E-BOOK | GUIDE 01

# WEBSITES

**PROFESSIONAL TRANSLATION**

**DOWNLOADABLE!**

# FREE E-BOOK
# FREE TO DISTRIBUTE

## THE BASIC GUIDE

**to professional
high-quality translation**

**With detailed
instructions and the
best tips
for professional
results at an
affordable cost**

INCLUDES

## SMART TIPS
**FOR ALL USERS**

**okodia**
grupo traductor

# YOUR
## MULTILINGUAL
# WEBSITE

## TALKS ABOUT YOURSELF

When you decide to grow and seek to attract business in international markets, your company's website becomes your headquarters in the world. The United Kingdom, the United States, France, Canada, Switzerland, the Netherlands, Belgium - whatever it is, being sensitive to the differences and particularities of your target market can make all the difference between success or failure of your internationalization strategy.

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# CONTENTS

**PROFESSIONALISM + INTERNATIONALIZATION + TRANSLATION**

## THE BENEFITS OF TRANSLATING YOUR WEBSITE

Having your website in English or in any other language means starting to connect with more potential clients.
It is your showcase for the external market, your business card.

## WHY OKODIA

Okodia specializes in professional website translations. Find out how we do it and what other clients who have trusted and trust our services say.

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+34 93 172 78 30
+34 91 005 23 52

🖥 www.okodia.com

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# FASTER, ERROR FREE, BETTER

## HAVE YOU EVER THOUGHT ABOUT TRANSLATING YOUR WEBSITE YOURSELF? HAVING YOUR ASSISTANT DO IT? THE INTERN? GOOGLE TRANSLATOR? OR YOUR FRIEND WHO WAS LIVING ABROAD?

Translating a website into another language requires both experience and professionalism, particularly if it will become the headquarters of your organization and will represent your company in the world. Leaving your written communication in the hands of non-professionals can have unwanted consequences for the professional, reliable image which you want to convey to your clients.

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# THE BENEFITS OF TRANSLATING YOUR WEBSITE

## ➔ Improved SEO

Having the content of your website in the language of the international market which you want to reach improves the likelihood that these contents will be correctly indexed by Google, Bing, Yandex, etc. in the language in which your new clients will be looking for you. This is necessary for your website to appear in a visible position among your search results.

## ➔ Facilitates internationalization

Translating your website makes it easier for your internationalization strategy to succeed because you will enable your business communication to connect with your foreign clients by speaking in their own language.

## ➔ Increase sales opportunities

The possibility of reaching foreign markets through the Internet is now a very real possibility for most companies. Having your website translated into the language of the new foreign markets means contacting more potential clients, thus increasing sales opportunities.

