

# All You Need to Know About Website Localization

A White Paper by GTE Localize



Published on December 2021

Email: [inquiry@gtelocalize.com](mailto:inquiry@gtelocalize.com)

Website: [www.gtelocalize.com](http://www.gtelocalize.com)

All rights reserved. No part of this white paper may be reproduced or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the acknowledgement and written permission from GTE Localize.

**Copyright © GTE Localize 2021**

# Table of Contents

<b>PREAMBLE .....</b>	<b>4</b>
<b>I. WHAT IS WEBSITE LOCALIZATION? .....</b>	<b>5</b>
<b>II. WHY WEBSITE LOCALIZATION IS IMPORTANT? .....</b>	<b>5</b>
1. Reach More Multinational Clients .....	5
2. Show That You Care .....	5
3. Build Trust in Your Audiences .....	6
4. Improve SEO Ranking of Your Website .....	6
<b>III. PREPARATION FOR WEBSITE LOCALIZATION .....</b>	<b>6</b>
1. Define the Target Market And Language.....	6
2. Decide Which Items Need Localizing .....	11
4. Choose A Suitable Localization Agency.....	11
5. Internationalize Your Website .....	12
6. Prepare Localization Resources .....	13
<b>IV. START THE WEBSITE LOCALIZATION PROCESS .....</b>	<b>15</b>
1. UI Content Extraction.....	15
2. Import Content to Localization Platforms or Tools.....	20
3. Import Localization Resources .....	25
4. Localize Content and Linguistic Quality Check.....	26
5. Import Translations to Your Website.....	26
6. In-Context Review .....	29
5. Function Testing.....	29
<b>V. COMMON WEBSITE LOCALIZATION MISTAKES TO AVOID.....</b>	<b>30</b>
1. Using Machine Translation Only .....	30
2. Translating Only Parts of Your Website .....	30
3. Using Images with Text .....	31
4. Never Updating Your Translations .....	31
<b>VI. SUCCESSFUL WEBSITE LOCALIZATION CASE STUDIES .....</b>	<b>32</b>
1. Case Study 1 - Viessmann Website .....	32
2. Case Study 2 - Abbott Website .....	35
<b>CONCLUSION .....</b>	<b>39</b>

## PREAMBLE

Translating websites into a new language sounds like a daunting and heavy task that you cannot complete without having a linguist and specialized technical team of your own. That's only half true though. Yes, it's true that you will need a team of experienced and native translators and editors to help you accurately translate your content and localize the graphics. And no, you do not have to handle difficult technical issues yourself when you work with a professional website localization agency which is highly recommended for a website localization project.

However, that does not mean you can push all responsibility to your website localization partner. While website localization agencies handle linguistic and most technical issues for you, your company's crucial role lies in the planning and preparation steps before and during the whole project.

In this whitepaper, GTE Localize does not focus on what website localization agencies do during a website localization project, but rather on what your company needs to prepare and do to support the success of the project.

To be more specific, we will guide you through:

- How to choose the right languages to localize your website into?
- How to choose a suitable website localization agency to work with?
- How to prepare localization resources for your translation partner?
- What you need to do during the website localization process (step-by-step)?
- What common mistakes should you avoid when localizing your website?

## I. WHAT IS WEBSITE LOCALIZATION?

Website localization is the process of adapting your original website's language, graphics, designs, SEO elements, and functionality for a new specific target market.

The website localization process involves the steps of internationalizing the website as well as translating and localizing the website's content and graphics into a new language and culture. The purpose of this process is to give target users the best and most authentic user experience.

## II. WHY WEBSITE LOCALIZATION IS IMPORTANT?

Having a website that is only available in English is not enough for your business when going global. This statement sounds fairly obvious and almost like a cliché. So, to emphasise the importance of website localization, we bring you some crucial facts and figures from the [Can't Read, Won't Buy](#) by CSA Research.

- **89%** of internet users do not live in the U.S;
- **71.4%** spend most of their time on websites written in their native language;
- **40%** won't buy in another language;
- **65%** prefer content in their native language;
- **73%** want reviews of products in their language;
- **52.7%** acknowledge that retrieving information in their own language is more important than prices;
- **\$1** invested in localization generates up to **\$25** in revenue.

In other words, if you have a well-localized website, you can gain the following benefits:

### 1. Reach More Multinational Clients

If you want to reach more multinational clients and boost your global sales, a multilingual website is your assistant.

### 2. Show That You Care

Having a well-localized website also contributes to a better brand image for your business. It shows that your company respects and cares enough for a specific market to make efforts to adjust your products and website to suit its language and culture.

In addition, it creates a competitive edge for your business as 82% of shoppers are more likely to buy if promotional material is in their own language. If your website is multilingual and your competitor is not, you will have a huge advantage.

### **3. Build Trust in Your Audiences**

When communicating with your audiences in their own languages, you can avoid regretful miscommunication and misunderstanding and provide your audiences with clear and accurate products/services information in a language that they are fluent in. This is the key to convincing more audiences to trust your brand and make a purchase.

### **4. Improve SEO Ranking of Your Website**

According to Google, [about 20%](#) of all the billions of online searches were carried out in the local languages, compared to only 2% in 2014. The figures speak for themselves. People tend to search more in their own languages. That means without being optimized in your audiences' native languages, your website will not be displayed in the search results.

A localized website with optimized keywords, meta-tag information, etc. ensures on-page SEO of your website in a new market and generate more organic website traffic.

## **III. PREPARATION FOR WEBSITE LOCALIZATION**

Before your website localization project can be kicked off, you need to make some preparations in planning your strategy, building your team, and making other crucial decisions.

### **1. Define the Target Market And Language**

It is impossible for you to localize your website into too many languages at once, especially for SMEs with limited budgets. Therefore, your company needs to make a tough decision – which global markets you want to localize your website into first.

To answer this question, you should consider numerous related factors, including the 5 important suggestions below.

#### **#Factor 1 - Target Markets**

Your company's target markets are one of the most important factors for your decision on which language(s) should you translate your content into. Choosing the right foreign target markets is no easy task though. Your company should make a list of current and potential countries that

have the highest demands for your types of products or services. You can find such information from conducting your own research and surveys, asking your sales reps, or looking at your current audience base to understand better the buyer personas.

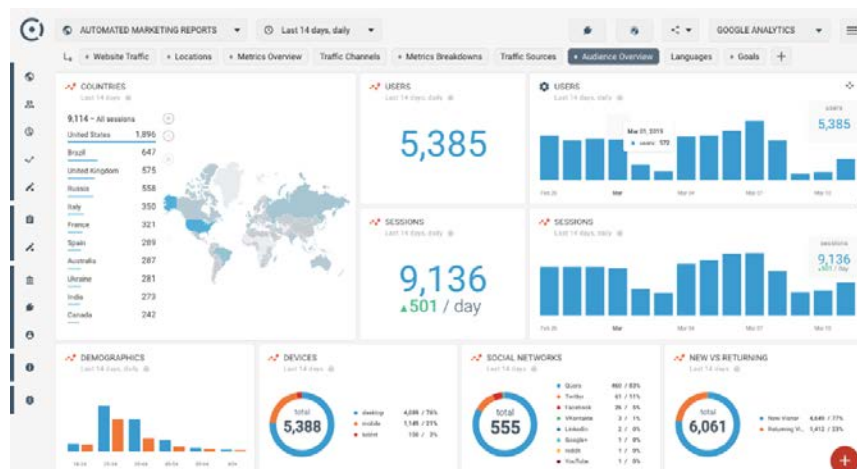
You can also gain more insights by analyzing your competitors to see which markets they are targeting. Factors such as purchasing power, e-commerce markets, government restrictions, taxes, etc. shouldn't be ignored.

The use of languages and social norms in different parts of a country might differ. Thus, your choice of target markets should be as specific as possible. You shouldn't stop at choosing the right countries only. Specifying the locale is highly recommended.

This is best illustrated by the example of China which uses two types of Chinese – [Simplified Chinese and Traditional Chinese](#). While Traditional Chinese is used in Hong Kong, Macau, Taiwan, and Guangdong province, Simplified Chinese is mostly used in Mainland China. In fact, there are only a small number of old people in Mainland China that understand Traditional Chinese. As a result, if you use Traditional Chinese in Mainland China, it will be a big localization fail. Likewise, if you target Hong Kong or Macau markets, your right choice is Traditional Chinese.

## #Factor 2 - Website Traffic

Your website traffic can tell you a lot about your current audiences which help you build a target audience profile or adjust your business strategy accordingly. The information such as where your audiences are from, what their native languages are, or which languages they use to browse in your website will give you a clue about the language you should localize your website into next. For example, if 20% of your current audiences are from China while only 5% of them are from Japan, then Chinese might be put in a higher priority compared to Japanese in your localization plan.



*Image credit: Octoboard*

Numerous plugins are available to provide you with accurate real-time information about your website traffic and alleviate this time-consuming process. You can have a go at Yoast SEO, WP Statistics, W3Counter, and Content Performance to name a few. If you need more performance metrics, a third-party tool such as Google Analytics is a great choice.

### **#Factor 3 - Cost**

The cost to localize a website depends on a variety of factors, from the complexity of the website's technical elements, functions, content to the number of words and especially, the rarity of the language pairs. Some languages are more costly to translate than others due to their popularity and difficulties.

For example, when working with Korean-Albanian – a rare language pair, it is far from easy to find a qualified translator. The common solution is to use English as an intermediate between two less common languages. In such a case, it will take two steps to complete the task. First, the source text in Korean is translated into English, then the English translation is converted into Albanian. This results in higher costs and sometimes a less accurate target translation.

Another factor that affects the translation cost is the translators' cost of living. The country or city where translators live has a huge impact on how much they charge for a translation project. As the living standards and salary demands of Japanese or Northern European people are comparatively high, it comes as no surprise that translators living in these countries will charge twice or even more than those who live in Southeast Asia.

For example, the rate for the Translating and Editing service of an English to Japanese project is around 0.14USD/word while that of an English to Indonesian or English to Thai project is significantly lower, at about 0.08USD/word. It is understandable because, in the end, the time and effort the translators spend on a project must earn them enough money to cover their living costs and other activities.

