

# AvantWeb™

## Essentials of Web Localization

*Localization is an exciting opportunity for your business to serve your multilingual audience and successfully participate in the global marketplace. This important step in your web media strategy will require an investment of time, effort, and resources.*

*To help guide you through the process and be fully informed, we've created this short guide about AvantWeb, Avantpage's web localization service.*

As the world gets smaller by the day, it is becoming more and more necessary for companies to accommodate speakers of other languages. One important way to accomplish this is through website localization.

With AvantWeb, Avantpage's web localization service, your company can achieve its goal of a website that serves your multilingual audience. As a company that has spent over 14 years helping businesses develop dynamic, technologically advanced translation solutions, Avantpage is uniquely positioned to help you with the answers to questions such as where to begin, how to prepare, what localization means for your organization, and how to select the right partner.

Contact us at **1-877-ANY-LANGUAGE** and we'll be happy to discuss a localization strategy that fits your specific needs.

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## What Is Localization?

Localization, abbreviated as L10N, is the process of customizing a product to accommodate differences in distinct markets. This can include language translation, structure, graphic design, copywriting, and anything else that needs to be changed for the market, such as differences in culture, use of colors, symbols, currencies, and more.



## Why Localize Your Website Now?

Localization is a key factor for competing and succeeding in today's marketplace – both in the United States and internationally. Businesses who don't localize are in real danger of losing profits and market share as consumers choose to patronize the localized websites of their competitors. By localizing your website to reach non-English-speaking U.S. and international markets, you are leveraging your ability to capture an entirely new group of consumers – people who are eager to learn about and purchase your products and services.

### **The Non-English-Speaking U.S. Market – Over 20 million potential customers**

In the United States, an estimated 23 million Americans speak English less than “very well” (U.S. Census Bureau, 2007 American Community Survey). Although not proficient in English, these people make up a vast market of potential customers you can’t afford to ignore. As more and more non-English-speaking Americans opt to use the Internet to purchase goods and services, or to gather information to aid in their buying decisions, ensuring that your website is presented in a way your local markets can understand and respond to becomes critical. From large corporations to smaller businesses, localization provides a dynamic, cost-effective way to connect with prospects you may otherwise overlook.

### **International Markets – an exciting opportunity for U.S.-based businesses**

Today’s advanced Internet technology means that consumers and potential prospects in Latin America and overseas are just a mouse-click away. Exporting goods and services to these markets has never been easier – or more lucrative. However, adapting your website to meet local linguistic, graphic, technical, and cultural norms is an important part of tapping into these markets. Website localization is a smart business strategy that will pay off now and in the future as you build and nurture an international presence.

**LISA, the Localization Industry Standards Association, estimates that today companies are receiving approximately \$25 of additional revenue for every \$1 spent on localization.**

### **That’s a 2500% return!**

Whether you have an e-commerce website, or your site provides information about your services, localization could make a big difference to your business. In fact, studies have shown that people are three times more likely to purchase from a site that is presented in their native language.

### **Globally or locally, when you speak your customers’ language, there’s no limit to the ways you can connect with them**

The amount of goods and services that America exports has increased due to the ease of Internet technology. Companies are selling abroad through online channels with increasing success, and localization is proving to be critical to these global markets as well. What better way to reach potential customers than to speak to them in their own language?

If you sell products or services that foreign customers would be interested in, if you are looking to tap into new and diverse markets, and if you want to reach a wider customer base, localization should be next on your business agenda!

### **The Comfort Factor**

Language is an important part of expanding your market and serving your customers. Presenting your website in their language will generate an enormous amount of goodwill toward your company. After all, when you show your online audience that you care enough to speak their language, you are taking the first step toward building long-term relationships that will keep them coming back to you.

## **What Is the Localization Process?**

Now that you have decided to localize your website, you’ll need to know how the process works. Here’s a project from start to finish...



### **STEP 1 / READINESS ASSESSMENT**

- > Do you have data to support the potential growth in your target market?
- > Do you have a plan to market your product or service to the new market? We can help review structure and adjust for multilingual and multi-target setup and maintenance. We also offer scalable solutions that suit your market development plan.
- > Are you willing to commit resources to develop the new market? Will you be able to communicate with your non-English speaking markets and process their inquiries?
- > Do you understand the laws and regulations that will affect your business in this market?

