



Lionbridge

TRANSLATION PROXY

A Hands-Off Option for Managing
Multilingual Websites



Introduction

In today's interconnected global marketplace, a truly global web presence can make all the difference in achieving continued growth success. The prevailing approaches to attracting and growing a customer base all hinge on offering products, services and information through engaging content that is localized to your target market. This global-local philosophy has tremendous potential to reshape and revolutionize the ways companies do business.

However, those who endeavor to take the next step for their business often find themselves easily overwhelmed by the details and nuances of launching a website localization campaign.

The Lionbridge Translation Proxy approach is a cloud-based platform that makes website localization simple. It enables organizations to create, manage and optimize locally relevant and globally consistent websites in any language.

Join us as we break down the challenges of managing and maintaining a multilingual website, and explore the ways in which Lionbridge Translation Proxy can help take your business to the next level.



Lionbridge Translation Proxy

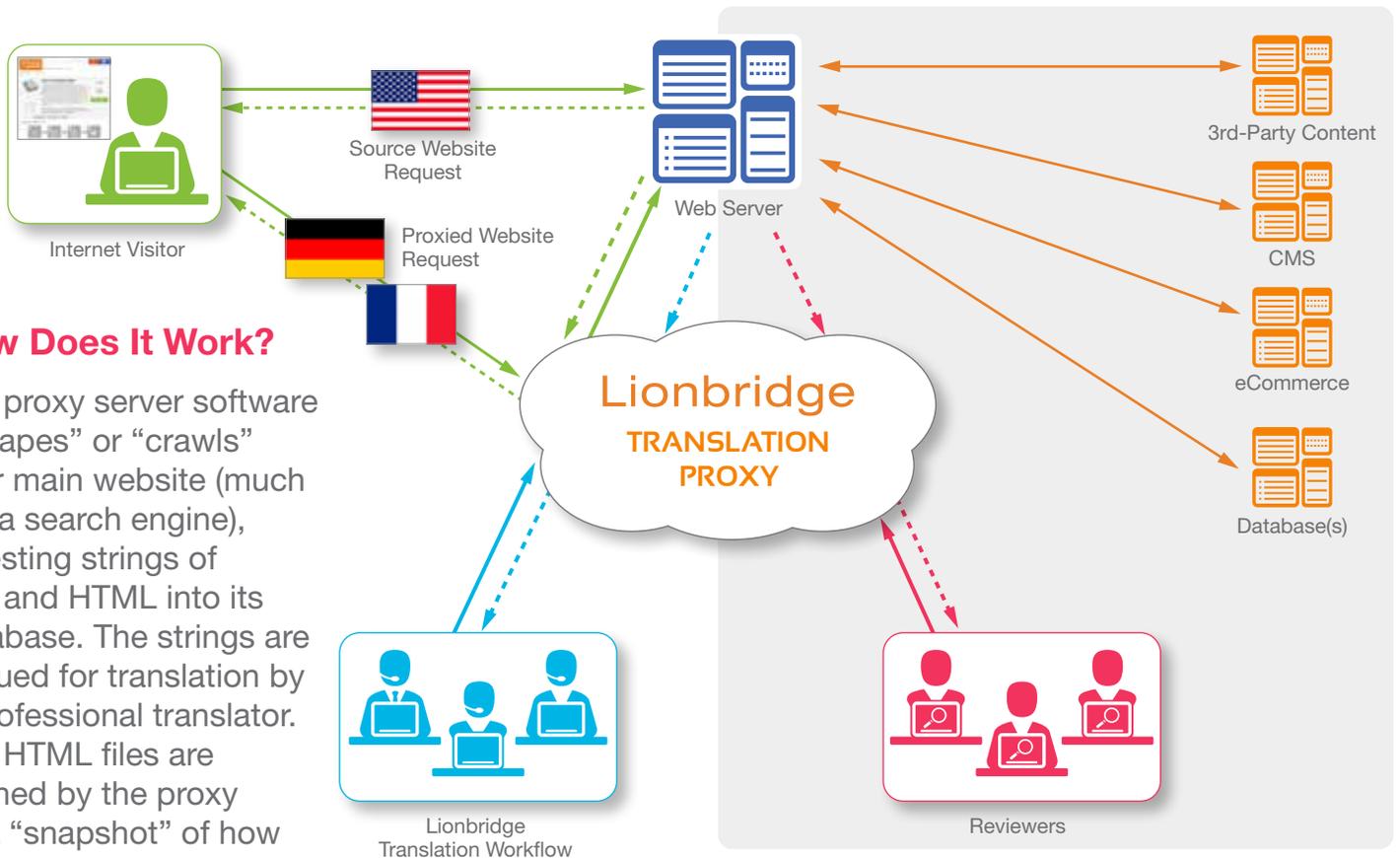
What Is It?

