Translation Proxy

A New Option for Managing Multilingual Websites

Lionbridge

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Introduction

No doubt about it, managing a multilingual website is a hassle. So many moving parts and so many opportunities for things to go wrong. But it doesn't have to be that way.

In this eBook, we break down the challenges of managing and maintaining a multilingual website and then explore a new translation proxy approach, which for many of our clients is proving to be a simpler method for website translation.

Let's get started.

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Why Multilingual Site Management is So Painful

Most companies are frustrated by the traditional process of managing multilingual content. There are too many steps that take too long, and too many ways that things can go wrong. The entire process spans the following steps:

- Identifying new changes in the source language
- Figuring out if they should be translated
- Exporting the source content
- Managing the content string(s) through a portal to a translation company who will perform the translation
- Sending translations back through the interface
- Putting them on a staging server
- Reviewing the translated content
- Soliciting feedback from local marketing folks
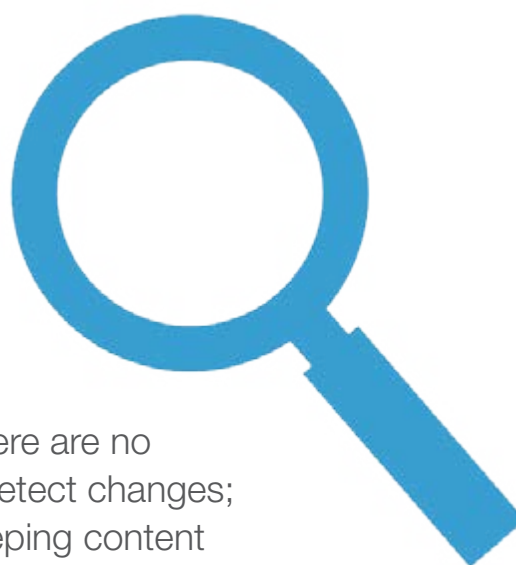- And finally, multiplying that across 10, 20, or 30 languages

Let's take a closer look at the main steps of the multilingual site management process, the systems involved, and where the challenges are usually found.

STEP 1

Detecting changes in source content

For this example, let's say the source content is in English. Most companies have numerous, geographically dispersed people creating content across multiple web content management systems. And there are no automated detection mechanisms to detect changes; so identifying content changes and keeping content in sync is not an easy task.

STEP 2

Routing content for translation

The second step, once you've identified content changes and determined which are worth translating into which languages, is to send the content off for translation. This generally relies on some form of connector to transfer XML, XLIFF, or other file types from a web content management system to a language service provider portal, where they are then routed to the appropriate translators.

Once the translator receives the text strings, companies obviously want to make sure they're leveraging translation memories and appropriate keywords. These elements need to be in the mix as well.

This is a cumbersome process that crosses multiple systems with many opportunities for delays and errors.
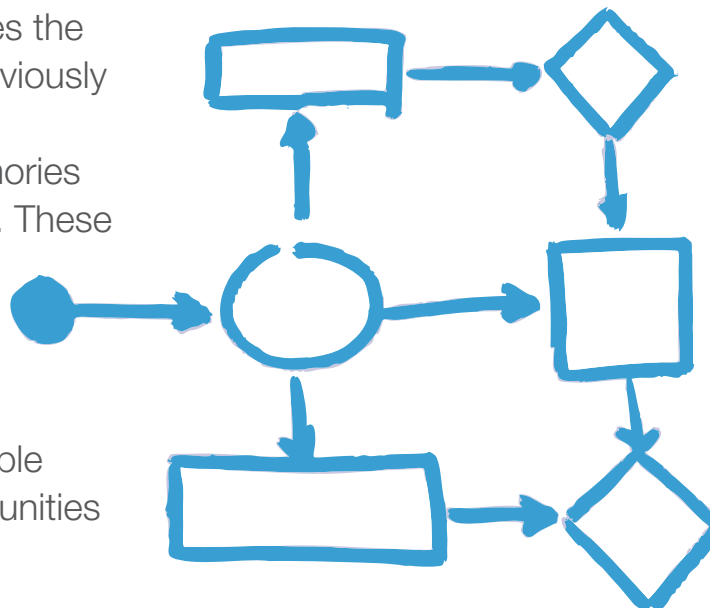
STEP 3

