



WEBSITE TRANSLATIONS – A BUYERS' GUIDE

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WHAT'S IN YOUR WEBSITE?

Just like businesses, different websites work in different ways.

They are likely to consist of many different elements; use a number of different file types; have graphic components (static or animated); downloads and external links to other websites.

The content may also be managed using a Content Management System (CMS) and have on-line content editing or content export capability.

The website may incorporate environments for capturing data, online shopping or product downloads. There may also be content within the main site that might not be relevant to other markets, such as news releases, product data or document downloads.

These are just some of the reasons why it is often impossible to 'simply' download your site and obtain the data that will provide a meaningful quotation.

So, when asking PUSH International for a translation cost for your website, please provide as much information as possible and bear in mind the above factors.

BRIEFING CHECKLIST

1. Confidentiality and data security

If your website roll-out plan is confidential or if you need to give PUSH access to confidential information you may need to provide a **Confidentiality Agreement** before you can release files. PUSH sign many such agreements with clients and ALL our translators sign non-disclosure undertakings with us. We also have secure server facilities and £1M professional indemnity insurance.

2. How will you provide the content for translation?

As a copy deck Usually a Word or text file, but may also be an .xls or .csv file with all of the relevant text content extracted from the website and presented ready for translation

As web-files Usually HTML, ASP, XML or similar file types that we can edit for language and return in the same format (we use professional tools that allow us to edit and QA many file types).

As a database Content can often be extracted into a suitable database format ready for translation.

3. Meta tags and Alt tags

Please confirm if you will need Meta tags and Alt tags translating. If you are providing a copy-deck or exported website content, can you provide the text content for the Meta and Alt tags?

4. Downloaded websites

PUSH can download your website for evaluation, however we cannot guarantee accuracy as the data achieved may reflect unwanted content (e.g. news releases) or often-repeated content (such as navigation), links to off-site areas or broken links.

Password protected website or other secure areas within the website may prevent download, as may some types of website construction.

We normally suggest that this option is only used to provide an approximate guide to cost.

5. If requesting that the site is downloaded, please specify the content to be translated:

Entire site – this will include all text content, including downloads (e.g. PDFs), images with text, animations etc.

Specific pages – please provide clear instructions as to which parts of your site should be translated – a list of URLs and links is preferable

6. How will you transfer files?

PUSH are able to provide the following facilities:

Email – we can accept up to 10Mb files via email

ftp – no file size limitation, but security cannot be 100% guaranteed

Secure file transfer – 128 byte encrypted file transfer

7. If you manage your website content using a Content Management System, will you translate using:

An online editor – if so, can you give PUSH access to the editor to review its capability? If you can't grant access can you confirm that it can support translation on-line, or if our translators can download the content and work off-line?

Exported content – If adopting this option can you confirm the file type you will export?

