

# The Complete Checklist for Translating Websites

01

Phase

## DEFINE THE PROJECT REQUIREMENTS

- Select content for translation
  - Decide whether you translate the most popular pages, specific pages, microsites, or the entire website content.*
  
- Determine your launch budget
  - Consider your source words, languages, estimated cost per word and quality standards.*
  
- Set KPIs
  - Traffic, leads, and sales from new markets
  - SEO keywords in new countries
  - Conversion rates from localized pages
  - Number of customer support cases
  
- Research and create your international SEO keyword list
  
- Consider the resources you have access to
  - Think of the web developers you will need to make the changes and publish the translated pages, who's going to make the actual translators, who will do the project management, etc*

## SET UP THE TECHNICAL FOUNDATION

- Decide where your localized website content will be hosted  
*You may host the content in your CMS (WordPress, Joomla, Drupal, etc) or TMS*
- Make sure that the localized content can be easily managed and exported in a translation-friendly format
- Set up your international URL structure  
*Choose from Country Code Top Level Domains (CCTLDs), subdomains, or subdirectories.*
- Implement technical SEO optimizations
  - Apply hreflang tags
  - Have one language per page
  - Translate your metadata
- Review additional website elements
  - Images & Graphics  
*When localizing, the most commonly overlooked text is text embedded in images*
  - Page layout  
*Design the UI/layout so translations fit and look nice with a minimum adjustment (European languages tend to be >20% longer than EN, while Chinese can be almost 50% shorter).  
Translating into right-to-left languages (e.g. Arabic, Hebrew, Farsi)?  
Can your app/format support "RTL"?*
  - Date/ Time
  - Currencies
  - Payment options  
*Going global requires adding the currencies and payment options for the specific markets you're targeting.*
  - Legal content

## TRANSLATE YOUR CONTENT

### ○ Select your translation methods

*The method you choose depends on your budget, project requirements, your source, and target language(s).*

- Language Service Provider (LSP)
- In-house translation team
- Freelance translators
- Crowdsourcing
- Machine Translation
- Hybrid Approach (combining two or more methods)

### ○ Set-up linguistic tools

*Investing time here sets your translation team up for success, increasing translation quality, speed and messaging consistency.*

- Translation Glossary
- Style Guide
- Translation Checks
- String Instructions & Developer Notes

## SCALE & MONITORING

### ○ Translate new content

*If you make frequent content updates or add entirely new content, a TMS can automate this process, saving you time and money.*

- Build and maintain your translation memory database
- Gather feedback on the translations' quality
- Measure against your KPIs