koonin
translations

Getting Your Website Translated

A brief guide

contents

Introduction

You've decided to get your website translated into English. A great move, as it instantly opens your business up to millions more potential customers. It will also benefit your website's SEO.

We want to make the whole process of having your website translated as easy as possible for you.

So we've produced this brief guide that explains exactly how to go about it.

Follow the steps on the next pages, and if you have any questions at any time, simply get in touch. We're here to help you every step of the way.

Getting a quote

You can get a quote for translation of your website content in two ways:

#1 From your content files

Send us your website content – either in Word, as a PDF, or in the original source files (.htm, .html, .asp, .php, .xml, etc).

The source files are better because they include the metadata (page titles, alt tags etc.). But don't worry if your content is only available in Word – that's not a problem for us at all.

#2 From your URL

We can quote directly from your URL if it's easier for you. In this case we will manually copy each page into a Word document so that we have a complete copy of your website

With this method there is a chance that not all pages may be immediately obvious and we may miss some out. So we always send you what we have copied so that you can check everything is there.

We make a small additional charge for this service to cover the additional time involved in gathering the content together.

What our quote includes

Our quote for translating your website includes:

- Translation and localization of content
- Localisation of user interface (buttons, menus etc)
- Translation and incorporation of keywords
- Translation of metadata (page headings, title tags, descriptions, alt tags etc)
- Translation of any graphics
- Optional layout checking service

Translation and localization of content

To make sure your English-language content works well, we write it in the style English-speaking web users expect to read. You'll find more about the style of English-language websites in our blog.

If we feel that parts of your original web content may not work well for the English-speaking market, we'll discuss possible solutions with you.

This might involve making changes to the content itself to make it more appropriate for English-speaking markets. It could also involve changing the layout, adding sub-headings, etc.

What our quote includes

(cont'd)

Localization of user interface

Besides your web content, your user interface (navigation, menus, buttons etc.) will also need translating (localizing).

English is usually (but not always) shorter than Dutch or German. So your web people may need to change the size of some buttons or other design elements to accommodate the translation.

English-language keywords

A great translation is one thing. But if it doesn't include the keywords English web users are using to search for your product or services with, your English pages will never be found.

Send us your keywords and we will identify the equivalent keywords in English and incorporate them in a natural yet search-engine-friendly way.

What our quote includes

(cont'd)

Translation of metadata

To make sure your English-language pages are found by the search engines, the metadata needs to be translated too.

Our service includes the vital aspect of translating your page headings, page titles, page descriptions, alt tags for graphics etc. So if these aren't obvious in the files you send us for translation, we'll ask you for them.

Translation of graphics

It's easiest and quickest if you can provide us with editable graphics files. But if you can't, we will send you a Word file with a legend so that you can easily identify what goes where.

Remember that some graphic adaptation may be necessary to accommodate different length words.

What our quote includes

(cont'd)

Optional layout checking service

To make sure everything looks perfect before your English-language web pages go live, we can check them for layout, word divisions, missing translations etc.

Alternatively, we can do this after you have added your English pages.

Cutting the cost

If your website is made up of a large number of pages, translating them all could make the price prohibitive.

So it's worth thinking about whether you really need every page of your website translating.

Some pages may contain content that isn't relevant to visitors from other countries, for example. Or perhaps you have pages that are rarely visited.

You can cut the cost of the translation quite substantially by leaving out these pages. Or you could consider simply providing summaries of your products or services on your English-language pages.

We can advise you as to what content is or isn't relevant to the English-speaking market – and how you could save money on the translation.

Regular update service

Making changes to your website copy - adding news or product updates for example - not only informs your visitors, it also helps boost your website's search engine ranking.

We offer a flat-rate monthly update package for translating these changes. Ask us for details.

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