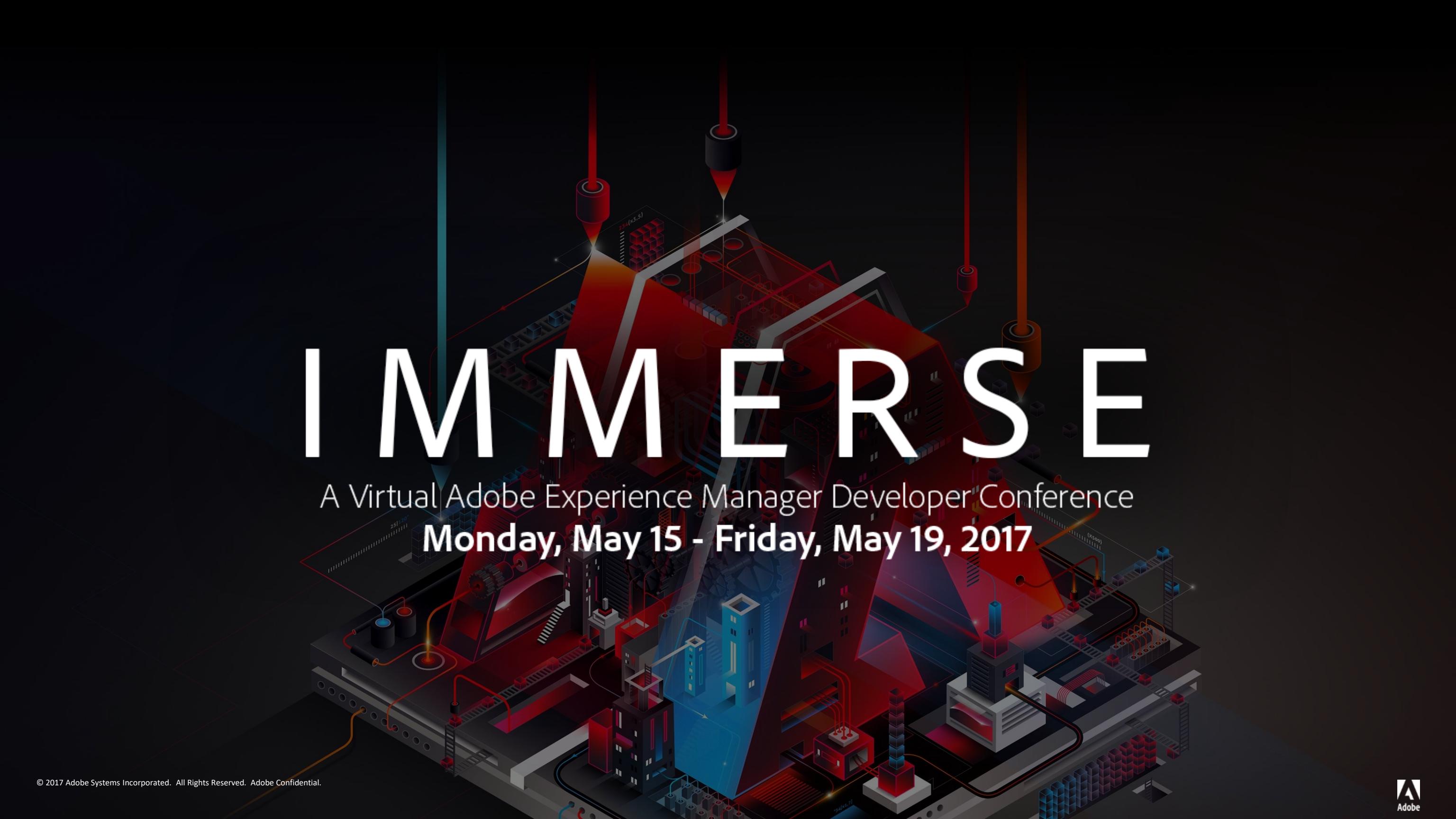


# IMMERSE



A Virtual Adobe Experience Manager Developer Conference

**Monday, May 15 - Friday, May 19, 2017**



# Translation best practices for Adobe Experience Manager Sites

# Get it right, the first time

## 1

Start with structure

## 2

Get a grip on  
governance

## 3

Extend your reach  
with translation  
technology

# Start with Structure

# Two most common structures

## Language 1st

English

Spanish

US

CA

US

LAM

## Country/Region 1st

Canada

US

LAM

EN

FR

EN

ES

ES

Example URL:

MyCompany.com/es/us/product1.htm

|

Example URL:

