Localization

The TripAdvisor Localization team has the following mission:

> **Make every TripAdvisor product the best in every market through operational excellence and global expertise.**

Within the Localization team, the **Language Leads** are linguistic experts, localization leaders and translation decision-makers that are a key part of the TripAdvisor Localization team's success.

The following lesson is a brief overview of Localization at TripAdvisor and how it relates to SEO.

Notes

- When working with Language Leads on translations, especially for non-OPF projects, **try to give as much context and detail as possible**. Screenshots, space constraint information, and anything else you can provide to help is great! A translation can differ depending on:
  - The context of the sentence (is a word paired with other words that might change its meaning?)
  - Where a word appears on the page (is it in a heading, description, etc.?)
  - Where a word is in the sentence (does it need to be declined? Does it need a gendered article?)
  - Whether there are space constraints (does the word/phrase need to be less than a certain pixel width or number of characters?)
  - And more!

- **Avoid hardcoding anything**! Using variables and keeping copy dynamic when possible reduces the incidence of localization "bugs" and helps set the stage for future testing and optimization.
  - Example: use a variable like "$year" instead of hardcoding "2016."

- In general, **keep a global mentality** when working on feature launches and other non-OPF projects. **Only 28% of our traffic comes from en_US – the other 72% of traffic goes to our international sites**. If we design a feature knowing that certain buttons need to be dynamic to fit different translations of a CTA, and or that certain markets prefer dd/mm/yyyy instead of mm/dd/yyyy, then that increases our credibility and makes the TA experience more seamless for international TA visitors.

In both Feb. & Nov. 2016, the SEO team held training sessions with the Language Leads to help them better understand localization for SEO. The document below includes notes from both the SEO & SEM teams from the Nov. 2016 sessions.
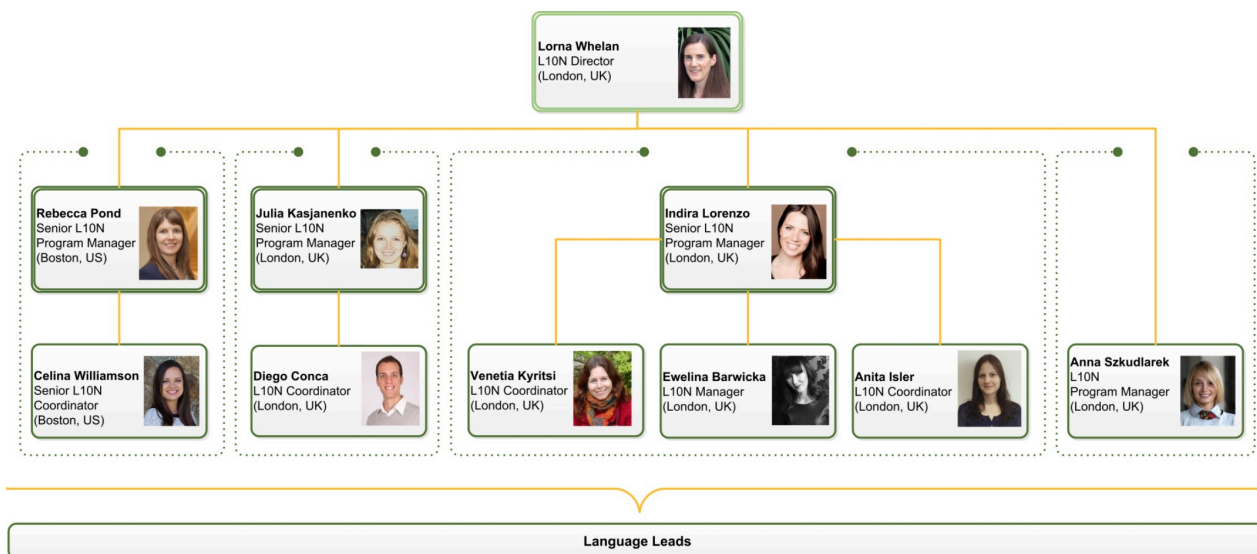
Document

- SEOSEMLocalizationTrainingSessionsSummary.pdf
Date Uploaded: Nov 14, 2016

Contacts:

- Julia Kasjanenko - Senior Program Manager (based in London)

- Rebecca Pond - Senior Program Manager (Needham HQ)

- Celina Williamson - Senior Coordinator (Needham HQ)

- If you have a general question or you're not sure who to contact, you can email localization@tripadvisor.com.

- Visit the Meet the Team page for more information about the team and the full list of Language Leads.

Localization Team

Resources:

- [Localization Center](#) - submit translation keys

- [Localization Knowledgebase](#) - learn more about Localization

- [Internationalization Guidelines](#) - very detailed document about internationalization at TA

- [Virtual Steve](#) - QA tool created by Market Dev that's great for comparing pages across POS or servers

- [SEM Localization Overview](#) - great overview with definitions of linguistic phrases