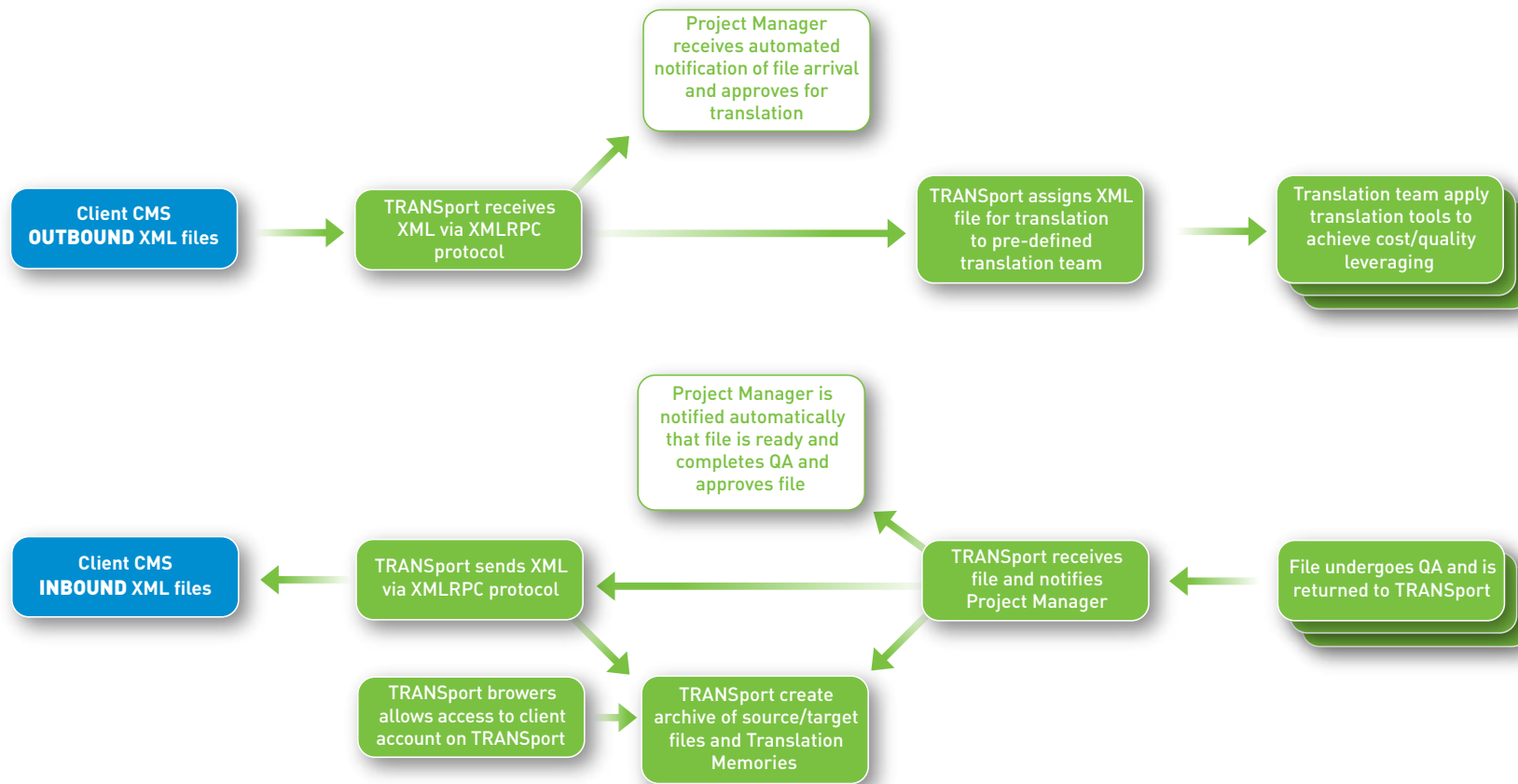
WORKFLOW AUTOMATION

If you are managing your website content using a Content Management System, and if you update the site on a regular basis then you may be interested in Workflow Automation.

PUSH have developed workflow automation tools that allow your CMS to talk directly to our translation environment via a SOAP interface.

Client benefits:

- Cost and quality leveraging through re-purposing of translated content
- Reduced management of updates through workflow automation
- Faster implementation of updates



HOW WE CHARGE

As with all translation we charge on a per source word basis, and this will be shown on your estimate. Source language is usually English.

The translation rates quoted will always be based upon the following:

- Translation by professionally-qualified translators in each target country
- Review and proofreading
- Terminology checking where relevant
- Pre-delivery quality management
- Checking of files to ensure no code is damaged (where relevant)

We may suggest other activities which should be carried out in order to ensure the best results. For instance, as creation of term dictionaries, or establishing a Translation Memory.

A Translation Memory is particularly important when considering the best method of managing a regularly updated website, or where the volume of text content is very large. If your website content is changed often you should make this clear to us as we can allow for the setting up of a Translation Memory from the outset of a project; rather than the more costly option of post-translation.

If copywriting or copyediting is required, we will show these as an hourly fee, rather than at a per word rate.

EDITING GRAPHIC FILES

If we are asked to edit graphics files for translatable text, we will show this as an hourly fee.

LINGUISTIC REVIEW

Before your translated site goes live we suggest that the versions are subjected to a linguistic review.

The review is designed to ensure that the translations are contextually correct, that no text remains untranslated and that no text has been mis-placed when rebuilding the website in an unfamiliar language. This check is always carried out once the text is back in situ within the website so that in addition, we can check all links.

Costs for the linguistic review, where required will be shown as an hourly fee.

PROJECT MANAGEMENT

We may include Project Management in the cost estimate. This may be because there are a large number of files to prepare, distribute and manage, or because we anticipate a high level of translator queries, or perhaps you need us to extract the content from your website and prepare a copy deck.

Whatever the reason, we will always detail the work we are expecting to undertake, and discuss this with you should you wish it.

THE PERSONAL TOUCH

If you would prefer to talk your project through face-to-face or on the phone with a Project or Account Manager, please contact PUSH at one of our locations for a chat or to make an appointment for us to visit your offices.



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