



Brief Primer On Website Translation

Note:

This process also applies to elearning, sales presentations, and other types of digital content.

Translating a website can be broadly broken down into the following steps:

- 1) Customer specification
- 2) Quotation
- 3) Project planning / setup
- 4) Text extraction
- 5) Translation
- 6) Final assembly
- 7) (Optional) Installation and configuration

A customer should have a clear idea of what they are trying to accomplish whether they are intending on translating either part(s) of the website or all of it. These ideas should be written down in bullet form. A quotation is then rendered including fees separated for translation and developer costs (for larger projects the developer may request the project files early for analysis) plus incidental fees. Upon approval, project planning includes providing a timeline, discussion of other considerations with the customer, and acquiring project files.

Aside on website files: websites are built primarily using three computer technologies, HTML (hypertext markup language for structure), CSS (cascading style sheets for style), and JS (javascript for interactivity). When you access a website your computer, tablet, phone, etc., downloads the files on to your device and composes the site for viewing. Websites can be classified as either “static”, hardcoded files downloaded to your device, or “dynamic”, utilizing some sort of intermediary web language like C#, .NET, and database to render advanced functionality. Some websites are constructed as CMS (content management system) type websites that allow customers to edit and publish their own site without developer intervention. If the customer has a CMS type website and wishes only to provide administrator access this is fine, however supplying all project files is recommended.



During text extraction the developer goes through the files / accesses the site to pull out all text to be translated. Text as part of an image / picture is more expensive to translate. During the translation step we use advanced computer technologies to translate the text into whichever language you desire and can supply a “TM” or translation memory for future projects. During the last step, final assembly, we re-integrate the text into the project files. An optional installation and configuration step is made available at extra cost to configure the site on the Internet for complete turnkey solution. We are here to help you, guide you, and answer whatever questions you may have.