Translate, QA & publish

At this point, the actual translation occurs. Once complete, the translated content is sent back through the language service provider, back through the connector, and back into the web content management system. Here, companies want to be able to review the content on a web page to make sure designs are intact and that everything shows up correctly. This means the content needs to be published on a staging server. Once staging is complete, you have in-country marketing folks, or other personnel, reviewing the content before it can be published.

Overall, you're looking at a highly manual process, with multiple systems, and a lot of opportunity for the entire process to break down, causing frustration and eating up time and money. And it only gets worse when you add other digital channels to the mix: things like e-mail, paid search, social media, and blogs.

There must be a better way.

Translation Proxy: A New Option

A translation proxy enables companies to offer a multilingual website, but only manage a single language in their web content management (WCM) system. The translation proxy manages all of the translated content in the cloud in a seamless manner:

STEP 1

Detect
The translation proxy auto-detects all changes to the source content.

STEP 2

Translate
Following auto-detection, the proxy routes the changes to a workflow for translation leveraging linguistic assets.

STEP 3

QA & Publish
Reviewers see the translation directly on the page and update it with the push of a button, changes are incorporated back into translation memories.
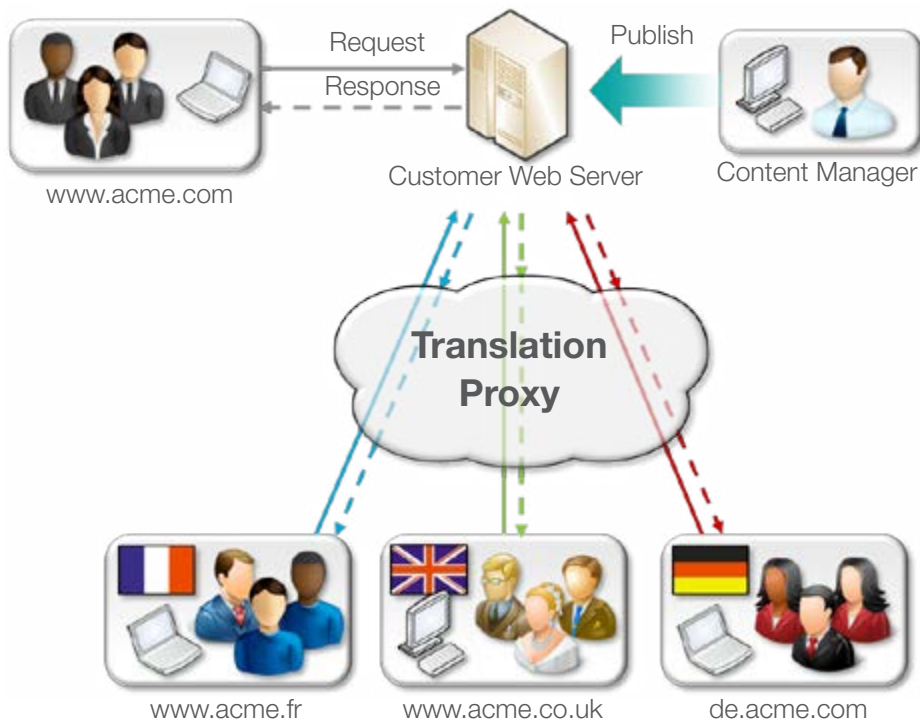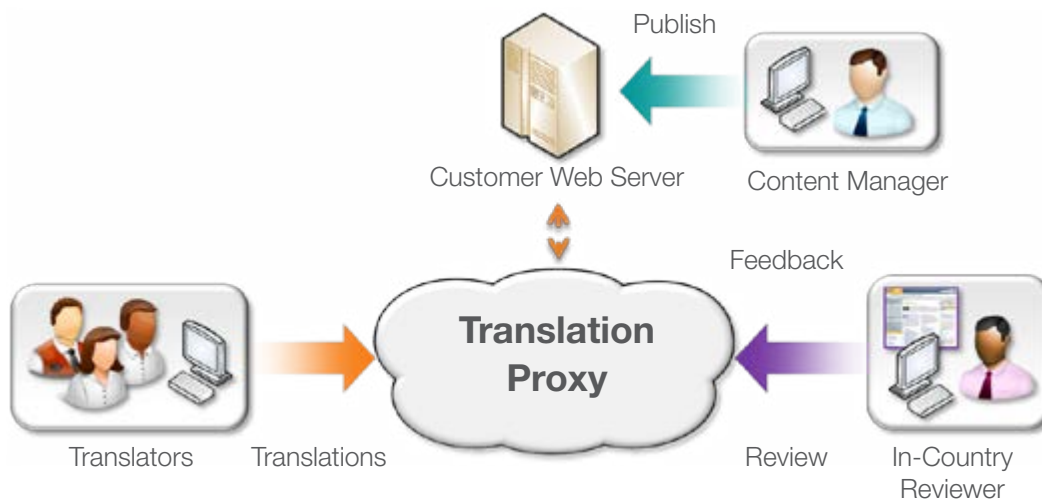
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Translation Proxy: How it Works