Lionbridge Translation Proxy is a cloud-based approach to website translation that enables companies to easily create and manage globally consistent websites in any language. Traffic from your local sites is routed through the Translation Proxy, a software layer that sits between your customer's and your main "source" site. As local visitors browse your proxied sites, page requests are routed back to the source site. In response, source-language content is seamlessly replaced by previously translated target-language content as it passes back through the proxy.

How Does It Work?

The proxy server software "scrapes" or "crawls" your main website (much like a search engine), ingesting strings of text and HTML into its database. The strings are queued for translation by a professional translator. The HTML files are cached by the proxy as a "snapshot" of how the website looks at the point in time when translation begins.

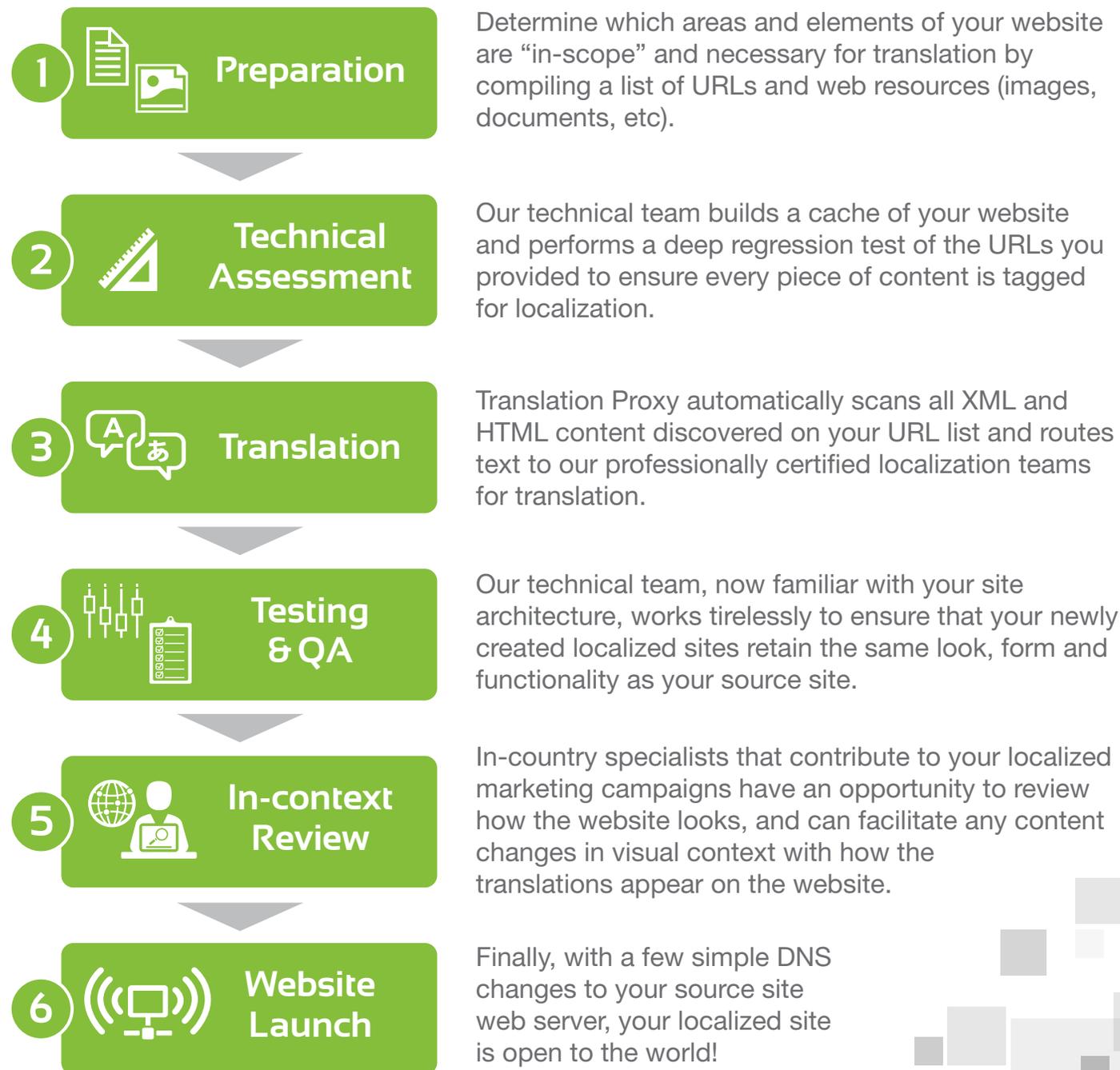
Once the translations are complete, the strings of text on the cached pages are removed, and the corresponding localized versions of those strings are laid on top to replace the original source text. The process is replicated periodically to update local sites when edits are made to the main site.