### **STEP 2 / DETERMINING THE SCOPE**

Not all projects are created equal. We’ll work with you to define the scope of the project: which languages will be used, which parts of the website should be localized, the actual content and technology side of the process.

We can help you decide which sections of your site might have better impact or which do not need to be localized at the beginning, as well as site maintenance and graphic adjustments. We’ll work together, so you get a clear picture before start of project.

## Choosing Languages

Base your choice of languages on real data, knowing that it is impractical to localize into too many languages at one time.

- > Where are most of your foreign sales coming from?
- > Are you located in an area with a significant or rapidly growing foreign-language-speaking population, such as California, Illinois, Florida, New York, or Texas?
- > Do you see an “opening” for your product or service in an overlooked yet lucrative part of the world such as Eastern Europe, or with a specific immigrant population like the Armenian community in Los Angeles, or the Russian population in the New York City area?

### Choosing to localize for a region?

Here are some common groupings:

- “FIGS” Languages** French, Italian, German, Spanish
- Nordic Languages** Swedish, Danish, Norwegian
- The Americas** French Canadian, Spanish, Brazilian Portuguese
- CJKV Languages** Chinese, Japanese, Korean, Vietnamese
- Languages of India** Hindi, Gujarati, Bengali, Urdu, etc.

## Choosing What to Localize

It may be best to develop some content completely from scratch in the new language, rather than having it translated. Sometimes cultural differences mean that an entire marketing concept will need to be reworked.

Also, a company may decide that certain parts of a website don’t need to be localized because there is not a large-enough audience for this particular language to make it cost-effective.

## STEP 3 / MANAGING THE PROJECT

This may change slightly with each project, but here are the main people involved:

### Client Side

- > Project Contact: Main contact person for the localization provider
- > Technical Access Partner/Testing: Ensures the system, testing, and maintenance is set up as a smooth, integrated process
- > Language Proofer: Reviews the translation delivered

### Vendor Side

- > Dedicated Project Manager: Manages the project and maintains contact with the client
- > Localization Engineer: Specialist in Web design and programming
- > Linguistic Lead: Responsible for maintaining translation consistency throughout all your projects
- > Dedicated Translation Team: Works with lead translator throughout project
- > Graphic Designer: Creates edited and original images and other visuals that complement localization

## The AvantWeb Collaboration System

At Avantpage, we use a web-based project management system to outline the entire web localization process. We are flexible and can integrate additional steps into

the process to accommodate specialized requirements.

When localizing an existing website, the **Content Development** step is first. We use the existing source material, identify the target languages based on client requirements, and provide the localized content/resources for the following steps. SEO strategies and similar goals are important requirements in this area; we strive to bring your message and your strategy across.

The **Design** step incorporates the translated changes into the structure of the website. We monitor the original website for changes and make changes in the localized website as needed.

Maintenance support: We do not stop at the initial translation. Web media is a living and constantly changing environment, and we have the processes and technologies to support your ongoing site maintenance in cost-effective ways. Your success is our success!

## STEP 4 / QUALITY CONTROL

To obtain a quality website in a new language, we take a holistic approach that includes our translators, project managers, processes, and tools.

**Linguistic team:** The linguistic lead is responsible for the consistency of the translation; we work with the same teams for the same clients.

**Linguistic tools:** We deploy linguistic tools like Translation Memory, glossaries, and style guides. All of these tools have consistency as one of their main benefits.

**Project Management tools:** AvantFlow™, AvantForum™ and Checklists. Our tools have specific features (like an integration step in an AvantFlow workflow) that ensure consistency.

**Process:** We follow ASTM Standard F 2575-06 process for written translation to ensure that the final product meets your needs from the start.

We carefully check each aspect of the completed website to make sure that there are no errors in the coding and functionality on the localized content.