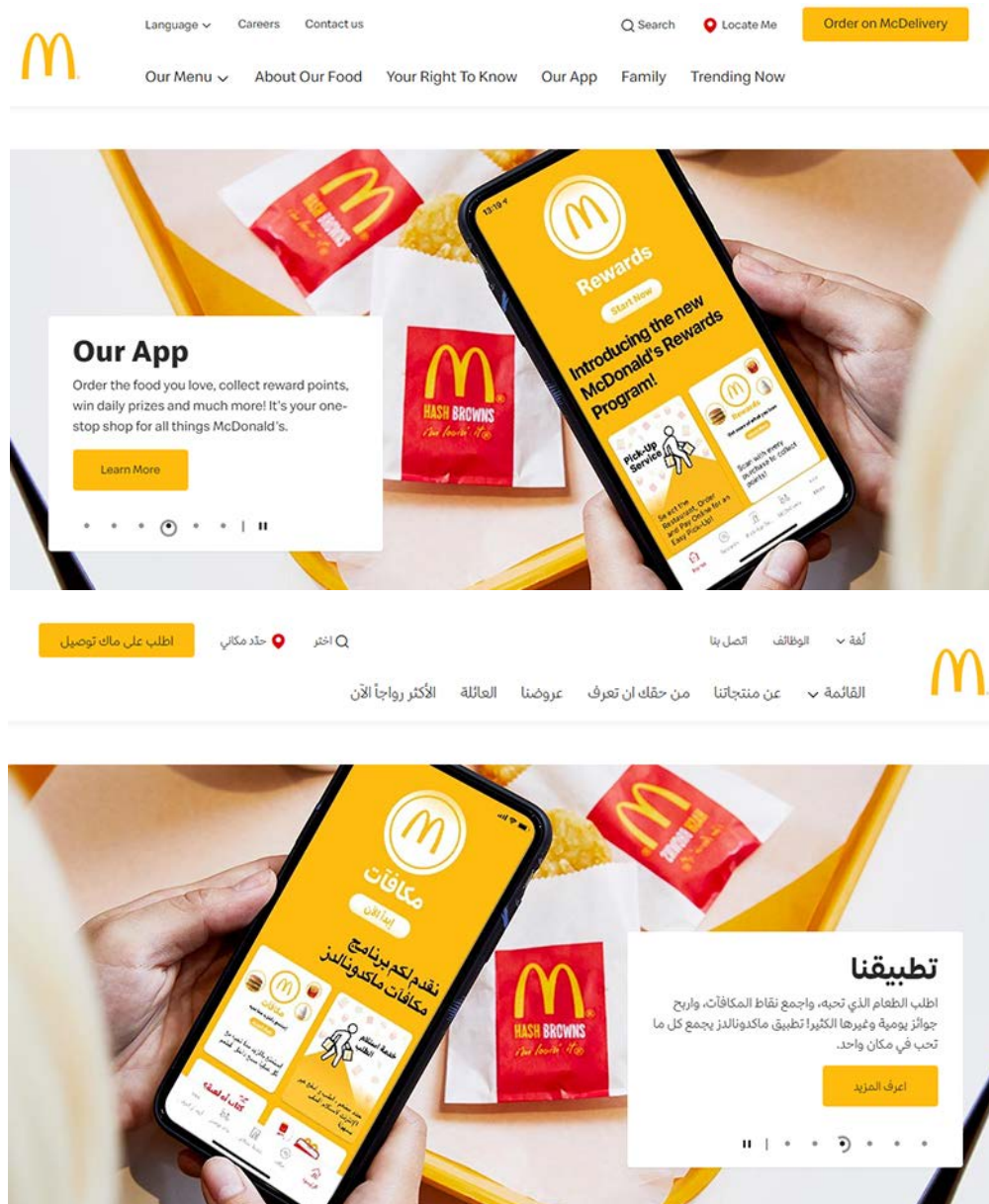
To check the price for your chosen language pair(s), you should contact some freelance translators or translation agencies to get an estimation.

### **#Factor 4 - Design of The Website**

Sometimes, the whole design of your website must change due to the nature of the target language. While the majority of languages in the world are written from the left to the right side of the page, some languages like Arabic and Hebrew are read and written in the opposite direction – from right to left. As a result, the entire layout and design of the original website no longer work for the target language.



Below is an example from McDonald's website in Arabic and English. The logo, menu bar, and images are placed in the opposite direction to fit each language.

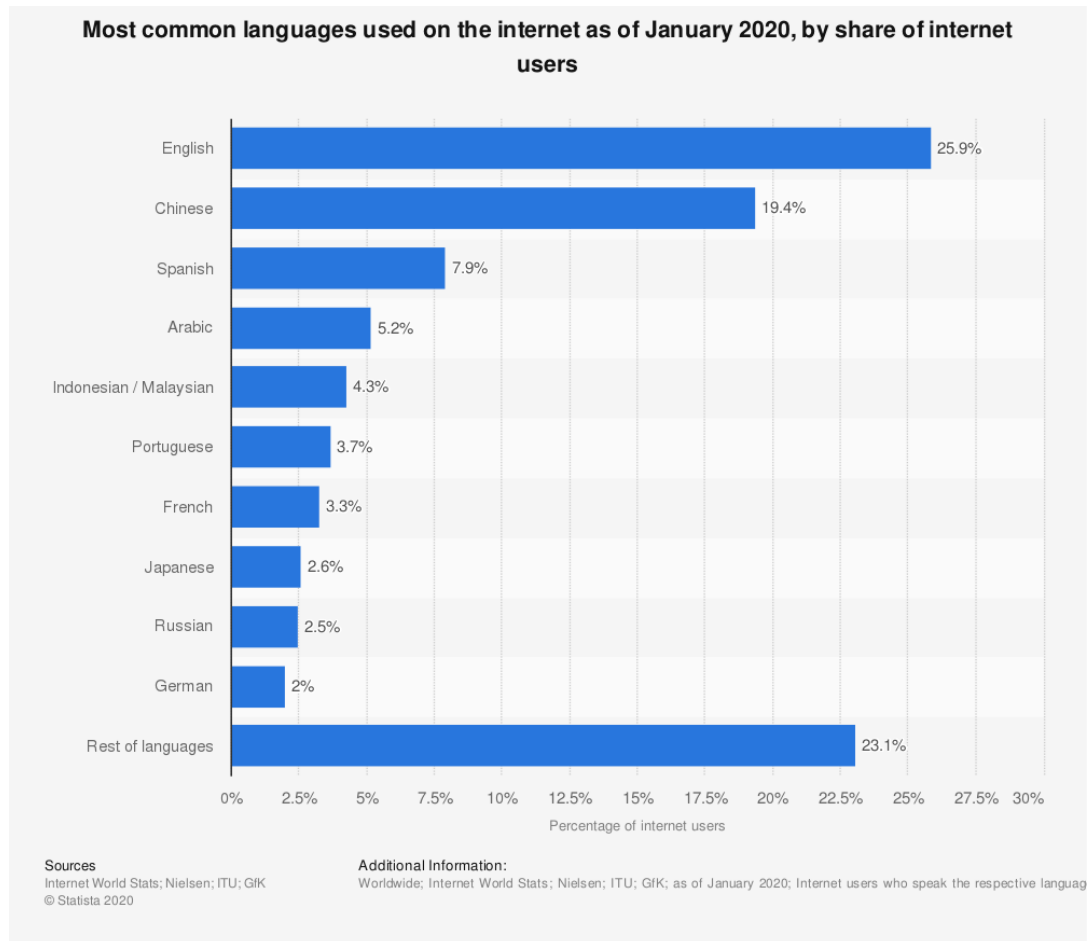


What's more, the word length of the source and target languages is no one-to-one correspondence. When translating from alphabetic writing languages to non-alphabetic writing (or character-based languages) such as Chinese, Korean or Japanese, the length of words is shrunk significantly, leaving too much white space in your website layout.

More time and money are also put into the localization process to adjust and perfect the layout and design, giving you an eye-catching final product. Therefore, the priorities for such languages should be reconsidered if your resources are not abundant now.

## #Factor 5 - The Popularity of Languages Used On The Internet

According to Statista, English is the most used language on the Internet, accounting for 25.9% of Internet users. Chinese, Spanish, Arabic, and Indonesian/Malaysian are among the top 5 most popular languages people use on the Internet. Having your website translated into such languages can give your website a chance to reach a larger number of audiences and increase the traffic volume while promoting your brand globally.



### *Most popular languages used on the Internet*

However, deciding the languages you should localize your website into solely based on this statistic might not be a wise choice. Firstly, people living in these markets might not have a great demand for your types of products or services while those who speak less popular languages do. Secondly, huge markets equal more competitors and fewer profits. Thus, this is a good reference but possibly not the determinative factor for your decision.

## 2. Decide Which Items Need Localizing

It is ideal if your company has a resourceful budget that allows all website elements to be localized. However, in case your budget is limited, you need to decide which important items should be prioritized. This decision, unfortunately, is not easy at all.

To help you avoid missing important elements when localizing, we have made a checklist of key website items in two groups: visible and invisible.

### **Invisible elements should be adapted:**

- Landing pages text;
- Header and footer;
- Pop-up messages;
- Call to action (CTA) buttons;
- Contact forms;
- Blog posts;
- Text on images;
- Downloadable assets (e.g., whitepaper, resources, etc.);
- Error messages;
- Terms and conditions;
- Privacy policy;
- Time, measurement, and currency;

### **Invisible elements to localize:**

- Meta titles and descriptions;
- Alt text;
- Databases;
- Permalinks.

## 4. Choose A Suitable Localization Agency

For a website localization project, we highly recommend you work with a specialized translation agency instead of freelance translators. This is because website localization requires more than just native linguists. It needs a team of experienced translators to handle the language side, a team of developers and engineers to support the technical side, a team of dedicated project

managers to guarantee the smoothness of the project as well as marketing specialists in the target market.