MyCompany.com/us/es/product1.html

MyCompany.com/xl/es/product1.html

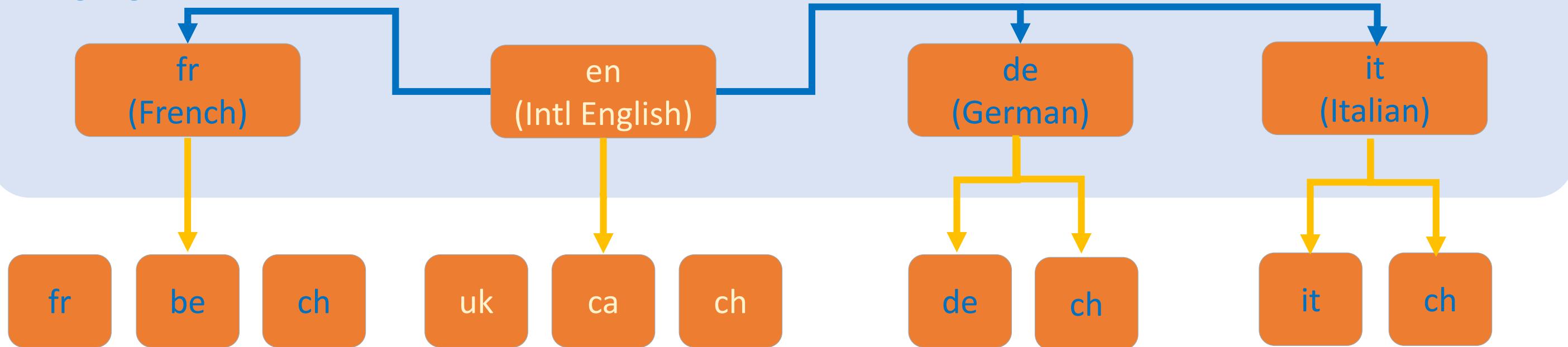
# Language/Country Structure

Optimized for translation reuse

→ Live Copy

→ Language Copy and Translation Workflow

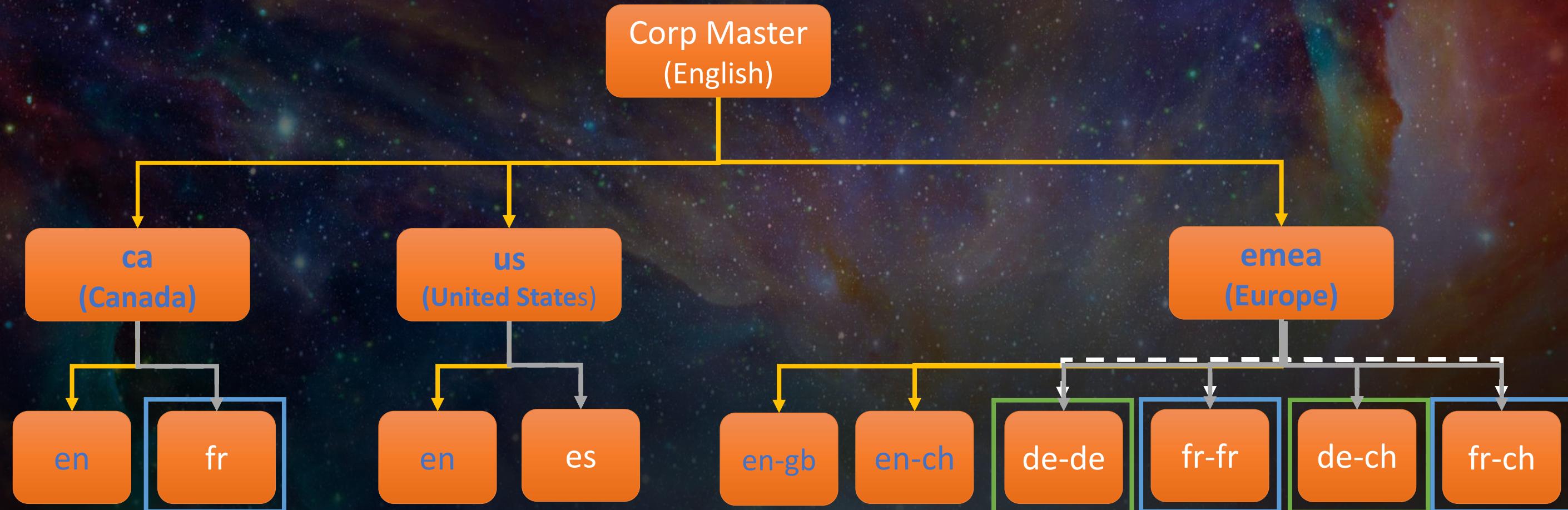
## Language Masters



# Country-(Region) > Language structure

Optimized for regional distinctions

- Live Copy
- Language Copy (1 time)
- Translation Workflow



Possibility of duplicate translations

# Get a grip on Governance

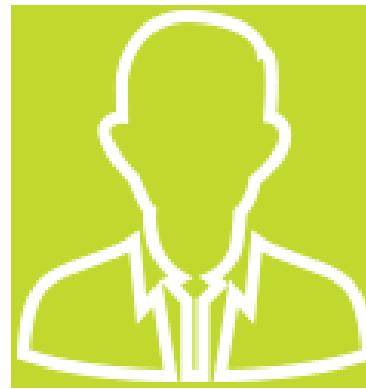
# Governance



Define Global vs Local  
content & owners



Plan Blueprints & Live Copies



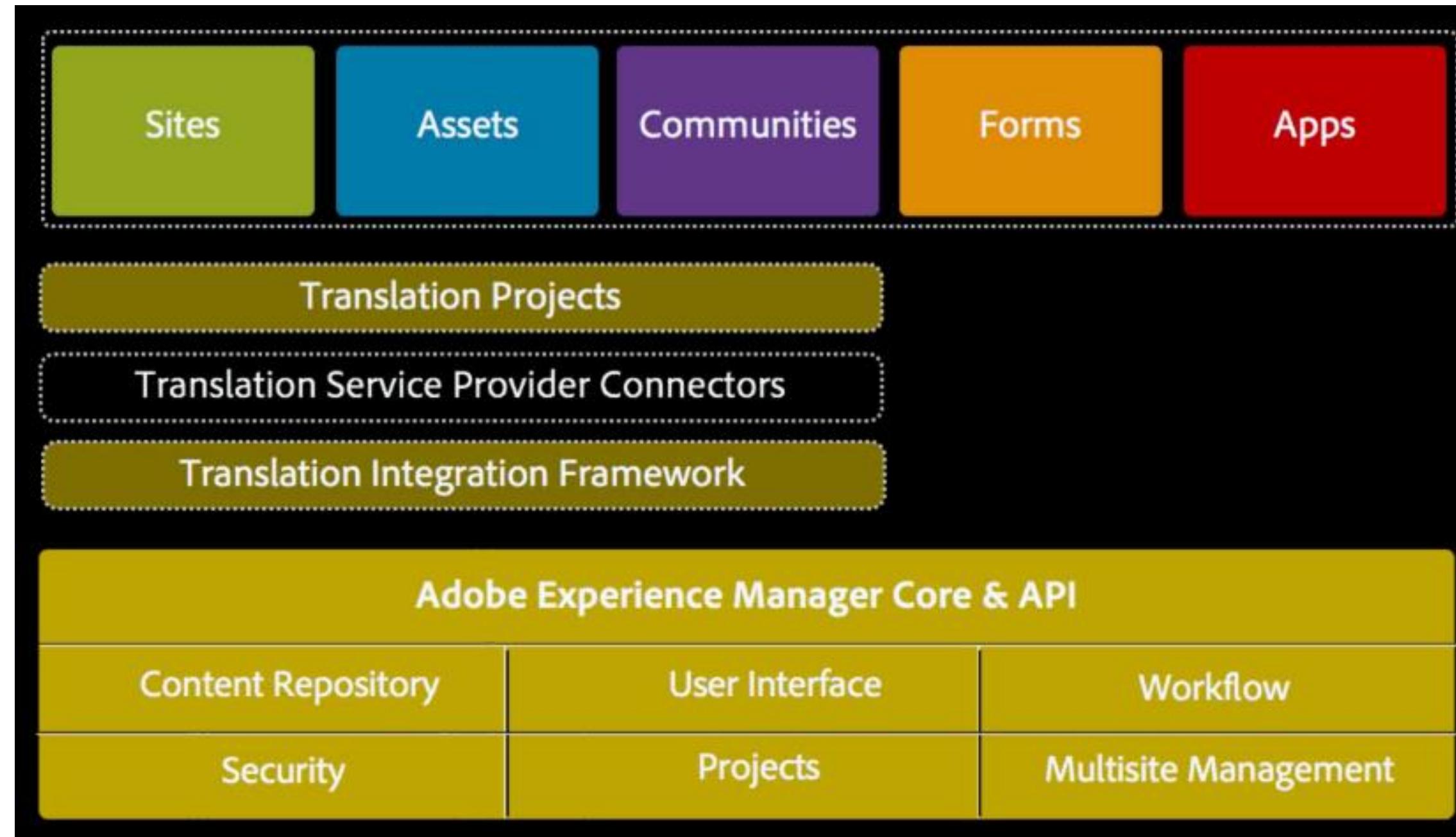
Determine roles & responsibilities for  
translation, updates & rollouts



Limit customization

Extend your reach with  
Translation Technology  