## YOUR SHOWCASE FOR THE WORLD
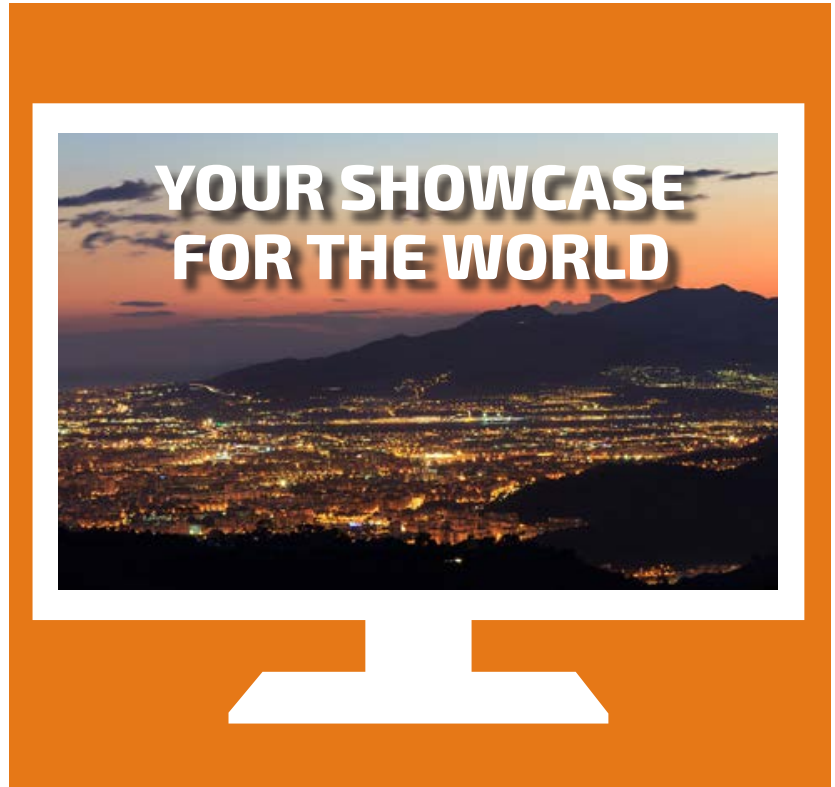
# PROFESSIONAL WEBSITE TRANSLATION

When a company realizes that it needs its website translated, it often doesn't know where to start. Before making the first decisions about how the translation will be done, all the pros and cons must be weighed. For this reason, we at Okodia want to help you through this process, so that you can make the best decision.

**Automatic translation or human professional translation?**

Some website administrators use Google Translator to translate their website. There is no doubt that it's the cheapest option, and it will enable users to more or less understand what your website is about. But if you need to sell, you need something more. You need to give a good impression, conveying a professional image and confidence in your professional proposition. In this case, an automatic translator is not the best option, as in most cases the image you offer is counterproductive to achieve your business goals. In this case, the option is clear: you need a human, professional translation.

# ARE YOU AN HTML OR A CMS USER?

**IF YOU ARE NOT FAMILIAR WITH PROGRAMMING, THIS QUESTION MAY BE GREEK TO YOU.
BUT IT'S THE FIRST STEP IF YOU WANT TO START THE PROFESSIONAL TRANSLATION OF A WEBSITE ON THE RIGHT FOOT**

A website can be created using HTML, or else a Content Management System (CMS) tool, depending on the system used.

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# HOW TO IDENTIFY WHETHER MY WEBSITE USES HTML OR A CMS

### Ask

Asking is often the faster way. If you have access to the programmer who made the website, ask him/her about the programming system used to create it.

### Free tools

Another way of identifying how your webiste was designed is to use tools that are able to identify the programming language or the content manager used by a website. One of the best-known ones is BUILTWITH. For Chrome users, there is an extension called WAPPALYZER, which is very practical and performs the same function.

**When requesting a price quote, specify the contents which you (DO NOT) NEED to translate**

Your website may include contents that you don't need to translate.
It's very important that you specify them when requesting a price quote.
In this way you will avoid unnecessary costs!

When a website contains only permanent information and does not allow user interaction, it is known as a static page. Static pages are usually made using HMTL. However, websites that provide users with contents that are updated on a regular basis or allow users to interact with them are dynamic pages. Programing a dynamic page is more complex, and a programming language like HTML is not enough. This kind of sites uses databases to store contents. Content Management Systems are usually used to create, change, and update all the contents in a dynamic page without the need for programming knowledge. The most usual Content Management Systems are WordPress, Joomla, Prestashop, and Drupal.

# TRANSLATIONS BY WEBSITE TYPE

Finding how a website has been made is crucial to avoid surprises in your translation budget. The translation of an HTML website requires much less work than the translation of a website that uses a CMS.

### The translation of an HTML website

The best feature of this kind of websites in terms of translation is that you just have to download your HTML files and send them to Okodia for translation.
Okodia's team of native translators can use professional translation tools to make the text consistent and coherent, as well as to translate not only the contents that are visible to users, but also the SEO contents that can be indexed by search engines. However, you should bear in mind that the length of the translations could be different from the length of the original texts and thus the website layout might have to be adjusted. The webmaster usually does this task.

### The translation of a CMS website

This kind of page can be translated in 2 ways:

1) Ask the website technician or webmaster to export all the contents which you want to translate into XLIFF, XML, PO, CSV, or other files. Send these files to Okodia for translation, and once the translations have been delivered, your webmaster will import the translated contents again using the CMS.

2) Translate directly through the CMS.

# STRAIGHT TO CMS

## MORE THAN HALF OF THE WEBSITES THAT USE A CONTENT MANAGEMENT SYSTEM ARE MADE USING THE WORDPRESS CMS.

More than 80% of websites in the market use one of these 5 CMS: WordPress, Joomla, Prestashop, or Drupal. Each of them uses its own translation system. While some, like WordPress, require the installation of a plugin, others, like Prestashop or Joomla, already have this as a standard feature.