When searching for a translation agency to work with, you should consider the following factors:

### **#1. Have a partnership with your website builder multilingual plugins**

Whether a localization agency has a partnership with different multilingual plugins and localization platforms or not can tell a lot about its focuses and expertise. Those who partner up with various related providers will bring you various choices to meet your unique demands.

For example, if your website is built on WordPress, your localization partner should be the one who has a partnership with well-known WordPress multilingual plugins such as WPML, Polylang, Weglot, etc. to help you enjoy an automatic and seamless experience.

### **#2. Be able to support different file formats**

If you only translate a few web pages, then manually copying and pasting content into the Word file can work. However, in case your whole website needs localizing, this manual method costs too much time and you easily get confused or miss important information. That's why every website builder allows you to export all content, or some chosen parts of your content, mostly in XML, CSV, or HTML formats. The localization agency you work with must be able to support these file formats to guarantee a smooth and automatic workflow.

### **#3. Giving you a clear working process**

An experienced localization agency in website localization should be able to consult you with a clear and customized localization process because each project is unique and there is no one-size-fits-all process for all website projects. Being provided with a clear process means you understand what you need to do and what your translation partner will perform during the agreed deadlines. Thus, you can control the progress and get your expected results on time.

## **5. Internationalize Your Website**

Website internationalization is a preparatory step for localization. It is the process of ensuring that your websites' platforms, architecture, and workflows can accommodate different languages and cultural conventions.

Main considerations when internationalizing your website:

### **Technology**

- Make sure your website programmers use Unicode as it supports all languages and provides unique symbols for characters in languages.
- Make it possible for your codes to display content in different languages and local preferences (date formats, currency, etc.)
- Ensure that your localized website content is under the same URL within language-specific subdirectories or subdomains.
- Set up hreflang tags within your source code.
- Set up language redirection to display the right language for your website visitors.
- Separate the source code and translatable strings.

### **Design**

- Adapt your website to allow space for different word lengths.
- Adapt your website to be able to display content for the right to left languages.
- Make sure you are about to display/hide/adapt some part of the website.

Internationalization should be considered carefully because if it's done right, no changes to the source code or framework are needed in the next steps.

## **6. Prepare Localization Resources**

The success of a localization project depends on not only your translation partner but also you – the client/buyer. There are many possible mistakes made during the localization process including typing mistakes, inaccurate word choices, etc. But sometimes, it can go wrong before the translators even start their jobs. It lies in the preparation step from the work giver.

Localization resources including style guide, translation glossary, and your list of multilingual keywords are somewhat like a compass that helps translators perform the tasks in the right direction. It's an unskippable step in the localization process if you want a high-quality translation without wasting too much time or localization costs.

### **Style Guide**

A translation style guide is a guideline your company made for translators to follow while handling your translation projects. A style guide usually includes a set of rules about writing style, translation tone, spelling, punctuations, brand voice, and other textual and visual elements.

The guide is mostly written in the source language to explain the source elements and their expected outcomes clearly to the linguists. For example, if your project is translating a document from Japanese to English, then writing the style guide in Japanese comes highly recommended.

Elements you need to include in your translation style guide:

- General information about the project
- Tones of voice
- Target audience's profile
- Linguistic preferences (Spelling, Abbreviations and Acronyms, Punctuation, Names and Addresses, and Numbers and Measurements)
- Elements shouldn't be translated

For a detailed guide on how to create a style guide and a freestyle guide sample, visit our blog post [here](#).

## Translation Glossary

A translation glossary is a list of standardized key terminology that appeared in documents that need translating. It may also contain your company approved translations for those terms or their definitions.

In general, the format of a translation glossary includes 3 elements:

- **Terms in the source language** (Required) - Brand-specific terms, Industry-specific terms, Audience-specific terms, Keywords, Not-translated terms.
- **Terms' definition and explanation** (Required) - Which part of speech is the term? Is it a noun, adjective, or verb? What does the word mean in the source language? How is the word used in the specific context of your documents?
- **Approved translations of the terms** (Optional)



For a detailed guide on how to create a translation glossary and a free translation glossary sample, visit our blog post [here](#).

## Multilingual keyword research



To improve the results of target language searches and search result ranking, multilingual keyword research must be conducted before you start your website localization project. This is because a term, object, or event can be described by several different words in a language. Thus, the literal translation of keywords from the source language to the target language might not bring a desirable result.

For example, assuming you own a dental website with an English blog post using the term “orthodontics” and want to translate it into Vietnamese. The official translation of “orthodontics” in Vietnamese is “chỉnh nha”. The translation is correct, unfortunately, according to SEMrush – a keyword research tool, the monthly search volume of this term is quite low, at around 600. Meanwhile, “niềng răng” – a more casual term with similar meaning has over 18,000 monthly

searches. Needless to say, to balance between accuracy and SEO, “niềng răng” is the right choice for the blog translation in this case.

Bulk Keyword Analysis 1								<a href="#">+ To Keyword Manager</a>	<a href="#">Export</a>
<input type="checkbox"/>	Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results	
<input type="checkbox"/>	chỉnh nha	590		74.92	0.26	0.41		126,0M	

Bulk Keyword Analysis 1								<a href="#">+ To Keyword Manager</a>	<a href="#">Export</a>
<input type="checkbox"/>	Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results	
<input type="checkbox"/>	niềng răng	18,1K		78.25	0.27	0.57		1,7M	

The example is to say that translating the main and sub-keywords of your website is not enough. Your company should conduct keyword research in the target language to make sure you have used optimized ones to gain visibility of your website when customers search for such information in their target language.

More than that, having an understanding of the target market’s preferred search engine is important. Not every country use Google as the go-to search engine. For example, most Chinese people use Baidu, Russian mainly use Yandex, and Korean people are fans of Naver. Each search engine has its own algorithms to rank your web page. That means if your website achieves a great Google ranking, there is no guarantee that its performance will be the same in Baidu or Naver.

## IV. START THE WEBSITE LOCALIZATION PROCESS

### 1. UI Content Extraction

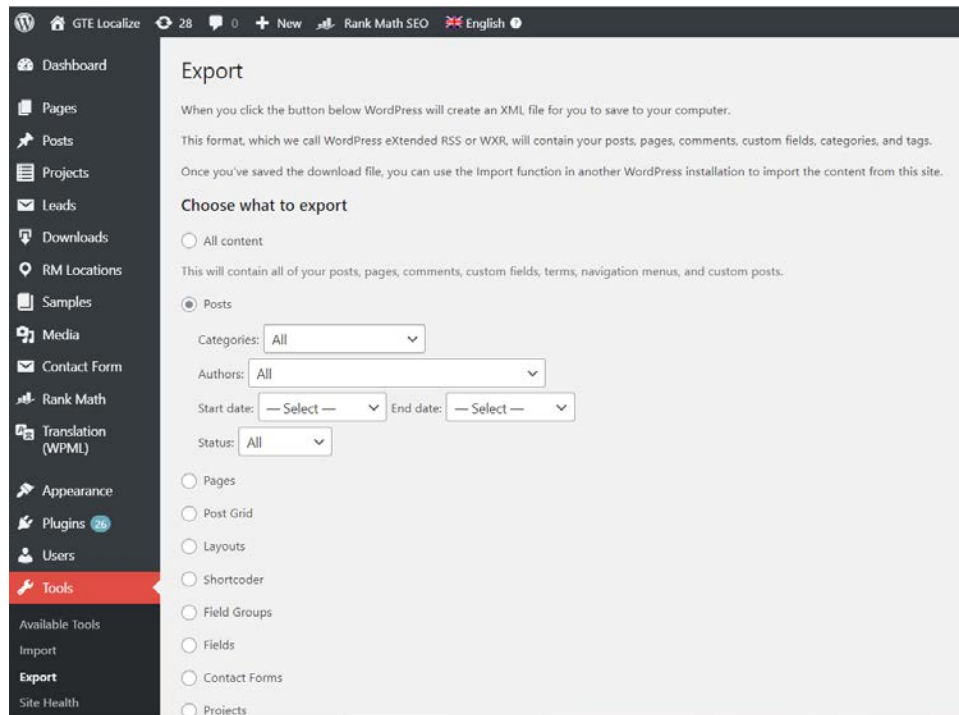
Website localization starts with the content extraction step. In this step, you need to extract all your website content or parts of it that need localizing into file formats that allow linguists to work on.

Depending on your website builders, the content extraction process is different. Within this whitepaper, we will focus on giving instructions on the three most used website builders: **WordPress** (28+ million websites), **Wix** (4.5+ million websites), and **Squarespace** (2.5+ million websites).

#### 1.1. How To Export Content from WordPress

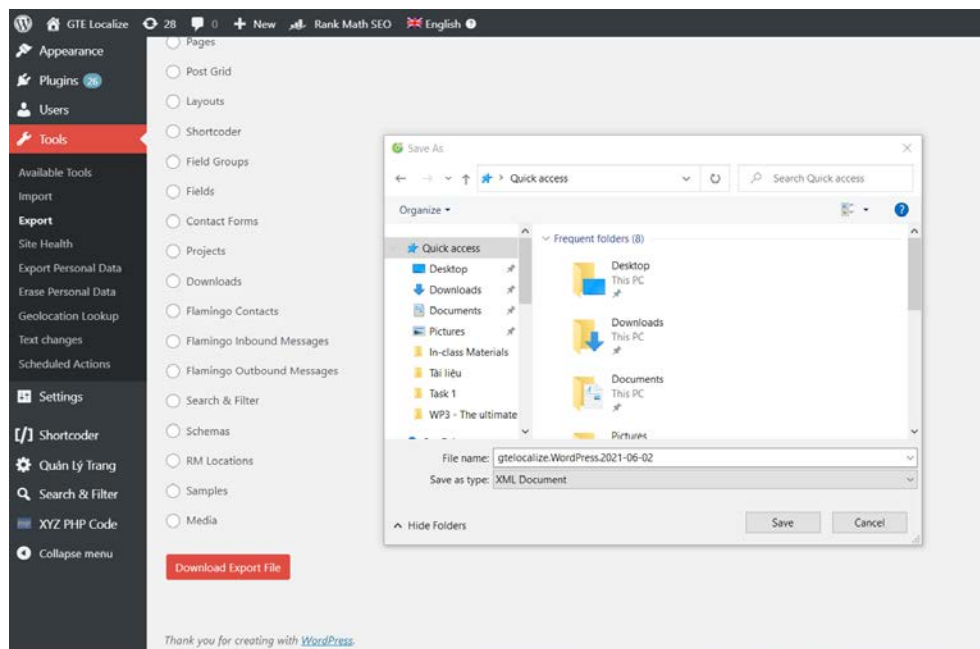
**Step 1:** Go to your website **Dashboard**. Then choose **Tools -> Export**.

