



Web Content Translation State-of-the-art Overview & New Opportunities in 2017/18

including

Public marketing-ish CMS

Knowledge base

Intranet (confidentiality)

E-commerce

presented by

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1. Manual effort

Client

LSP

1

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

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

2

3

Injects back the translation to the CMS by the Client

4

Manual change detection and manual update

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

Out-of-the-context translation

3. Using multilingual CMS

Client

LSP

1

Gives access to the translators to the Client's CMS

Translates directly in the Client's CMS

2

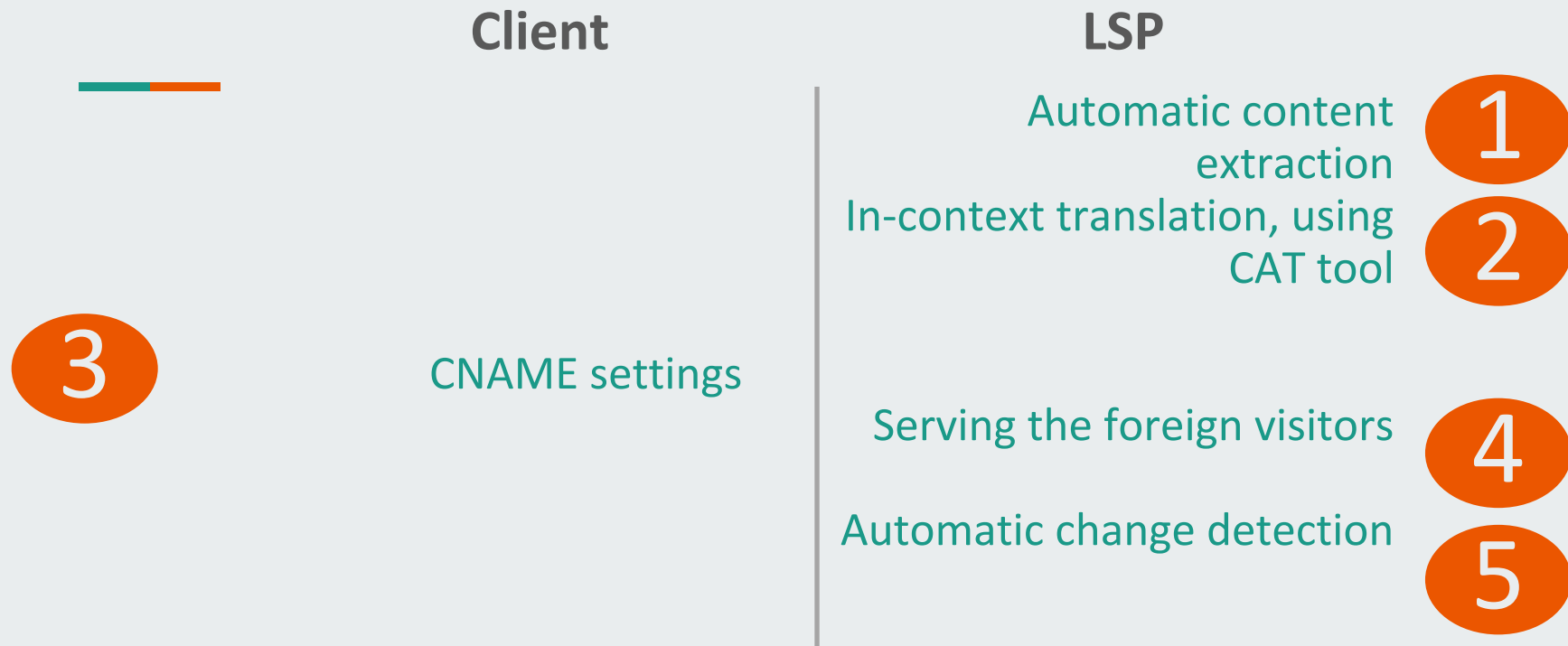
Lack of CAT features (no TM, no consistency, rep.)

Unfamiliar system for vendors

Keep it updated is a hassle

Risk of damage by vendors

4. Using Translation Proxy



On-going fee

Security consideration

5. Using JavaScript translation

Client

LSP



3

Insert a JavaScript snippet into the website

- Automatic content extraction 1
- In-context translation, using CAT tool 2
- Automatic change detection 4

no SEO

Translation Proxy vs JavaScript translation

Proxy

JavaScript



On-going fee

Yes

No

Security consideration

Yes

No

SEO friendly

Yes

No

Good fit for

When

- 3rd party involvement in the traffic is not prohibited
- SEO is priority

When

- SEO is not a priority
- 3rd party involvement might be an issue
- monthly cost might be an issue
- for web applications
- for Intranet
- for knowledge base

Hybrid: Translation Proxy AND JavaScript

	Proxy for SEO only	JavaScript for Humans
 On-going fee	Yes (for SEO pageviews)	No
Privacy 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	

What's beyond CMS & web content?

- Intranet
- Newsletters
- E-commerce

BIBBLE: Intranet translation, TMX, MT

Client

LSP

1

Automatic content
extraction

2

In-context translation,
using CAT tool

4

Automatic change
detection

3


Install Chrome browser
extension, translate any
website

*Great at handling confidential information, easy preview,
no SEO*



Translating CMS-based customized newsletters through Proxy API

E-commerce

- 
- Exact ROI, not just marketing budget
 - Proxy translation to preserve look&feel
 - MT translation w/ importance-based post editing
 - Bulk proxy pricing
 - Advanced search functionality
 - Autocomplete
 - Related searches
 - Product search engine
 - Search Analytics



Thank you!

Further questions?

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