*“Avantpage’s attention to detail on our web localization is what we’ve come to expect – and appreciate – in the more than 13 years they have been our primary translators. Few things online make a worse first impression than a poor translation, and we concluded long ago that we couldn’t afford anything less than the best: Avantpage.”* **The M&R Companies**

## What Are the Logistical and Technical Considerations?

### Before Localization Begins

- > Secure a local domain name to host a local language version of the site. This can be a useful and cheap way of automatically giving your site a local feel.
- > Use local access points. This can be achieved by providing your customers with a local telephone number at the very minimum, if you have not opened a local office yet.

### Determining Technical Readiness

Avantpage uses a combination of automated and human processes to check a website for localization readiness. Tools such as Excitic, Passolo, and Lingobit make the process easier, while checklists such as the one below help us make certain a website is ready. Here are just a few of the things we look for...

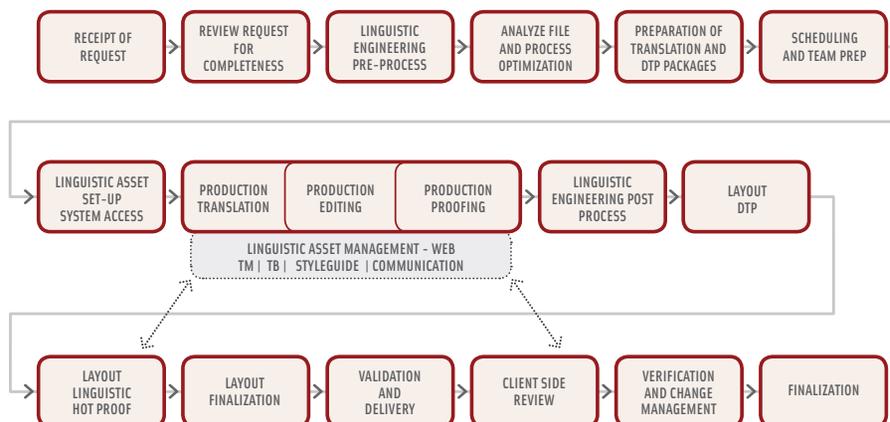
- > Does the region for which you are localizing require special text direction flows (right to left, top to bottom)?
- > Are check boxes used correctly? (Some regions use check boxes to exclude items rather than include them.)
- > Has hard-coded text been removed?
- > Have all third-party scripts, tools, components, and plug-ins been internationalized?

In addition, we perform a site audit. The process is a combination of manual auditing (code escrow) and an automatic process called language expansion (or pseudo translation), where a site is pre-translated into longer character strings (a specified length by percentage) thus enabling us to verify if there are any text-fitting issues prior to the language work being done. These issues are reported back to the customer and addressed prior to moving on to the next step.

### FILE TYPES

At Avantpage, we work in a variety of file types, including HTML, XML, ASP, ASP.NET, PHP, Java, Perl, and others. We also handle database localization like MySQL, Oracle, SQL Server, and other ODBC compatible files.

Once we receive your file specifications, we program and customize our filters and tools to process each field appropriately. We return translations in the same format as the source we receive, with only the proper parameters and fields modified per client requirements (for example, the character encoding tags in HTML). Of course, we also support all media types from Flash, graphics, and imagery to ensure the proper integration of localized touch and feel.



### Content Management Systems (CMS)

The CMS tools we use range from Joomla to Drupal and WordPress, and we adjust to any client-specified CMS as required. In regards to API integration, we have staff members who are able to program the API connection calls required in languages ranging from PHP to ASP.net (C#) and others. For higher-end solutions like Oracle we also offer full integration and connectivity to automate processes as an extension of your team.

### Automated Language Maintenance and Update Process

AvantWeb automates the language maintenance and update process as your site changes. Depending on your needs and requirements, we implement an off-the-shelf system or create a custom solution to monitor changes directly to your web environment. For example, some of our clients do not want extra code on their pages to detect the change and notify Avantpage when it occurs. For those, we use an external monitoring solution. Others integrate our services right in their maintenance processes. Whatever solution and integration level you prefer—we can deliver.

### AvantForum and AvantFlow – Our Information and Project Management Systems

At Avantpage, we have developed a centralized information management system, AvantForum, and a centralized project management system, AvantFlow, both accessible by clients 24/7 via the web. AvantForum is an online tool—always available to you from any Internet connection—that is secure and confidential. It allows you to directly and quickly communicate with your translators and multilingual graphic artists regarding linguistic or design questions.