**Step 2:** On the Export page, you can choose to export all content or a part of it. The filters tool will help you easily select what needs to be exported for translation.



**Step 3:** After finishing choosing the content for translation, simply click **Download Export File** to download the selected content.


The file will be saved in an XML (Extensible Markup Language) file. This file format is supported in both CAT Tools and other localization management platforms.







## 1.2. How To Export Content from Wix

**Step 1:** Go to the **Content Manager** in your Editor.

- If you use Wix Editor, click the **Content Manager** icon  on the left side.
- If you use Editor X, click the **Content Manager** icon  at the top.

**Step 2:** Click the collection you want to access. Click the **Show more**  icon and click  **Export to CSV**. The file export from Wix is CSV which is supported by most CAT Tools.

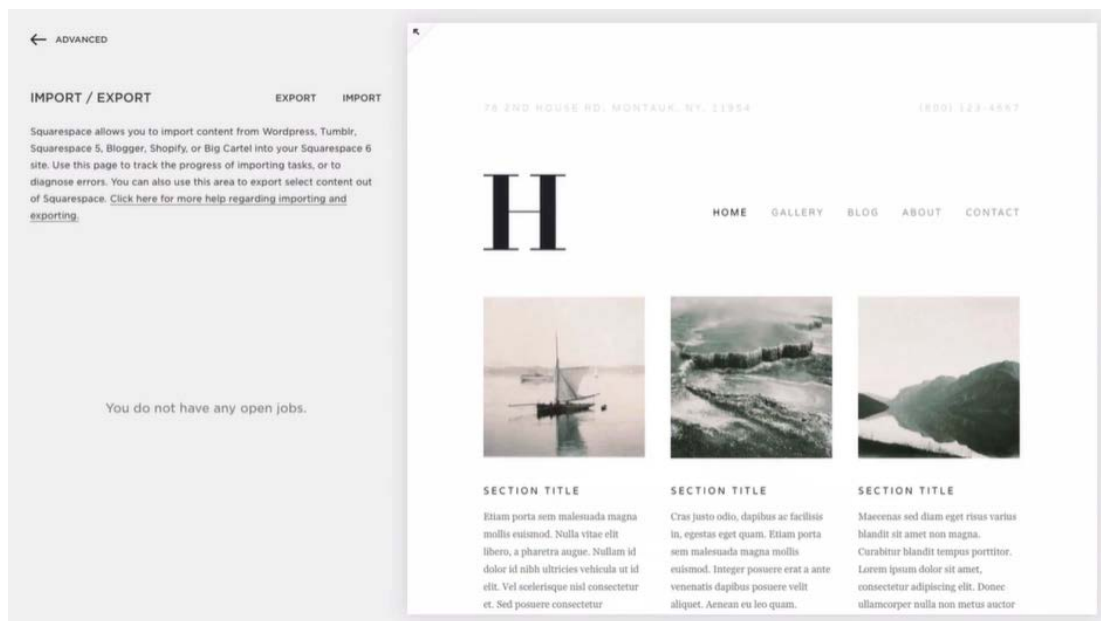
Based on your needs, you can choose to export all data or filtered data.



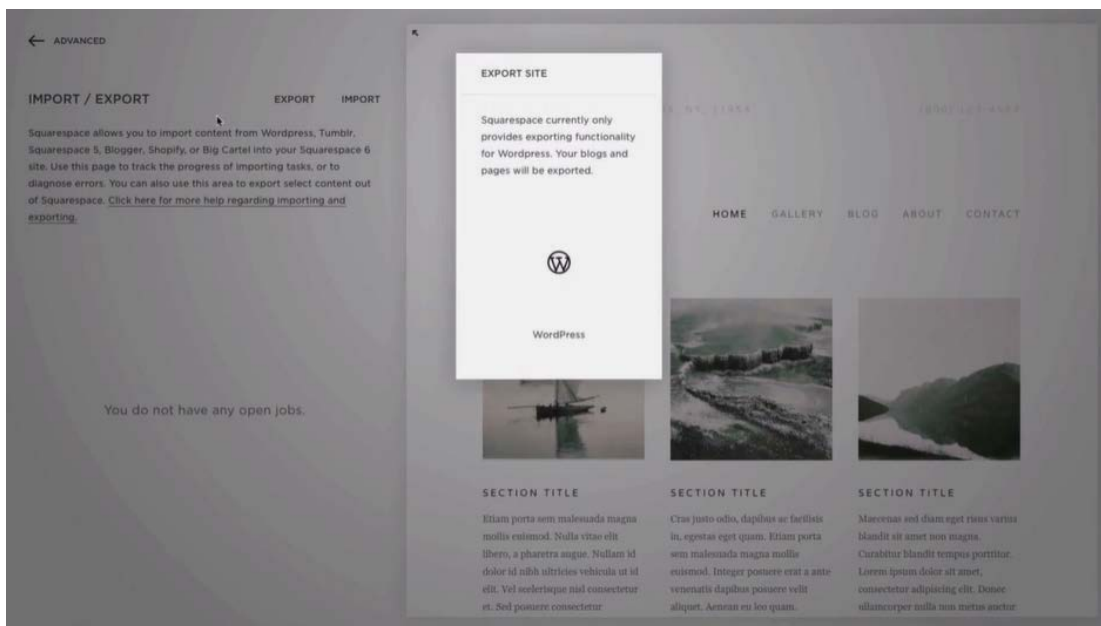
**Step 3:** Click **Export** and wait for the file to download.

## 1.3. How To Export Content from Squarespace

**Step 1:** Go to **Settings** -> **Advanced** -> **Export/Import**.



**Step 2:** When you click on the **Export** button, there will be a WordPress icon showing up. Click on this icon.



**Step 3:** Only one Blog Page can be exported. If you have more than one Blog Page on your site, a **Select Primary Blog** message will appear. You will need to choose the Primary Blog, then click **Export**.

SELECT PRIMARY BLOG

Unlike Squarespace, WordPress does not allow a single installation to manage multiple blogs. Please select a blog to export.


Blog

▼

CANCEL

EXPORT

**Step 4:** After the export is complete, the **Download** button will appear. You can save your file in XML format to your computer.

 Exporting Site

DOWNLOAD

CLEAR

— Export complete.

— Processed page [Instagram block test].

— Processed page [Columns and rows].

— Processed page [Getty Image test].

— Processed gallery [Images].

— Processed page [Location & Hours].

— Processed blog [Blog].

— Processed page [Contact Us].

— Processed gallery [Videos].

— Processed page [Random blocks].

— Processed page [Gallery Block].

— Processed page [Bio].

— Processed page [Summary Block].

— Processed page [Content Link Block].

## 2. Import Content to Localization Platforms or Tools

After having the exported source files for translation, you can manually send the files to your linguists who will import them to CAT Tools and start translating, or automatically send your content to your translation partner through a multilingual plugin. Another choice is to use a localization platform such as [Crowdin](#), [Lokalise](#), [Transifex](#), etc. These localization platforms already integrate CAT Tools and allow all related teams to work and track progress in a single workspace.

In this whitepaper, we will instruct you to import files into three specific tools/platforms namely SDL Trados (CAT Tool), WPML (Plugin), and Crowdin (L10n platform).

### 2.1. Using CAT Tools – SDL Trados

While most CAT Tools support XML and CSV file formats, it is still worth checking with your translation partner to make sure what CAT Tools they use and how they can handle your file request. We also recommend you ask your translation agency to do a pilot project to understand the process. You can send them a small part of your project in the XML or CSV format, ask them to import the file to CAT Tools, translate and send you the translation to import into your website.

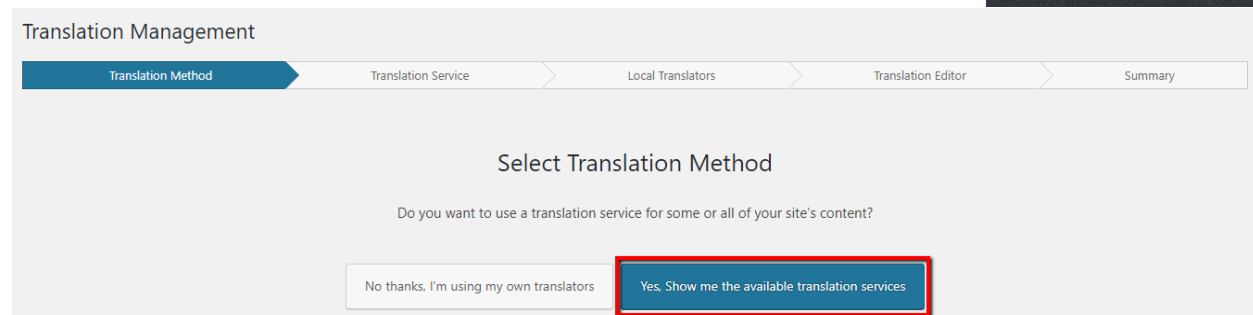
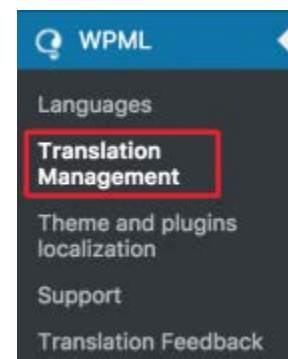
### 2.2. Using Plugins - WPML

To be able to send your translation partner the source content using the WPML plugin, you need to connect your website to your translation partner's WPML Plugin account. To do this, an API Token or credentials is needed.