The Translation Proxy Approach

The Lionbridge Translation Proxy approach to website translation starts by fusing together our industry-leading technical and linguistic expertise with your global website vision. In close collaboration with your technical and marketing teams, Lionbridge will help define the dynamics of your website and offer best-practice advice on how to prepare it for localization, all the while ensuring that quality human translation aligns to deliver a truly global brand voice for your business.

Steps:



Translation Proxy: Core Advantages

With Lionbridge Translation Proxy, you can accelerate time-to-market of core business concepts, products and services, and offer multilingual sites with much less design, development, and management responsibilities than other approaches. Since local sites are essentially mirrored versions of your source site, the burden of having to manage multiple content and administration workflows to support multiple languages disappears. What you're left with is a quick and efficient localization approach that enables you to focus your time and energy on crafting and updating one website.

One process, one website, one solution – that's the Translation Proxy way!

-  **Simplified Workflow:** Avoid added complexity to a multilingual language workflow – focus on managing your source website and Translation Proxy will automatically apply your updated content across all localized sites
-  **Brand Consistency:** Leverage your source website's branding, navigation and stylistic guidelines to ensure a seamless experience for your customers
-  **Automatic Content Detection:** Source-site changes are automatically detected and queued for translation at determined intervals that best fit your content publication needs
-  **In-context Review:** Reviewers can examine translations in context, to see them just as they will appear on the localized website
-  **CMS Agnostic:** Your core publishing system works out of the box with no additional configuration required
-  **Minimal IT Support:** Lionbridge hosts all translated sites on your behalf, eliminating the need for additional spend on IT infrastructure and overhead
-  **SEO Compliant:** Translation Proxy leverages the latest SEO best practices to ensure your metrics are accurately reported



Translation Proxy: Frequently Asked Questions (FAQs)

Can Translation Proxy translate all content?

Lionbridge Translation Proxy can translate all of the content that is contained in the HTML. It cannot translate text in images, PDFs, or videos. Those files can be submitted through our Lionbridge onDemand service for translation.

Can the translated sites be different than the source site?

In some cases, custom rules and configurations can be applied to hide pages from the navigation or exclude blocks of content from being translated on specific pages.

How does Translation Proxy identify new content?

Lionbridge Translation Proxy registers new content whenever it processes a page with content it doesn't have rules for. This page processing is initiated when our web crawler spiders your site or when a visitor browses a page on the site. If you prefer to develop translations before the content is live on your source site, Translation Proxy can be configured to scan a staging server instead.

Can we leverage our existing translation memory?

We can import and export translation memories using the standard TMX format. It is best to have one canonical TM to avoid the process of merging them together.

Can I integrate Google Analytics with our localized sites?

With a few configuration changes in your Google Analytics Dashboard, as well as some minor web page modifications, you'll be able to track your data on the localized sites the same way you would on your source site.

How do the localized sites work with SEO?

A few source-site modifications, as well as proper use of Webmaster Tools will enable all localized sites to maximize the ROI of organic search.



Translation Proxy: Frequently Asked Questions (FAQs) (cont'd)

How does Translation Proxy handle site updates?

Content updates to areas of your website that are marked as in-scope are crawled by Translation Proxy at pre-determined intervals. Source strings are captured on a date that best aligns with your production timetables and our translation workflow. Any additional pieces of content outside of scope that must be translated can be communicated to Lionbridge via the easy-to-use onDemand portal.

How would my website graphics be maintained?

All graphic files appearing on your website are tagged by Translation Proxy during a website crawl. If you require translation of any tagged images, the original raw image files (.ai, .psd), as well as any specialized fonts, must be provided separately. After translation is performed on these images, they are simply mapped to the corresponding tagged image for each respective locale. These assets can be submitted easily via your self-service onDemand portal.

Are there any technical challenges my website could pose to localization efforts?

No two websites are exactly the same, so there is always a risk that technical challenges may arise as we begin our scan of your site. We like to collaborate closely with you and your technical team to make sure we are all aware of potential risks and challenges certain website configurations may pose to your localization efforts.

Is Translation Proxy secure?

Yes. All proxied websites are hosted in the Google App Engine, using the same servers and infrastructure that manage Google Apps and Google Search. Your localized websites will employ load-balancer algorithms to ensure that they operate with 99.95% uptime. Additionally, Translation Proxy will leverage any SSL certificates currently configured on your source website to ensure that sensitive customer data remains encrypted.



About Lionbridge

Lionbridge is the world's largest language services provider offering industry-leading translation and localization services and highly scalable global marketing solutions. We also provide multilingual solutions for marketing campaign management, customer support, product testing, technical writing, and more.

By reducing the complexities of global content management we help several of the world's top global brands achieve international success. We do this by providing exceptional customer service, the most advanced technologies, and the industry's largest and most sophisticated network of professional translators.

To learn more, visit www.lionbridge.com.