AvantFlow provides secure online access to all your translation projects with enormous benefits ... every project runs seamlessly! With AvantFlow, our clients have access to these tools 24 hours a day, seven days a week, from any browser. Ask for a quote, request a translation, monitor project status, and upload or pick up files online, any time of day or night. It's all at your fingertips! You'll do more, more efficiently, and rest easier when you know a project's status at all times.

### Translation Technology

We use **glossaries**, **style guides** and **translation memory** to save time in the long run, saving our clients money.

**Custom glossaries** are built for each client, so that their preferences are recorded for future use. Using glossaries, any of our translators will be able to pick up material related to the same client, and have fewer questions about the way certain terms are to

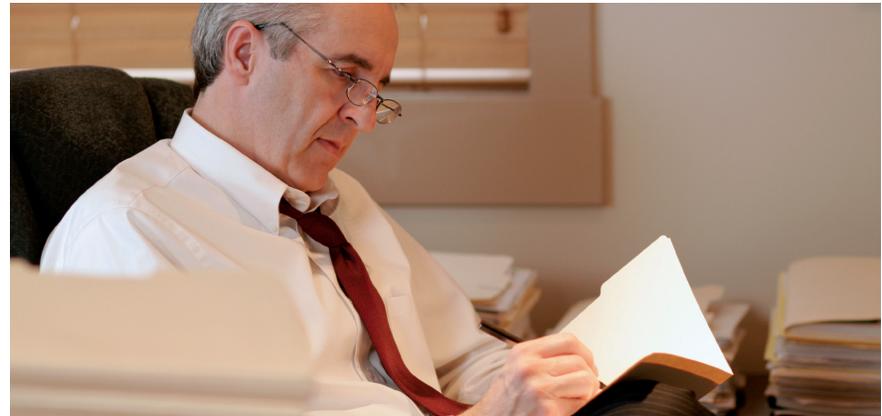
be translated. **Style sheets** help translators know your preferences for punctuation, formatting, and other variables.

Working along the same lines, **translation memory (TM)** software helps us build on the previous work of our translators to save time. Once a document has been completed and reviewed for quality assurance, it is converted to a TM file. When it's time to complete a new translation in the same language for the same client, we compare the new document to the old one.

If the new text is similar to what was previously translated, the TM software recognizes the similar text, classifying it as either a 100% match, or partial (fuzzy) match. The TM provides the 100% and fuzzy matching text, and the linguistic team makes the appropriate adjustments to quickly render the most precise and consistent translation—for all your documents. We can also work with our clients' existing glossary and TM files in all major formats, including, but not limited, to text, Word, Excel, and SDLX/TRADOS.

Your TM, glossaries, and other assets are stored on our secure server. These files are backed up every day and accessible only to internal authorized users. At the start of each project, your account manager pre-processes your files, looks for the right translation assets, and verifies that they are up to date and are the right format. Then, your TM and glossary are applied to the files, and the resulting TM files are verified and incorporated into our main translation workflow.

## What Do I Need to Know When Choosing a Web Localization Partner?



- ✓ Where are your website and its source files located? Who hosts it? Do you know how to gain access to your website's files for localization?
- ✓ Who manages the original content and graphics? Do you know how to contact them?
- ✓ What software was used to create the website and its content? What software does it run under?
- ✓ What tagging language was used to prepare your files?
- ✓ Does the site contain scripting and/or dynamic content?
- ✓ Is your site database driven (CMS)? If so, how do you export/import the data? Is the CMS prepared for localization? How is the CMS integrated and maintained?