and  
Automation

# AEM Architecture



# Tailor the translation method to your processes and content

## Manual Translation

Spanish
 Administrator
...

## Human Translation

Spanish
 Administrator
Language Spanish
Provider smartling
Method Human Translation
...

## Machine Translation

Spanish
 Administrator
Language Spanish
Provider microsoft
Method Machine Translation
...

Change this to  
updated view with  
Translations.com<sup>12</sup>

# Translation providers

To see a list of current translation providers who offer AEM connectors go to:

## **Adobe Market Cloud Exchange**

<https://marketing.adobe.com/resources/content/resources/en/exchange/marketplace.html>

Search for ‘translation’

Or

## **CRX Package Share**

CRX package share in AEM and search for ‘translation’

# Lessons Learned

## Site Structure

- Plan in advance with an eye to future expansion
- Avoid duplicating legacy structures
- Limit to three levels
- Understand the difference between roll out of live copy and update of language copy
- Choose a rational, W3C compliant URL structure

## Translation Tools and Automation

- Help stakeholders create good internationalized content
- Choose a technology that matches your business needs
- Choose a translation method that matches content
- Go for hosted services

## Governance

- Avoid duplicating AEM instances with different translation experiences
- Ensure regions understand their role and the process
- Gauge group's ability & appetite for self service
- Don't underestimate the time to implement governance

# Demo

Translating with Adobe Experience Manager Sites

# Q & A

