

Proxy Website Translation

Guidelines for Getting Started



- Translation Strategy
- Website Hierarchy Strategy
- Website Hosting
- Web Design

Translation Strategy

Congratulations for choosing the Argo Translation Proxy Website Translation Solution!

You've likely chosen this option due to its fit with your translation strategy to use your English website as a master copy for your language websites. Every time you update your English website, you will have the option to update your language websites with those changes. We recommend you now determine the cadence for pushing updates to your language sites.

We have two options to help you determine the best cadence for updating your language sites.

Option 1: Scheduled Processing	Option 2: Real-time Processing
Regularly scan your website to gather and translate new content, which can be configured to match your content update schedule. Depending on how much content is updated between scheduled website scans, this may result in large translation packages.	Allow the proxy to gather new content from live visitors and process it automatically using uploaded translation memory and machine translation. This results in a regular stream of smaller translation packages (i.e., one set of files each hour, each with a size of 10-100 words).

Website Hierarchy Strategy

Select one of four available options on how to setup your language sites.

	Option 1 (recommended) Sub-Domains Ex. es.abc.com	Option 2 Domains Ex. abc.es	Option 3 Sub-Folders Ex. abc.com/es	Option 4 Same Domain CST Ex. abc.com
ADVANTAGES				
Easy setup (requires setting DNS records)	X	X		
Clean analytics and measurement	X	X		
Organic search ranking remains intact			X	X
No additional website setup/configuration				X
DISADVANTAGES				
Complex setup (e.g. CDN, reverse proxy, etc)			X	
Language sites do not carry 100% of Domain Authority	X	X		
Each new domain will need to be purchased		X		
Difficulty tracking analytics for each language				X
Search engines may not display results for language content				X

Website Hosting

Some web hierarchies require your Domain Name System (DNS) records to be setup.

After selecting a website hierarchy, if you chose sub-domain or domain options then your Domain Name System (DNS) records will need to be setup for your language websites to be found by search engines, visitors, and other websites. A specialist will work with you and provide specific instructions for DNS updates to provide your hosting provider.

Certificates (SSL/HTTPS)

If your site is secured (indicated by “https” in the URL or has a login portal), we can provide certificate signing requests (CSRs) for configuration. This is a complimentary service and a best practice for security, even if you elect to manage security yourself. Since this decision is not a factor in the price, you can decide to add a certificate at any time.

We can generate the certificates for you and include them in your annual recurring pricing, or you can order your own certificates. If you order your own certificates, we will need some information. We will need the domains where you'll publish the translations and some corporate information that will appear in the certificate.

Web Design

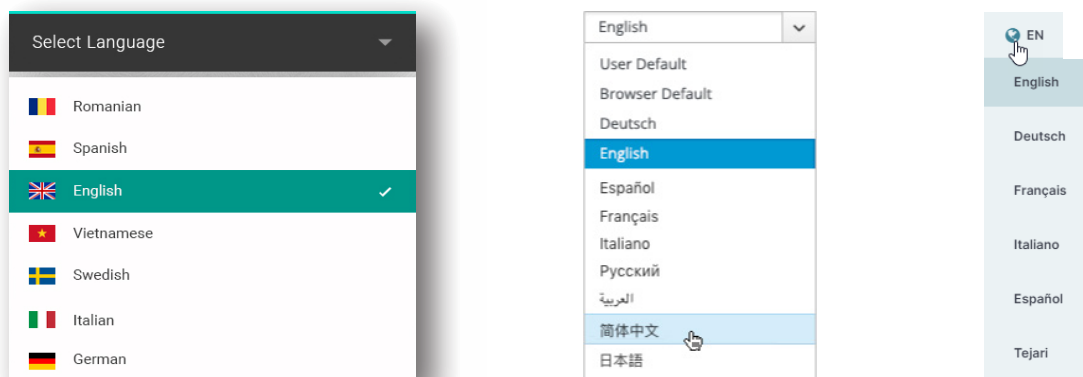
Visitors to your website will need a control to switch between your different language sites.

Language Selector

A language selector (see examples below) is a user interface (UI) design element that visitors to your website can use to select which language website they want to visit. We offer two drop-in solutions for language selectors. If you would like to use a custom language switcher, you may use the following checklist as a guide.

Here's a checklist for preparing a custom language selector:

- Design a responsive UI of language switcher to match web design standards
- Decide where to position the language switcher on your website
- Translate the text in each native language, including the language switcher label if using one (e.g., "Select language")
- Configure each language selection (including English) to redirect to the correct location of your language site based on your choice of website hierarchy (e.g., sub-domain, domain, etc.)



Content

Ensure your content is globalized to create a consistent and cohesive web experience.

This list of globalization readiness tasks will help ensure a great experience across your language sites:

- **Imagery.** It's not exclusive to a single language/country (e.g., images of a man eating hot dogs will not resonate with an Asian audience if the intent is to sell enjoyment of a pastime). Images can be transcreated so that each language site has localized imagery specific to their target language/country audiences.
- **Blog content.** Are all blog articles relevant to your language audiences? Consider removing your blog altogether if not. Likewise with other content sections of your website (e.g., eBooks, Video, Webinars, etc.)
- **Messaging.** Does any messaging include figurative speech that is only familiar to your English-speaking audiences? Consider updating before executing your website's translation to resonate with all language audiences.



Argo Translation provides tailored translation solutions (translation + technology + process) to fit our customer's needs through exceptional attentiveness to customer service, responsiveness to tough deadlines, and guaranteed certified translation.



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