#### Step 1: Choose the translation method

Go to the **Translation Management** tab on WPML to choose your translation method.

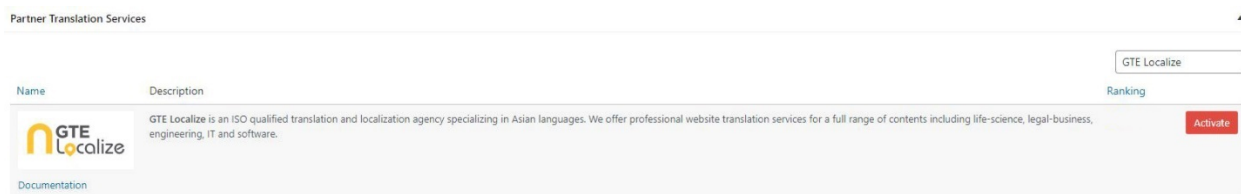
There are two options for you here – use your own translators or connect with an available translation service.



To connect with your translation partner, please select the latter – **Yes, show me the available translation services.**

## Step 2: Find your translation partner's name

Now you will see a long list of Language Service Providers. Scroll down or use the Search box on the top right of the page to find them. For example, type GTE Localize - a partner of the WPML plugin - in the search box, the result will be as below. To connect with your translation partner, click the **Activate** button.



## Step 3: Enter the API Token

You will need an account to connect with your translation partner.

- If you don't have an account, choose **No, I don't have an account**. Then you can request an account and your API Token by contacting your translation partner. Most translation agencies have a [token request form](#) on their website. If you cannot find the form, simply email your partner, and request the token.

Get your Authorization Token

Your Name\*

Your Email\*

Your URL\*

Your Message

SEND

- If you have already had an account, click **Yes, I already have an account** and enter the API Token.

Now your website and your translation partner account should be connected.

#### Step 4: Sending content for translation

First, click on the Translation Dashboard to send content for translation. On this tab, select page(s) that need translating and choose which languages to translate into.

Next, click **Add selected content to translation basket**.

The screenshot shows the 'Translation Management' dashboard with the 'Translation Dashboard' tab selected. The interface is divided into two main sections: '1. Select items for translation' and '2. Select translation options'.

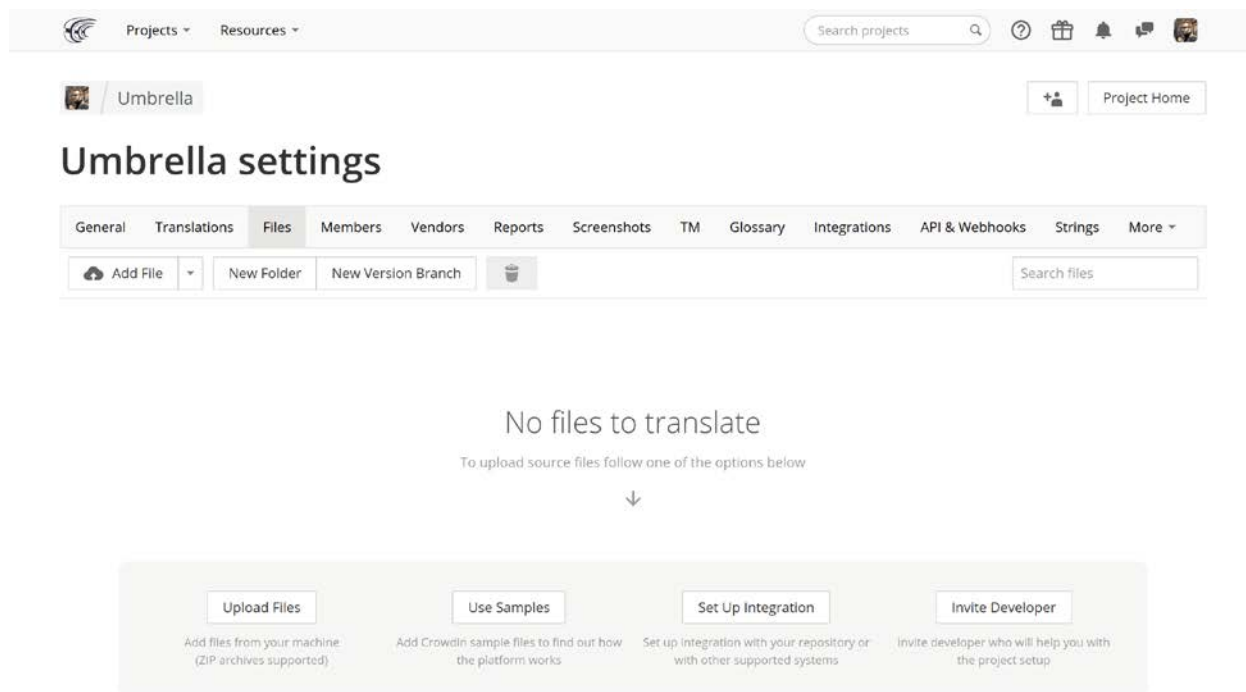
**1. Select items for translation:** This section contains a filter bar with dropdowns for 'Page', 'parent', 'Any', 'in', 'English', 'translated to', 'Any language', and 'All translation statuses'. Below the filter bar is a table with columns for 'Type', 'Date', and 'Notes'. The table lists three items: 'About Us', 'Our Services', and 'Testimonials', all of which are checked. A red box labeled '2' highlights the checkboxes for these items. A red box labeled '1' highlights the filter bar.

**2. Select translation options:** This section contains a table with columns for 'All Languages', 'Translate', 'Duplicate content', and 'Do nothing'. The table lists three languages: 'All Languages', 'French', and 'German'. For each language, the 'Translate' option is selected. A red box labeled '3' highlights the 'Translate' options for all three languages. A red box labeled '4' highlights the 'Add selected content to translation basket' button at the bottom of the section.

Word count estimate: 10 words in 3 document(s) [Word count for the entire site](#)

When you have finished adding content to the basket, choose the **Translation Basket** tab.





An important note is that the XML file type requires additional configuration after uploading to the project so the system could import the content of these files.

- **Automatically via API, console client (CLI), or GitHub integration.**

#### ***Option 1: Using API v2***

To upload a localization file automatically to your project, you need to run the following sequence of API methods:

- **Add Storage** – upload localization file body to storage at Crowdin server.
- **Add File** – define where to add the localization file with a specific storage id.

#### ***Option 2: Using Console Client (CLI)***

Crowdin CLI is a command-line tool that allows you to manage and synchronize localization resources with your Crowdin project. You can download the Crowdin CLI [here](#).

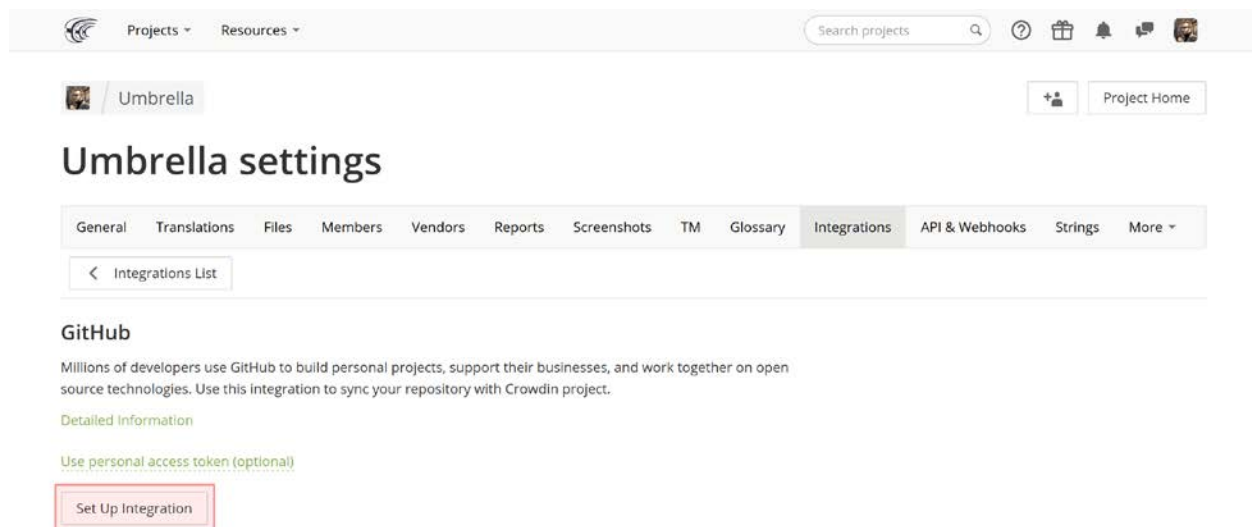
#### ***Option3: GitHub Integration***

To connect with GitHub, you need to follow the simple steps below:

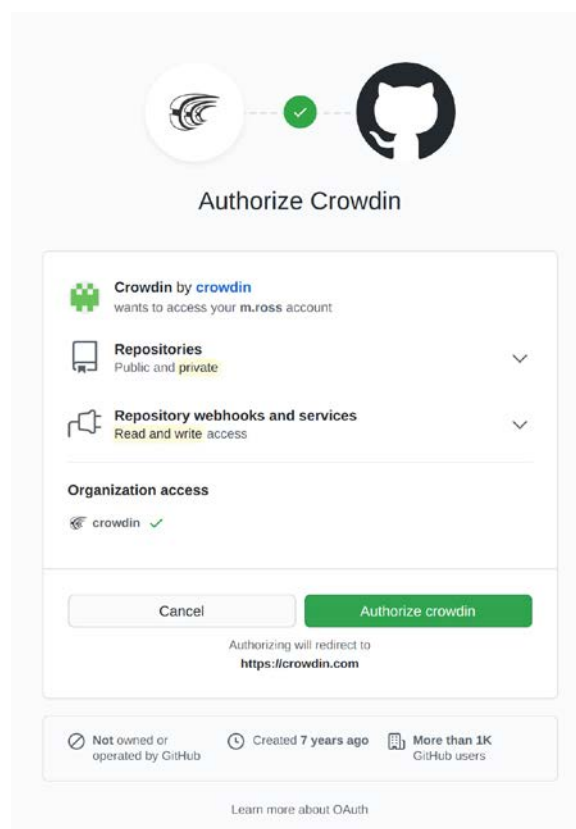
**Step 1:** Open your Crowdin project, then go to **Settings -> Integrations**.