A translation proxy sits between your website and your global audiences.

Request
Response
Customer Web Server
www.acme.com
Publish
Content Manager
Translation Proxy
www.acme.fr   www.acme.co.uk   de.acme.com

All translation review happens in the proxy.

Publish
Customer Web Server   Content Manager
Feedback
Translation Proxy
Translators   Translations   Review   In-Country Reviewer
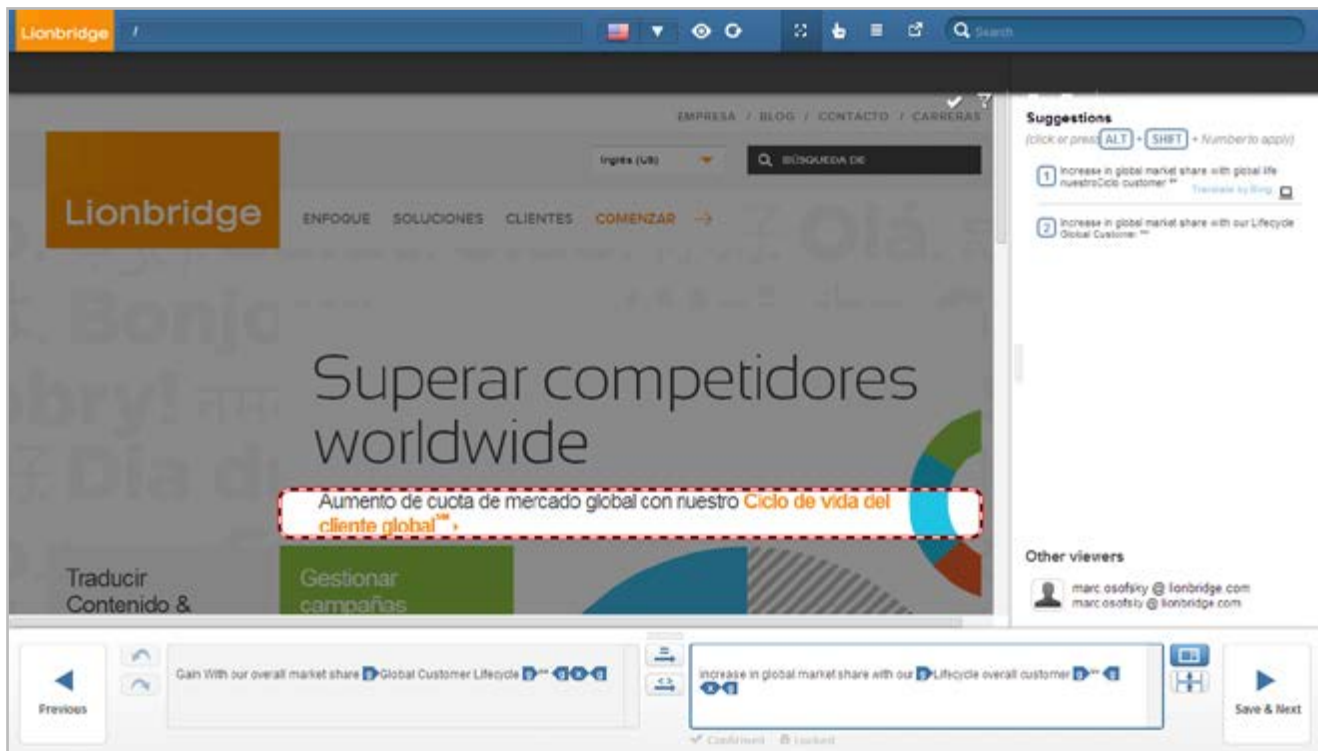
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Translation Proxy: Review

