large, complex multilingual translation project, you require up-to-the-minute visibility into all activities — across all resources — to meet deadlines, control costs, and ensure quality. You need to monitor progress by language, know the status of each translator's activity, and track any unresolved issues. Whether you use a manual or automated approach to project management, you need the ability to quickly identify potential problems before they turn into major obstacles – or worse yet, delays that can impact your business.



The centralized, browser-based Smartling dashboard provides real-time visibility into the status of your translation projects.

IMPROVE

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Protect your translation memory investment.

If you buy translation services, your provider is most likely using a tool called “translation memory” — a database of past translations — to speed up project delivery, improve quality, and reduce costs. Some translation agencies charge additional fees to manage translation memory, which erodes its cost-saving effects. Even worse, your translation memory may remain the property of the agency, so you won’t always be able to leverage it for future projects. To protect your translation investment, make sure you own your translation memory and have full access to it anytime you wish.

Check out Smartling’s [Why Translation Memory Matters—and Why You Should Own It](#) to learn more about the many benefits of translation memory.

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Document lessons learned to drive continuous improvement.

Translating your company’s content into multiple languages can be a complex undertaking, and you learn valuable lessons with each project you complete. Hold post-mortem meetings and solicit constructive feedback from all resources, including project managers, content creators, translators, reviewers, and developers. Document what worked and what didn’t, so you can figure out how to make the process go more smoothly next time. This information will help you assess whether the manual work and coordination required by your current approach is impacting speed, quality, and cost.

Smartling makes the entire translation process easier. The Smartling translation software platform collects content automatically, manages its translation using your choice of human professionals, and delivers translations back to the same place. Unique in-context tools help human translators avoid errors, while centralized translation memory continually improves speed and accuracy, and gives you real-time visibility into status to keep your project proceeding according to plan.

Discover how the Smartling translation software platform can remove the headaches associated with managing translation projects. Contact us at www.smartling.com/get-started.



About Smartling

Smartling is the leader in translation management and delivery solutions, helping globally minded, technology-driven companies eliminate the inefficiencies of manually managing translation processes, tools, and vendors. Enterprises and fast-growing companies use Smartling's multi-tenant cloud platform to create, manage, and deliver their translated content. Smartling services innovative customers like GoPro, HubSpot, Optimizely, Pinterest, Spotify, SurveyMonkey, and Zuora. To learn more about Smartling, please visit www.smartling.com.