**Step 2:** Click on GitHub in the Integrations list and **Set Up Integration** to integrate via your GitHub account.





**Step 3:** Authorize the connection with Crowdin on the GitHub side.



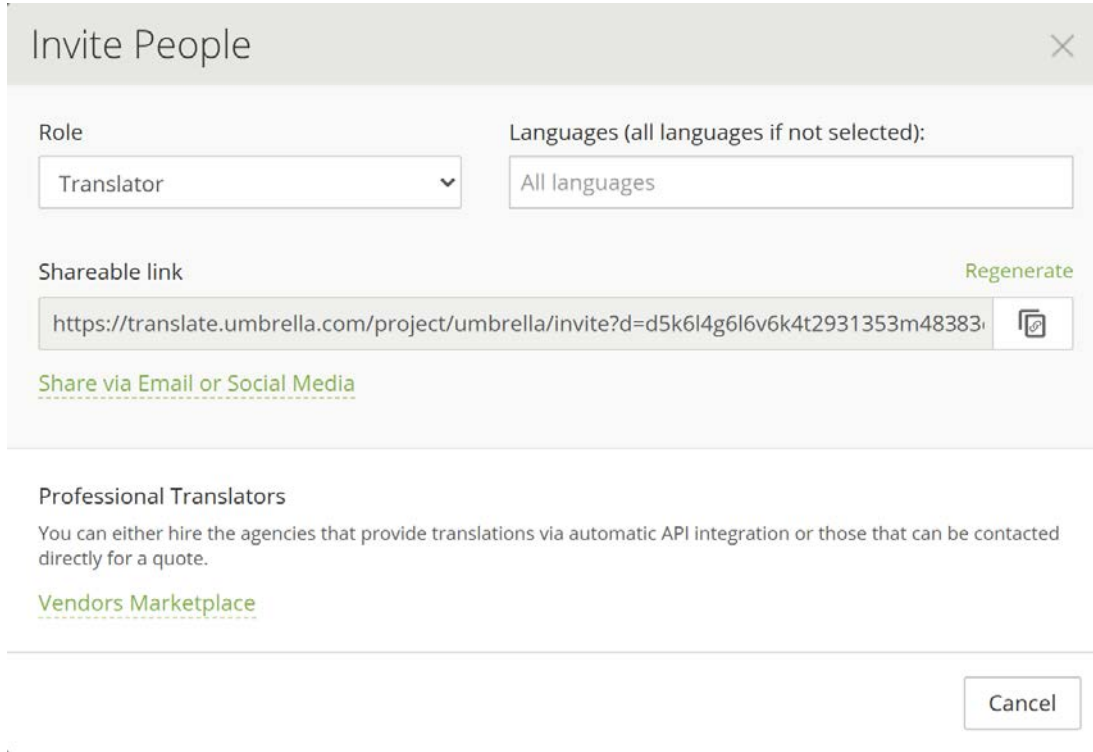
### 3. Import Localization Resources

In this step, your translation partner will upload the localization resources including Translation Memory (TM) and Glossary that you have prepared into the CAT Tool or translation platform. This is a simple step that any professional agency can perform.

## 4. Localize Content and Linguistic Quality Check

If you choose to translate your content via a CAT Tool, your translation partners will start translating, editing, and proofreading the files directly on the tool.

If you use localization platforms, another step needed to be conducted before this translation process starts. You need to invite project members to work on the project. Simply go to **Resources -> Vendors** and select the name of your translation vendor that is integrated with Crowdin.



The screenshot shows the 'Invite People' dialog box in Crowdin. It has a title bar with a close button (X). Inside, there are two input fields: 'Role' with a dropdown menu showing 'Translator' and a downward arrow, and 'Languages (all languages if not selected):' with a text box containing 'All languages'. Below these is a 'Shareable link' section with a text box containing a long URL and a 'Regenerate' button to its right. Under the link is a green link text 'Share via Email or Social Media'. At the bottom of the dialog is a 'Cancel' button. Below the dialog box, there is a section titled 'Professional Translators' with a paragraph of text and a green link 'Vendors Marketplace'.

Invite People

Role: Translator

Languages (all languages if not selected): All languages

Shareable link: <https://translate.umbrella.com/project/umbrella/invite?d=d5k6l4g6l6v6k4t2931353m48383> Regenerate

[Share via Email or Social Media](#)

Professional Translators

You can either hire the agencies that provide translations via automatic API integration or those that can be contacted directly for a quote.

[Vendors Marketplace](#)

Cancel

## 5. Import Translations to Your Website

### 5.1. Import Translations to WordPress

To import the translated files to the WordPress website, you will need to install plugins.

**Step 1:** Go to **Tools -> Import**. You will see a list of systems to import your files. If your files are in XML or CSV formats, you will need the [WP All Import](#) plugin. Choose **search the plugin directory** to find and install the needed plugin.

WP GTE Localize 28 0 + New Rank Math SEO English

Dashboard  
Posts  
Pages  
Leads  
Downloads  
Samples  
Contact Form  
Rank Math  
Translation (WPML)  
Appearance  
Settings  
Plugins 26  
Users  
Tools

Available Tools  
Import  
Export  
Site Health  
Export Personal Data  
Erase Personal Data  
Geolocation Lookup  
Text changes  
Scheduled Actions

Migration Almost Complete!  
Reserved Duplicator Pro installation files have been detected in the root directory. Please delete these installation files to avoid se  
Go to: Tools > Diagnostics > Stored Data > and click the "Remove Installation Files" button  
[Take me there now!](#)

## Import

If you have posts or comments in another system, WordPress can import those into this site. To get started, choose a system to import

<b>Blogger</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts, comments, and users from a Blogger blog.
<b>Categories and Tags Converter</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Convert existing categories to tags or tags to categories, selectively.
<b>LiveJournal</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts from LiveJournal using their API.
<b>Movable Type and TypePad</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts and comments from a Movable Type or TypePad blog.
<b>RSS</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts from an RSS feed.
<b>Tumblr</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts & media from Tumblr using their API.
<b>WordPress</b> <a href="#">Install Now</a>   <a href="#">Details</a>	Import posts, pages, comments, custom fields, categories, and tags from a WordPress export file.

If the importer you need is not listed, [search the plugin directory](#) to see if an importer is available.

**Step 2:** Upload the translations. If you use the paid version of the plugin, you can access more features such as importing data to custom fields, importing images to the post media gallery, etc.

WP All Import  
**Import XML / CSV** [Support](#) | [Documentation](#)

[Upload a file](#) [Download from URL](#) [Use existing file](#)

[Enter a web address to download the file from...](#) [Download](#)

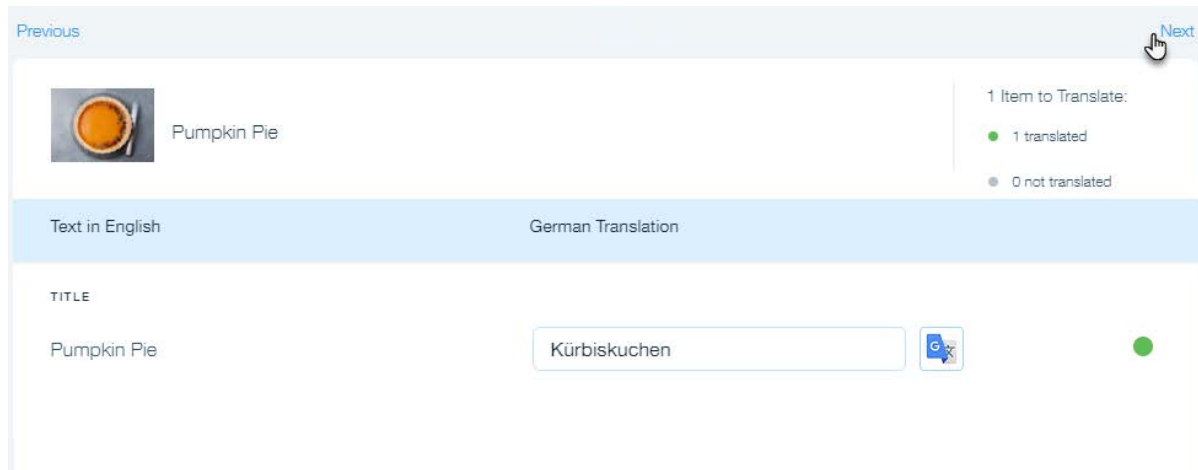
Hint: After you create this import, you can schedule it to run automatically, on a pre-defined schedule, with cron jobs. If anything in your file has changed, WP All Import can update your site with the changed data automatically.

## 5.2. Import Translations to Winx

**Step 1:** Go to your **Multilingual Dashboard**

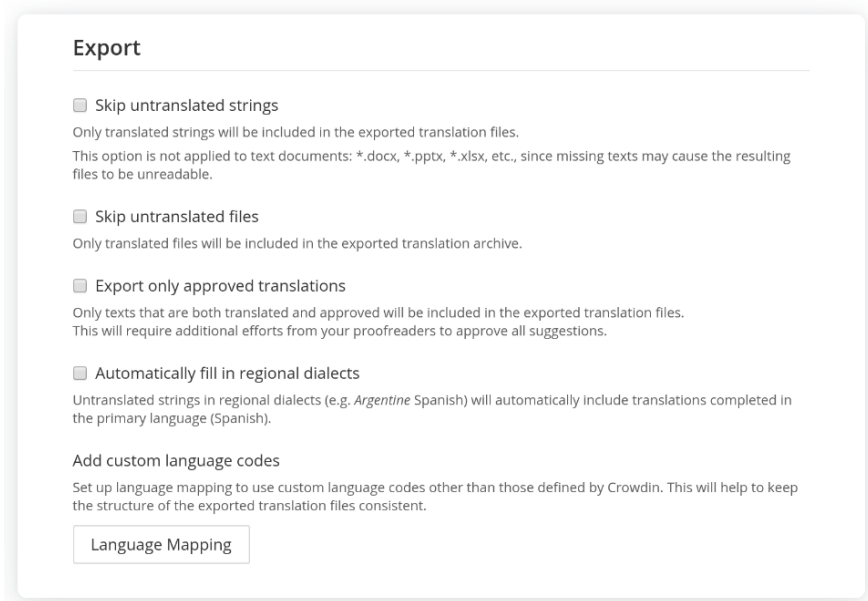
**Step 2:** Under **Translate Your Content**, choose the drop-down icon of the relevant app.