Often one of the most painful parts of a website translation process is managing the review process with in-country personnel. The translation proxy simplifies and streamlines this process by providing reviewers with a browser interface to exactly what they will see when the site goes live- a fully functioning, translated website without ever having to setup a staging server.

Reviewers simply use a browser interface as seen below to review the site. If a change is desired to a translation the reviewer simply clicks on the text and types in the preferred translation. These changes are automatically captured and included in the translation memory for future translations.

This simple review process greatly speeds the process and increases the buy-in from in-country personnel.

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Summary

The Advantages of Translation Proxy

➤ **Eliminates the need for localization support** by the core publishing platform

➤ **Centralizes** the translation of content and the application

➤ **Leverages** all of the interactive functionality of the main site

➤ **Avoids added complexity** to the primary language workflow

➤ Reviewers get **in-context views of translations** – no staging cycle required

Translation Proxy FAQ

Can translation proxy translate all content?
A translation proxy can translate all of the content that is contained in the HTML. It cannot translate text in images, PDFs, or videos. Those files can be submitted through our **Lionbridge onDemand** service for translation.

Can the translated sites be different than the source site?
We can configure rules to hide pages from the navigation or blocks of content on specific pages.

Does it work for dynamic pages?
Yes. Translations are managed at a block (rather than a full page) level. Translations are applied whenever the proxy recognizes the same source content block.

Does it work with interactive functionality?
Yes. Your source site continues to deliver interactive functionality such as search, contact forms, and even ecommerce. The translation proxy simply translates the text that the visitor sees after it is generated by the source site.

How does the proxy identify new content?
The translation proxy registers new content whenever it processes a page with content it doesn't have rules for. This page processing can be initiated by either a visitor browsing the site or a spider going through the site. If you want to develop translations before the content is live, you can point the proxy to a staging server.

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Is it secure?

Yes. Your primary site will operate as it normally does. The proxy simply sees what the rest of the world sees. We can also configure the service to ignore sections of pages like, for example, the text that comes after the words "Account Number." This will ensure these strings are not captured for the translation queue or even evaluated by the proxy.

Will it work with our CDN?

The translation proxy will work seamlessly with your CDN. You can point the translation proxy to your CDN. You can also put a CDN in front of the translation proxy. Remember, binary (images and multimedia) and static files (CSS, JS), that the CDN helps the most with, are ignored by the proxy anyway.

Can we leverage our translation memory?

We can import and export translation memories using the standard TMX format. It is best to have one canonical TM to avoid the process of merging them together.

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Who is Lionbridge

We support our customers at every stage of the Global Customer Lifecycle, helping them raise their online search profile, engage their global customers with locally-relevant content, and translate and test their products and applications.

Lionbridge brings together unique and proven program management strengths and local market "crowd" expertise with advanced cloud technology. Based in Waltham, Mass., we operate across 26 countries and enjoy thriving, trusted relationships with more than 800 clients.

For more information on translation proxy or any of our other solutions, visit www.lionbridge.com/solutions/translation-proxy.

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