Here is what a good localization vendor can offer you:

### COMPREHENSIVE PLANNING SERVICES

- > Analysis of your website from technical/practical, as well as cultural, perspectives
- > Flexibility to create a localization plan based on your needs and wants

### HIGH-QUALITY TRANSLATION

- > High-quality translation in all major global languages
- > Expert translators who understand your industry
- > Ability to create new content in the target language if necessary
- > Rigorous quality assurance procedures
- > Online testing to ensure a completely functional website

## STATE-OF-THE-ART TECHNICAL CAPABILITIES

- > 24/7 online access to all of your translation and localization projects
- > Complete search engine optimization services, from keyword discovery to page-by-page SEO
- > Creation and maintenance of translation memory (TM) database and glossary (your multilingual content is managed by us)
- > Able to translate all file types—HTML, SGML, ASP and PHP—as well as scripts and files generated by a content management system (CMS) without disrupting your site layout
- > Localization of visuals, including graphics, icons, buttons, as well as resizing necessary for the target language
- > Detection and localization of new content as it is added to your website

## "THE INTANGIBLES"

- > Track record of excellence and of honoring promises and deadlines
- > Quick reaction to your needs—always available to answer questions, which is crucial when tight deadlines are involved
- > Thorough reporting—we'll provide documentation along the way.
- > Mindful of your budget, proactively helping you find ways to save time and money

### **AvantWeb—Your Web Localization Solution**

Avantpage is a full-service translation services company that has a track record of excellence for over 14 years.

Simply put, we've done it all—from web localization to desktop publishing—in over 150 global languages.

With AvantWeb, you get the personal attention you would normally expect with a small business and the resources you would expect from a much larger company. To that end, we have it all: the comprehensive planning services, high-quality translation, and the technology to make sure your project is not only carried out well, but with your budget in mind. When you begin a project with us, our VP of Operations initially works with you and assigns a project manager who stays with you during that project and for all future projects. We pride ourselves on our unparalleled customer service.

Value-added services such as search engine optimization in the target language and automatic updates to the localized website make AvantWeb even more attractive.

Factor in the convenience of AvantFlow, our secure online project management system, and there's no reason to select anyone else.

One final thought: When you show your online audience that you care enough to speak their language, there's no limit to the ways you'll reach them. That translates not only into increased business, but increased customer retention. Investing in AvantWeb localization is sure to produce amazing returns. Not only in dollars, but in something even harder to earn: customer trust and loyalty.

## More Questions You May Have

### **What Else Can I Do To Ensure a Successful Website Localization?**

It is useful if you have all of the necessary files organized into "source" files and "translatable" files.



### **Source Files**

Complete working versions of online files. This is important for context, and the file and directory structure is critical to know so that site integrity can be maintained.

### **Translatable Files**

Separating these allows translatable files to be isolated and prepared, and untranslatable files to be protected.

## What Are Other Reasons to Localize?

- > The localization process introduces you to cultural aspects that will give you new insights and broaden your market acceptance and success.
- > You'll overcome concerns about distance purchasing.
- > You'll allow the customer to think about the product or service and why they want/need it, not potential problems caused by distance involved in its purchase.
- > You can eliminate misunderstandings locally and internationally and protect yourself by making terms, conditions, and warranty information available in the target language.
- > Historically, multicultural customers are brand loyal. When you make an effort to connect with your audience from a cultural perspective, your message will go far.
- > When you show your online audience that you care enough to speak their language, you are taking the first step towards building long-term relationships that will keep them coming back to you.

### HOW DO I GET AN AVANTWEB PROJECT QUOTE?

At Avantpage, we do everything in our power to keep costs under control for our customers.

Using technology such as translation memory is beneficial in this area. We can offer more savings the longer a client works with us and the more we are able to leverage existing translations.

We make it easy to get a project quote. Just contact us at [info@avantpage.com](mailto:info@avantpage.com) or 877-ANY-LANG and we can discuss a localization solution that fits your needs and your budget as well.



### ABOUT AVANTPAGE

Founded in 1996, industry leader Avantpage allows our customers to build bridges across cultures. We provide translation, localization, language technology, language workflow and strategy, and multilingual desktop publishing services – with constant attention to consistency and accuracy. We have successfully completed statewide, national and international contracts, partnering with government and private entities. Our expertise helps you communicate and develop lasting relationships with ethnic and foreign markets. Online project management systems and advanced language technology allow us to provide responsive, quality, and efficient services. We help our customers develop an overall language strategy, workflows, and enabling technologies. These elements provide a framework that allows collaboration throughout all language services.

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