**Step 3:** Click the **Translate** button, then enter your translation in the translation field.



### 5.3. Import Translations Through Crowdin

- Your translations are automatically integrated into the website as the API or CLI to fetch the translated content.
- Or you can download translations manually then import them to your website builder as instructed above. To set rules for your export, go to **Settings -> General** tab.



## 6. In-Context Review

After the newly localized content is uploaded to your website, your linguist as well as your team member should do the in-context review. In this step, all visual elements such as layout, fonts, figures, images, headings, etc. are checked carefully from the point of view of users to improve their experience when reading and using your website.

Below is a checklist of key elements that should be paid close attention to:

- Spelling errors;
- Grammar;
- Word use;
- Punctuation;
- Inappropriate texts;
- Presence of cultural taboos;
- Readability of message;
- The appeal of web designs;
- Untranslated strings.

## 5. Function Testing

The function testing aims at eliminating any bugs or errors that affect the correct display of content on your website.

This important step should be conducted by not only the developers but also the translators and your project managers to guarantee all issues are handled well before the launch of a new language version of your website.

Some functional elements that need testing in this step include:

- Names, measurements, currency, etc.;
- Image appropriateness;
- Form functionality;
- Shopping Basket;
- Page speed;
- Hyperlinks;
- Encryption algorithms;
- Entry fields.

## V. COMMON WEBSITE LOCALIZATION MISTAKES TO AVOID

These benefits of a localized website can only be gained when you choose the right practices. Otherwise, your poorly localized website reduces your chance of generating new leads in global markets. To avoid this situation, you should be aware of the 5 most common mistakes in website localization below.

### 1. Using Machine Translation Only

The use of free machine translations such as Google Translate, Bing Translate, etc. has expanded quickly nowadays as they provide quick and understandable translations at zero charges.



Although neural machine translation's quality is improving day by day, it should only be for private use. This is because machine translation cannot understand the context or use terminologies consistently throughout the whole document.

When it comes to multilingual sites, you should avoid using machine translation if you want to guarantee the accuracy of your content as well as your brand voices and professionalism. The best solution is to use professional human linguists to handle your localization projects. However, if you are on a tight budget and cannot afford human translators, then an alternative is using Machine Translation Post-editing (MTPE) which produces quite good translation at a much cheaper price.

### 2. Translating Only Parts of Your Website

Many companies choose to translate only the product sheets or contact page while leaving the FAQs, the general conditions of use, or blog posts untranslated. The obvious benefit of this choice is saving you a great deal of money. However, the drawbacks it brings is quite significant:

- Firstly, as mentioned before, 40% of global consumers won't buy in other languages. Without the translations of product information or blog posts providing knowledge of the

products, it will be more challenging for you to persuade non-native buyers or to become their first choice.

- Secondly, poorly localized websites bring worse customer experience. It shows that you do not care enough or do not make effort to help users feel at home on your websites.
- Thirdly, partly localized websites cannot bring you great page rankings in the target markets. A great solution to boost the rankings is to translate all content of your website, especially content from the blog posts. For effective blog translation tips, check out our [blog post](#) here.

### **3. Using Images with Text**

Besides translating and modifying content to suit the tastes of the target audiences, adapting graphics is also an important part of website localization. Including texts in images might make the website localization process more challenging and time-consuming to deal with:

First, linguists translate the texts. Then, they need to find images expressing the same meanings while suitable for the target markets, edit and add the translation into the new images.

Moreover, search engines cannot read and understand texts in a photo. That means the texts in images cannot support the SEO aspect of a post.

Thus, to save costs and time when localizing your website, you should avoid using images with text inside. Instead, you can use captions for the images which are more friendly to handle and better for SEO.

### **4. Never Updating Your Translations**

If you think website localization is a one-time task. You finish localizing all content then it's done. You are wrong. Today your website is updated with a new email address or office address. The next day, you add some more lines into the product description. Before you even notice, there are numerous conflicts in your websites in different languages. This leads to the confusion of buyers. Which information should they trust?

Website localization is a continuous process that requires frequent updates. If the number of changes is low, you can set a monthly or quarterly update schedule.

Above are the 4 most common mistakes we want to remind you of when localizing your website. The list still goes on. Thus, to avoid the common mistakes in website localization, it is best to

work with a professional localization agency, along with your internal technical resources. This will help you reduce time and cost while increasing your website quality.

## VI. SUCCESSFUL WEBSITE LOCALIZATION CASE STUDIES

### 1. Case Study 1 - Viessmann Website

#### 1.1. Project Highlights

- **Language pairs:** EN – IN, EN - EN
- **Content types:** Website
- **Services:** TEP, Proofreading, LSO
- **Volume:** 32k words
- **Duration:** June to July 2021
- **Industries:** Technical

#### 1.2. Project Background

Viessmann is a leading German manufacturer of high-efficiency heating and renewable energy systems. It is well-known for manufacturing solar thermal systems, heat pumps, combined heat and power generation, and more for commercial, industrial, and residential purposes.

##### **Client needs**

To give its customers in Indonesia the best experience and support, our client wanted to localize its website from English to Bahasa Indonesian.

After the translation process finished, the client needed the whole website (both the English and Indonesian versions) to be proofread to ensure that there was no error left.

##### **Client Requirements**

Our client was looking for a professional translation agency that not only had long experience in handling English to Indonesian technical content but also must be capable of supporting .xml files. This is because all pages from its website were exported in the .xml format and later re-imported back to the CMS in the same format. The .xml file must be handled properly or else it couldn't be imported into the CMS after translation.

#### 1.3. Project Challenges

##### **#1. User Interface Elements**



The website consisted of many user interface strings and buttons that had limited character length. Therefore, the translated version must be short and concise enough to ensure proper displays while delivering the intended meanings of the source text.

## **#2. Highly Technical Content**

Our client asked for a team of native Indonesian translators who were familiar with Heating Technologies and Water Purifiers/Heaters – a highly specialized sector. The content covered products information, company stores, codes of conduct as well as some other marketing materials and news. The translated content must be accurate yet attractive to website readers.

## **#3. No Glossary Available**

A translation glossary contains key terminologies used in the content, along with their definitions that give translators the context for accurate and consistent translations. Although the website consisted of many highly specialized terms, our clients did not have a glossary at the time.

## **4. GTE Localize's Solutions**

### **#1. Have The Best Team of Native Linguists**

We assigned a team of 3 experienced translators and editors for the English to Indonesian translation task. The linguists in charge were native speakers of Bahasa Indonesian with long experience in translating technical content. They also had previous experience in translating websites and handling user interface elements. Before the project started, they had done and passed a strict test by our client.

For the proofreading task, a senior Indonesian editor was in charge of proofreading the Indonesian website version while an experienced native English linguist was chosen to proofread the English website version.

A senior project manager was assigned for this project to make sure everything run smoothly and on schedule.

### **#2. All Three Steps Were Needed**

For this type of complex content, we applied a process of three steps – translation, editing, and proofreading. The files were translated by native Indonesian linguists, then edited and proofread by senior subject-matter editors. This process guaranteed all possible mistakes were found and adjusted, giving the client error-free translations.

### #3. A Translation Glossary Was Created

Our team created a glossary list that included the technical and frequently used terms at the beginning of the project. Only after both translators, editors, and our client had all agreed on this list did our linguist team kick off the project.

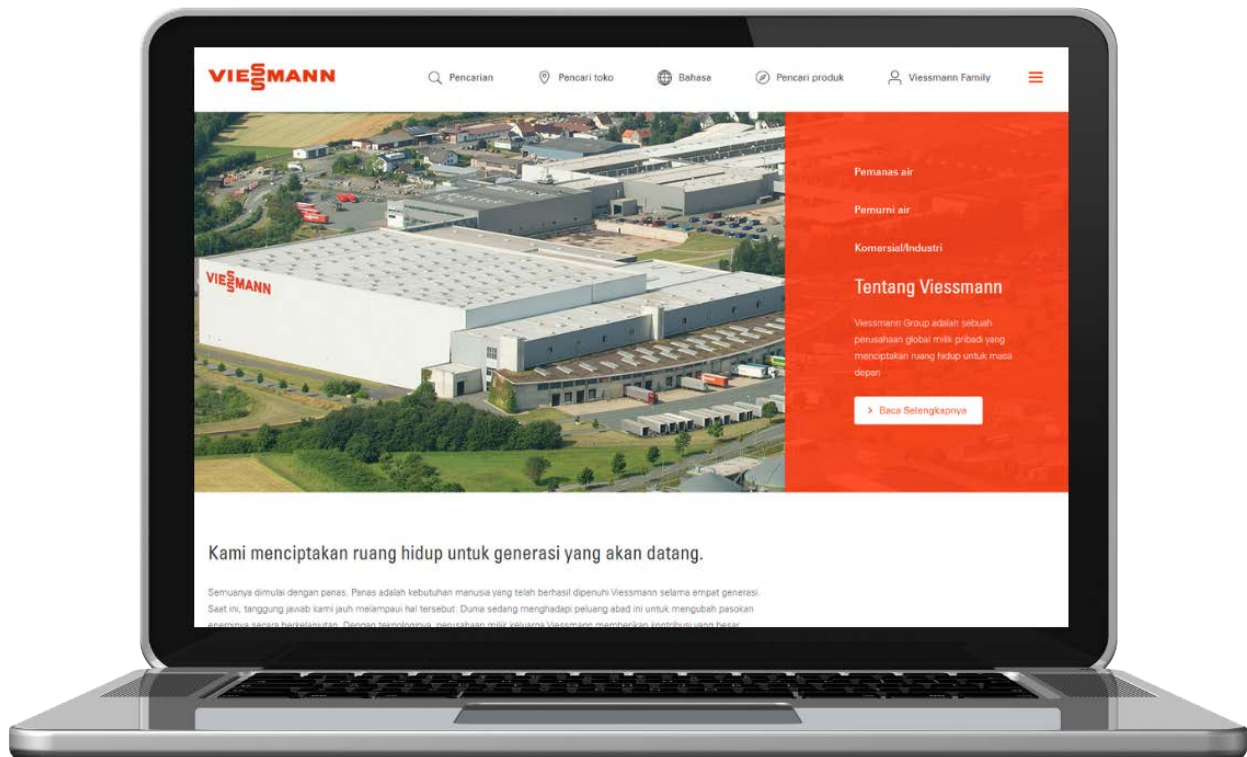
An online query form was created for all linguists to raise queries when needed. They could also see the answers to other queries for references.

