



# THE DEFINITIVE GUIDE TO WEBSITE TRANSLATION

# The Definitive Guide to Website Translation [ebook]

## Executive Summary

*84% of international consumers say they're more likely to buy from a website with product information in their own language.\* Which means to compete globally, you need to provide content in several languages and across multiple locales. But website translation can be complex, time-consuming, and costly.*

*How do you know where to start?*

### New ebook: Everything you need to know about website translation

An industry-first publication, *The Definitive Guide to Website Translation* is a comprehensive, 138-page ebook that demystifies translation and localization to help you more easily and efficiently expand into global markets—and increase service in existing ones.

In the guide, you'll discover how proper planning and a solid localization strategy help you to overcome complexity and contain costs, so you can speed time to market with a global web presence that's worthy of your brand.

This free, educational ebook is packed with best practices from scores of localization experts who've also provided practical, actionable advice to help you successfully execute a multilingual translation and localization project.

### What you'll learn from "The Definitive Guide to Website Translation"

As we walk you through the eight stages of a typical multilingual web localization project, you'll gain a greater understanding of the entire process—from strategic planning to translation, multisite go-live, and beyond.

### You'll also learn how to:

- Define and create your localization strategy
- Choose your multilingual URL/domain structure
- Implement an international SEO program
- Verify that your website and CMS are global-ready
- Choose translation and localization methods by content type
- Understand the benefits of translation technology
- Determine which content you should localize
- Ensure translation quality—and much more

*"Localization is the process of modifying your web content and applications for regional—or local—consumption. It goes beyond translation to adapt the original (source) language and other site elements to appeal to the customer's cultural preferences in their own (target) language."*

\*Why Localization Matters to Corporate Buyers," Common Sense Advisory, July 2014, Copyright © 2014, Common Sense Advisory Inc.

## Get expert advice on creating multilingual sites

You'll also hear from over 20 industry experts who've contributed articles to the guide, including:

- *John Yunker*, author of several books on website translation, localization, and globalization—and co-founder of Byte Level Research, on “**Emerging Trends in Web Localization**”
- *Ben Sargent*, senior analyst at Common Sense Advisory, the translation and globalization industry's leading independent research and analyst firm, on why “**International SEO Requires Extra Research and Coordination**”
- *Dr. Nitish Singh*, author and Associate Professor of International Business, The Boeing Institute of International Business, St. Louis University, on “**Cultural Customization of Digital Media**”

And you'll get additional expert insights on topics such as: choosing a translation provider, selecting the right content management system (CMS), integrating your CMS with your language service provider's systems, driving translation efficiencies, overcoming in-country review challenges, and more.

## Who should read this guide?

With a narrative spanning the entire website translation and localization process, and instructional articles from experts on a range of important topics, this guide is a valuable resource for anyone responsible for multilingual site translation.

## Reach a world of new prospects and customers

Find out how your company can enter global markets with multilingual sites that take your brand to new heights—while providing quality, locale-specific content to a world of new prospects and customers. Get your copy of *The Definitive Guide to Website Translation*.

[Download the ebook now >>](#)

## Guide chapters

The ebook's chapters align with the eight stages of website translation and localization:

1. Getting Started: Planning & Preparation
2. Discovery: Goals & Requirements
3. Content Audit, Analysis & Transfer
4. The Proposal
5. Project Kick-off
6. Translation & Localization
7. Review & Quality Control
8. File Delivery, Go-live & Follow-up





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