



Customized Search

Overview

There are several ways to enable search on your localized sites. While each has its strengths and weaknesses, customized search provides great advantages. OneLink can provide the tools to adapt an existing customized search tool to work on localized web sites.

The goals for localized web sites include:

- Translation of all content
- Rapid access to information

OneLink is the solution for web site translation. Search in target languages can be implemented in different ways. TransPerfect works with you to determine which of these search options is best for your organization:

Proxy Reverse Search (PRS) - This approach uses your existing site search tool and serves results in a similar format on translated sites. It relies on the keywords that your search tool uses. A reverse translated TM is created so that a search term made on the localized site is translated into the source language to retrieve results which are then served on the localized site. This can be configured with Machine Translation to allow for a large number of potential search terms for your site.

Google Search Appliance (GSA) - This approach indexes the translated domain and uses Google search functionality. The whole

localized site is indexed and the search results are thorough. The results are displayed in a Google style format rather than in your native format.

Customized Search - This approach can support search term auto-completion, search term normalization, and suggested search item functionality.

If your localized sites need to support advanced features, then a customized search approach will make more sense. This is especially true if the origin web site has features such as search term auto-completion, search term matching, or statistics based search results. If this describes your search tool, maybe the best solution is to build your own localized search engine.

Customized search can be configured to support any search keyword, while PRS is generally limited to terms that exist in TM. Customized search can offer auto-complete capabilities. In addition, a customized search tool can be implemented to collect statistics on the items searched and on the pages visited.

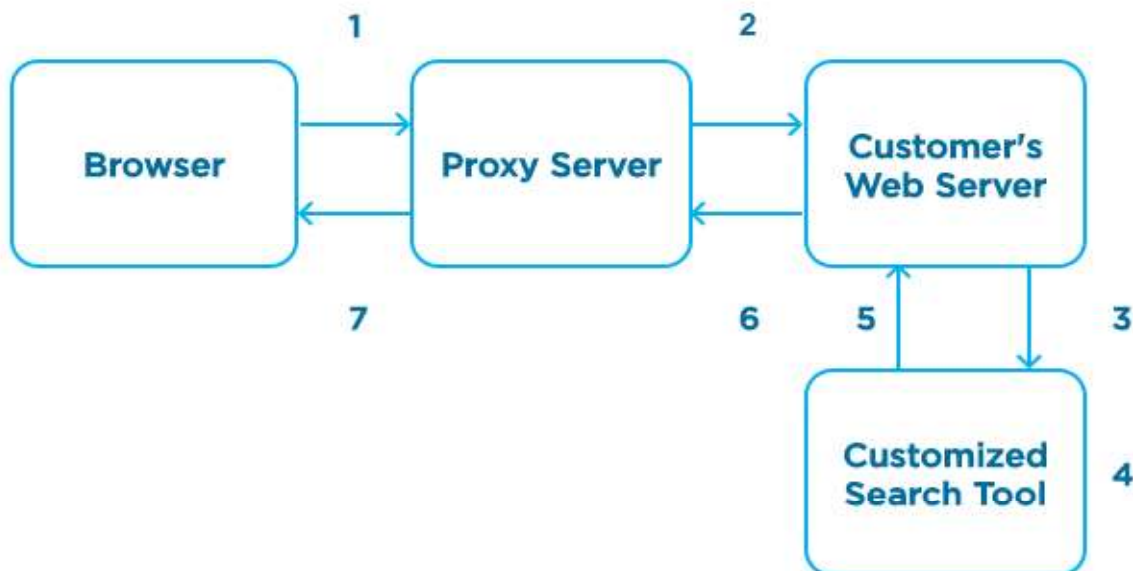


Behind the Scenes of a Customized Search

To understand how a customized solution can provide greater flexibility than other search mechanisms, it might be helpful to understand how a search request on a localized web site would be processed:

1. In the browser, a user enters a search string that is passed to the Proxy Server.
2. The search string with an X-OriginalLocale header is forwarded from the Proxy Server to the Customer's Web Server.
3. On the Origin Server, the search string is forwarded to the Customized Search Tool.
4. Using OneLink provided technology, the Customized Search Tool translates the search string to the origin language.
5. The Customized Search Tool then initiates a search on the search string in the origin language.
6. The results page in the origin language is forwarded to the Proxy Server for translation.
7. The Proxy Server translates the origin language results page. The localized results page is then composed and displayed in the browser.

These different stages of a customized search in a localized language are illustrated below.



Customized Search on a Localized Site



On balance **Customized Works**

Auto-Completion of Search Terms

A customized search solution can implement the auto-completion of search terms following a user's initial input. Translations.com can help start the process, by translating all the autocomplete terms used in the origin site's search tool. You can then re-alphabetize the translated terms appropriately in each target language. The search tool will display localized auto-complete search strings based on the value of the X-OriginalLocale header that was passed from the browser.

Search Term Normalization

Terms can be normalized before they are translated and searched on the origin server. Using the OneLink API, a localized search tool can map strings that are most likely to be misspelled to the intended search term. Search term normalization can make searches on localized sites more efficient and less frustrating for end-users.

Statistically Weighted Search Results

Some customer organizations analyze search terms in order to determine what is most likely to interest the user in addition to what is actually requested. This kind of interest-matching is commonly employed on retail sites. A search for a kayak on a sporting goods site might be used, for example, to display results that include life jackets, based on a correlation between purchases of both products. A customized search approach can integrate the use of statistics in generating and displaying search results.

Great Search Solution

You should consider adapting your customized search tool if resources and time permit. While other strategies may provide an easier implementation or an outsourced solution, the customized approach can help visitors to your localized web sites find exactly the information they need. In addition, this kind of solution can help you improve the overall search experience by displaying items of possible interest in addition to those that were requested.

Whatever you decide, keep in mind that effective searching on your localized web sites should be an important aspect of your overall localization strategy. Investing some time and effort can result in improved satisfaction for your customers and, for retail sites, higher sales volumes as well.



About Translations.com With annual revenues of over \$500 million, Translations.com is a leading provider of enterprise localization services and technology solutions. From offices in 90 cities on six continents, Translations.com offers a full range of services in 170+ languages to clients worldwide. More than 3,000 global organizations employ Translations.com's GlobalLink® Product Suite to simplify management of multilingual content. Translations.com is part of the TransPerfect family of companies, with global headquarters in New York and regional headquarters in London and Hong Kong.

For more information, please visit www.translations.com.