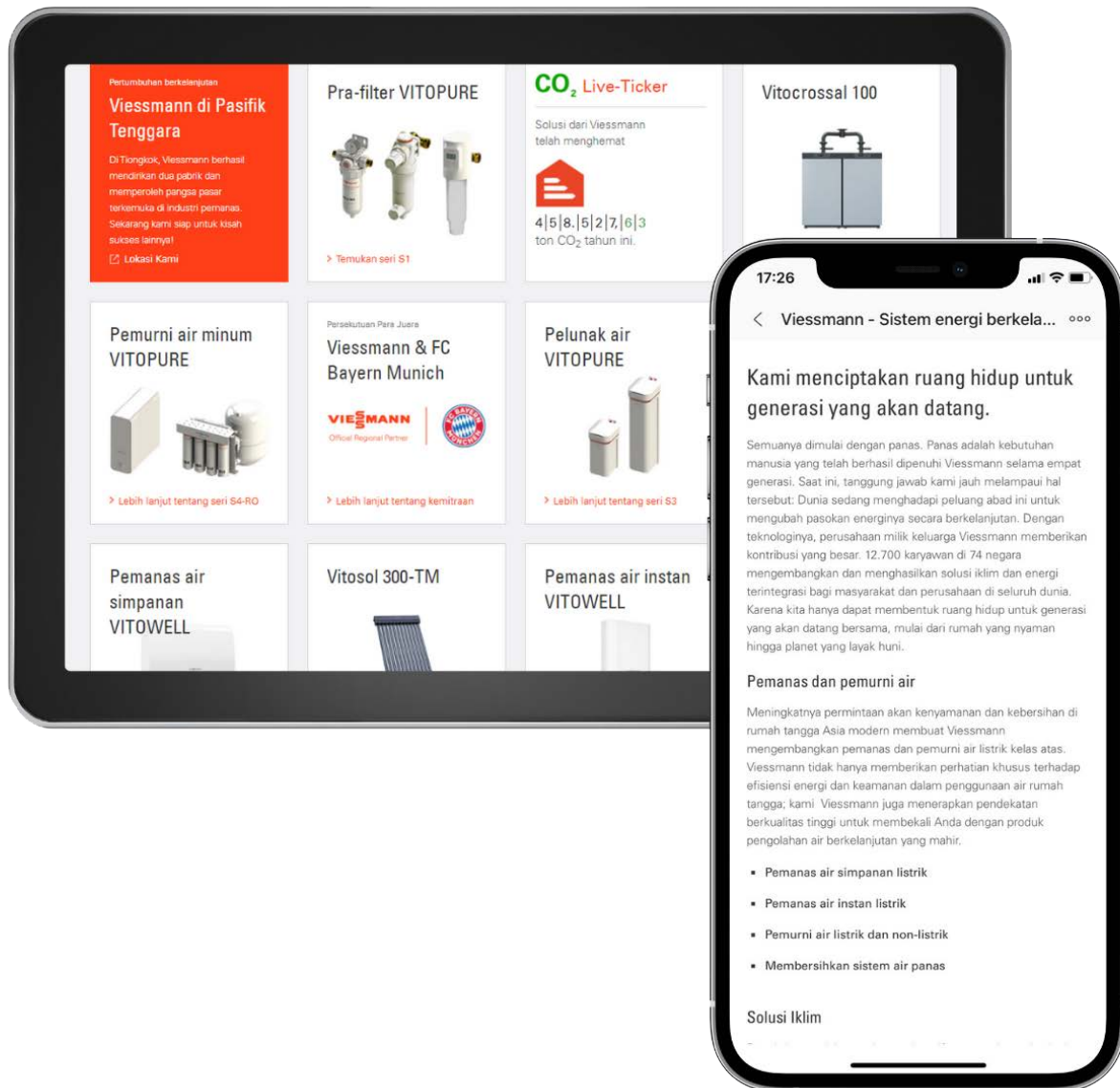
### #4. Strict Quality Control

This project contained specialized terminologies. As a result, we used the QC Tool – Xbench that helped us organize terminologies and spot errors easily during the translation process. The assistance from this tool helped us perform consistent and better-quality translations.

## 1.5. Project Results

- **35,676** words well translated from English into Indonesian
- **35,676** English Words Proofread





The Indonesian version of [Viessmann's website](#)

## 2. Case Study 2 - Abbott Website

### 2.1. Project Highlights

- **Language pairs:** EN-ZH, MAL
- **Content types:** Marketing and Website
- **Services:** TEP
- **Volume:** ~3.9k/words
- **Duration:** Dec 2020
- **Industries:** Medical

## **2.2. Project Background**

Our client - Abbott is a leading multinational medical devices and health care company with headquarters in the United States. The company is well-known for medical devices, diagnostics, and nutrition products.

For this project, GTE Localize worked with the Structural Heart Department of the Abbott Singapore branch.

### **Client needs**

To give its customers in Singapore the best experience and support when reading information on its website on leaking heart valve, our client needed to make the website available in two popular languages used in Singapore – Simplified Chinese and Malay.

The client assigned GTE Localize to translate all website content from English into Chinese and Malay.

## **2.3. Project Challenges**

### **#1. User Interface Elements**

The website consisted of many user interface strings and buttons that had limited character length. Therefore, the translators in charge must make sure that the translation was short and concise enough to ensure proper displays while delivering the intended meanings of the source text.

### **#2. Complex Specialized Medical Content**

The focus of the website was on leaking heart valves – a highly specialized medical sector. The content covered all relevant information about its symptoms, diagnosis, treatment, and aftercare as well as some marketing materials such as brochures and news. All information needed translating with utmost care and accuracy.

### **#3. High-Quality Expectations**

Medical is undoubtedly a difficult domain that demands absolute accuracy. Plus, our client is a big well-known brand with high expectations and quality requirements. Thus, there was no room for mistakes. The quality of the translation when being delivered to the client had to be the highest.

## **2.4. GTE Localize's Solutions**

### **#1. The Best Team of Native Linguists**

We assigned a team of 2 experienced linguists (1 translator and 1 editor) for each language pair. The related linguists were native speakers with long experience in translating medical content. For the English to Malay language pair, our translator and editor have 9 and 17 years of experience in medical translation respectively. For the English to Chinese language pair, the numbers are 9 and 18 years respectively. They also had previous experience in translating websites to handle user interface elements well.

## #2. Three Steps Needed

For this type of complex content, we applied a process of three steps – translation, editing, and proofreading. The files were translated by a native linguist, then edited and proofread by a senior medical editor. This process guaranteed all possible mistakes were found and adjusted, giving the client error-free translations.

## #3. Strict Quality Control

This project contained specialized terminologies. As a result, we used the QC Tool – Xbench that helped us organize terminologies and spot errors easily during the translation process. The assistance from this tool helped us perform consistent and better-quality translations.

## 2.5. Project Results

- Total translated words: ~**3,900** words translated.



The [Chinese version](#) of the client's website



The [Malay version](#) of the client's website

## CONCLUSION

If customers do not understand what is written on your website, they will not buy a thing from you. Therefore, localizing your website into different languages is no doubt the first important step for your global success. This process is challenging. However, a clear plan and careful preparation will help you achieve a well-localized multilingual much easier.

We hope the insights we provide in this whitepaper, along with the real-life project case study, have helped you grasp the basics of website localization and establish a better approach that leads you to a successful multilingual website.

If you want to know the process of establishing an effective localization program, download our whitepaper for free [here](#).

If your target markets are in Asia, read our insightful localization tips for 11 Asian languages [here](#).

For more tips and guides on localization, please visit our [blogs](#) for more knowledge or [get a free 1:1 consultancy](#) with our localization experts.

# About GTE Localize

GTE Localize is a fast-growing translation and localization agency, providing services for all major languages in the world. We also offer other language services including Media Localization, Interpretation, Data Collection and Annotation.

Established in 2017, GTE Localize has grown quickly from an Asian-language-focused vendor to a global one through continuously expanding our network of reliable linguists to cover Asian, European, and South American languages. By 2021, GTE localize has three offices in Singapore, Vietnam, and Indonesia, with about 40 full-time staff and a network of 1200+ native linguists around the globe.

GTE Localize is ISO 9001:2015 certified for Quality Management Systems and a member of the Globalization & Localization Association (GALA). By understanding the value of technology, GTE Localize has developed our own management system called G-One, with an integrated translation management system (TMS), vendor portal (VP), and customer relationship management (CRM) tool. G-One is aimed at enhancing our quality control and production process while optimizing translation costs for our clients.

Our clients are global companies with businesses in multiple foreign markets. We are willing to go the extra mile, sometimes even more than asked for, to provide the best solutions for our clients. With our constant hard work, GTE Localize has become a go-to language service partner for hundreds of B2B clients worldwide and 80% of our clients come back to us after our initial contract has been completed.

For more information about GTE Localize, please visit [www.gtelocalize.com](http://www.gtelocalize.com).