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# HOW TO MANAGE DIRECT TRANSLATION INTO CMS

## → Export the contents to be translated
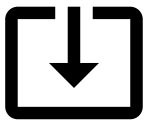
To extract the content of the website which you want to translate, you need to export it into an XLIFF, XML, CSV, PO, or other type of file.
Send the exported file to Okodia, which will professionally translate it.

### FORGET ABOUT CUT & PASTE

## → Import the translated file

Once your professional translation has been completed, your personal Okodia agent will send you the translated file which you will import to your CMS. Depending on the CMS used, you will require an addon or plugin.

### TECHNICAL SUPPORT

If, for reasons of ease or safety, you prefer a qualified web development team to carry out the technical tasks of exporting and importing the translation files, you can contract the technical support service with Okodia. Our computer programmes will take care of all technical aspects in a fully safe and professional manner.



# DIRECT TRANSLATION INTO CMS

**Localization and translation of WordPress websites**

There are 2 options: the first one is to install a plugin. You can find free plugins, like Plylang or qTranslate, in the market, as well as paid plugins, like WPML. Once the plugin has been installed, your website will be multilingual, and you will be able to export its contents into XLIFF, XML, CSV, PO, and other types of file. The second option, which is recommended for very large websites, is to install WordPress Multisite, so you can manage different independent websites through subdomains, using a different one for each language.

**Localization and translation of Joomla or Drupal websites**

If you use a Joomla version prior to 2.5 you must use the Joomfish extension; if you have a later version, your CMS already has the multilingual function. You must export the CSV file and send it to Okodia. If you use Drupal, you will need a translation module. The most frequently used one is i18n.

**Localization and translation of Prestashop websites**

This CMS has an in-built multilingual function, so you will be able to export the CSV file and send it to Okodia with no problems.

# ⊕ CHAPTER 04

# SMART TIPS

## 1 REMOVE DUPLICATED CONTENTS

Some CMS duplicate some texts in different pages, so when translating your website you should review them and remove all the duplicated contents, such as categories, tags, copyright files, etc. Otherwise you will be asking for a price quote for the translation of the same contents several times.

## 2 INCLUDE THE TRANSLATION OF THE NAVIGATION TEXTS

It is important to distinguish between the translation of contents such as texts, posts, product pages, or sliders, from the translation of chains, which are the texts used to guide users when navigating: forms, confirmation emails, error messages, etc. It is also important to include them in your translations!

## 3 SEO TEXTS AND URLs

Many companies spend a lot of money and effort on on-page SEO actions for search engine positioning. Remember that all those on-page SEO actions should also be taken into account in the translation of your website: translation of slugs, keywords and descriptions, links, etc.

## 4 FOR PROFESSIONAL RESULTS, GET A PROFESSIONAL TRANSLATION

People often think that they can save money with an automatic or non-professional translation. Our experience shows us that you get what you pay for, in the long term. For this reason, those who want a multilingual website to sell abroad and convey professionalism always work with Okodia.

## 5 LOCALIZE RATHER THAN TRANSLATE

It might seem obvious, but remember to say what the target of your translation is, and above all specify your target locale thinking about the target audience: translating into Netherlands Dutch is not the same thing as translating into Belgian Dutch, and translating into UK English is not the same thing as translating into US English. Each country and each culture have their own idioms and vocabulary. Don't mess it up!

