Translating ecommerce vs translating websites

Translating websites and ecommerce stores has never been easier. While in the past it would involve a lot of manual work and getting the developers and designers involved, all of these steps can be skipped using Website Translation by Text United.

There are still some aspects and differences to consider while translating these two types of projects.

* Ecommerce stores can be significantly larger and have more content than company websites
* Ecommerce stores have a lot of repetitive content (Products, product descriptions etc.)
* Ecommerce webstes may have more text embedded in pictures which will need a separate translation project
* Large projects need usually more than one translator involved, while a simple company website can be done by one translator.

Repetitive content in Ecommerce stores

One of the many perks when using an advanced translation platform is Translation Memory and terminology management. With ecommerce pages that have hundreds or thousands of products, they generally have a lot of repetitive content.

Text United analyses your website and breaks it down into segments. These segments are ususally sentences and sentence-like units and it is easier to read, translate and edit them instead of translating huge chunks of text. When a sentence is translated that appears throughout your website 100 times, it will automatically place the translation in the 100 segments.

For sentences that are not 100% identycal but share a high level of similarity, they will have translation memory proposals available and with one click – you can insert the proposal and edit the translation.

Pictures with embeded text

Pictures with embeded text need to be handeled mnually. If your website contains a lot of graphics, banners etc. it's best to extract the text, and create a separate translation project. After the content is translated, your graphic designer has to re-create the images with the translated text.

Overflowing text

With the built in formatting tools, there will be no issues with overflowing text. Translated text can easily get up to 30-40% longer than the original text. This can cause issues with the whole UI of your website. This can be preventented as the overlay editor for website translations allows customization of text size, font and frames.