

The Complete Checklist for Translating Websites

Transifex™

PHASE
1

Create a **multilingual site structure**

- Select content for translation
- Determine your launch budget
 - i* Calculated as # source words x # of languages x cost per word
- Research and create your international SEO keyword list(s)
- Set up your international URL structure
 - i* Choose from ccTLDs, subdomains, or subfolders
- Implement technical optimizations
 - i* Technical infrastructure may be handled when using a credible localization platform that hosts your translated sites
 - UTF-8 encoding
 - Hreflang attribute
 - Country-specific style sheets
- Review overall web design
 - Images
 - i* When localizing, the most commonly overlooked text is text embedded in images!
 - Photographic imagery/lect content for translation
 - Fonts
 - Page layout

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2

Translate content for **multilingual users**

- Select a translation resource
 - i* The resource you choose will depend on your budget, project requirements, and your source and target language(s). Choose multiple resources to take a Hybrid Approach.
 - Translation Agency
 - Language service provider (LSP)
 - Crowdsourcing
 - Machine translation
- Prepare translation tools
 - i* Investing time here sets your translators up for success, increasing translation quality and brand messaging consistency.
 - Translation glossary
 - Style guide for each market
- Translate website content

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3

Maintain your **translated websites**

- Measure results
- Translate new content
 - i* If you make frequent content updates, a localization platform can automate this process saving you time and money.
- Build and maintain translation memory database
- Enjoy a continued global web presence!



For more information or in-depth support on the process of multilingual site implementation

Download the guide

The Essential Step-by-Step Guide to Website Translation