

The 5 options a Client has to translate their website (Tool Demo)

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1. Manual effort

Client

LSP

1

Extracts the source to a file from the CMS by the Client

3

Injects back the translation to the CMS by the Client

4

Manual change detection and manual update

Translates the file in CAT tool (out-of-the-context)

2

*huge IT resource required
out-of-the-context translation*

2. Using content connector

Client

LSP

1

Automatic content extraction
from the CMS

Translates the file in CAT
tool (out-of-the-context)

2

3

Automatic injection back to the
CMS

*Cost heavy (custom connector development, version updates)
out-of-the-context translation*

3. Using multilingual CMS

Client

LSP

1

Gives access to the translators
for the Client's CMS

Translates directly in the
Client's CMS

2

Lack of CAT features (no TM, no consistency, rep.)

Unfamiliar system for vendors

Keep it updated is a hassle

Risk of damage by vendors

4. Using Translation Proxy

Client

LSP

Automatic content extraction

1

In-context translation, using
CAT tool

2

3

Publishing (DNS/CDN settings)

Serving the foreign visitors

4

Automatic change detection

5

On-going fee
Privacy consideration

5. Using JavaScript translation

Client

LSP

Automatic content extraction

1

In-context translation, using
CAT tool

2

3

Insert a JavaScript snippet into
the website

Automatic change detection

4

no SEO

No on-site search

Translation Proxy vs JavaScript translation

	Proxy	JavaScript
On-going fee	Yes	No
Security consideration	Yes	No
SEO friendly	Yes	No
Good fit for	When <ul style="list-style-type: none">• 3rd party involvement in the traffic is not prohibited• SEO is priority• For knowledge base (community) support forum	When <ul style="list-style-type: none">• SEO is not a priority• 3rd party involvement might be an issue• monthly cost might be an issue• for web applications• for Intranet / MT integration• for knowledge base

Hybrid -- Translation Proxy AND JavaScript

	Proxy for SEO only	JavaScript for Humans
On-going fee	Yes (for SEO pageviews)	No
Security consideration	No	No
SEO friendly	Yes	No
Good fit for	<ul style="list-style-type: none">• Source content is not available in files (from client)• Frequent updates, by different people, irregular update cycle• No (internal) IT support for client• Time-to-market is critical• SEO-sensitive sites	