# ⊕ CHAPTER 05

# NEXT STEPS

**NOW YOU KNOW HOW WEBSITES ARE PROFESSIONALLY TRANSLATED. IF YOU WANT TO TRANSLATE YOUR OWN WEBSITE, THIS IS WHAT YOU SHOULD DO. TAKE NOTE!**
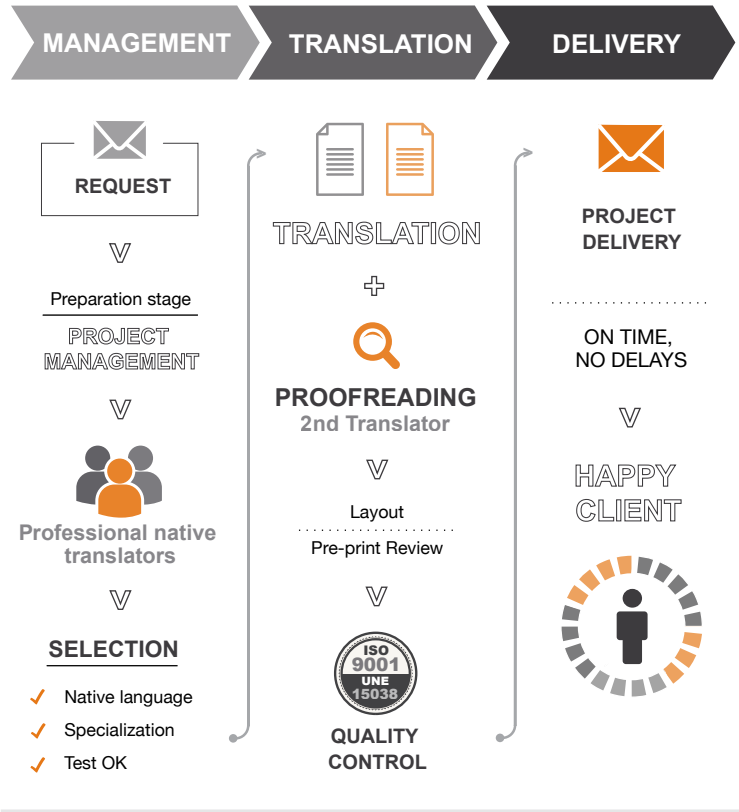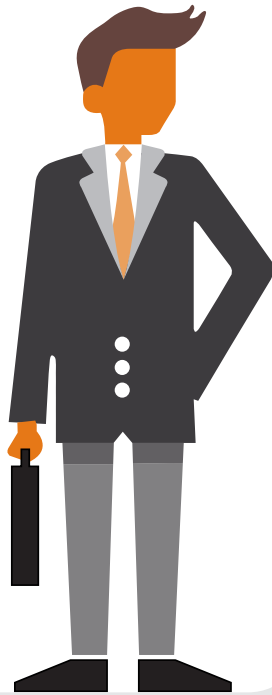
→ Identify whether your website uses HTML or a CMS

→ If your website uses a CMS, identify which one and install the addon or plugin required, if any

→ Export the contents into an XLIFF, CSV, XML, or other type of file. Review the file so that it does not include duplicates.

→ Send the file to OKODIA, specifying any information which might be important or relevant.

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## ⊕ CHAPTER 06

### QUALITY CONTROL - GUARANTEED SATISFACTION

**Okodia means quality,** because we work with the management systems certified under the ISO 9001 and ISO 17100 standards.

Moreover, all translations are provided by native professional translators, and we always offer the possibility to being reviewed by a second professional translator.

**MANAGEMENT** → **TRANSLATION** → **DELIVERY**

**REQUEST**
∨
Preparation stage
**PROJECT MANAGEMENT**
∨
**Professional native translators**
∨
**SELECTION**
✓ Native language
✓ Specialization
✓ Test OK

**TRANSLATION**
+
**PROOFREADING**
**2nd Translator**
∨
Layout
Pre-print Review
∨
ISO 9001 UNE 15038
**QUALITY CONTROL**

**PROJECT DELIVERY**
...................
ON TIME, NO DELAYS
∨
**HAPPY CLIENT**

# WHAT WE CAN DO FOR YOU

**1** **Native translators** with extensive experience in general and specialized translation.

**2** A **fair,** transparent price from day one, with no unexpected or hidden charges.

**3** A **personal project manager** who will serve as the liaison between your company and the team of native translators who will work on your project.

**5** **Full compliance** with your deadlines. For us, as for you, time is money.

**4** The quality and confidentiality of working with Okodia will bring you peace of mind, as all translations go through our quality control process, **with a 2nd proofreading by a professional translator,** and the information provided is absolutely confidential.

# OKODIA

**WE SPECIALIZE IN PROFESSIONAL WEBSITE TRANSLATIONS**

## WE ARE PROUD OF TRANSLATING THE WEB CONTENTS OF THESE BRANDS



For this reason, more and more companies are entrusting us with their professional translations, and share **with us their satisfaction with our services.**