The more traditional approach to website localisation consists of the following steps:
1. Exporting content from your CMS
2. Localising the files
3. Re-importing files into your CMS

Out with the old...

A website translation proxy is a service that sits in front of your website and overlays translations so that different audience segments can see content in their local languages.

This is done in 3 easy steps:
1. Content is ‘crawled’ from your website, with the translatable text extracted as XLIFF files
2. These files are routed for translation in the Translation Management System (TMS) - professional or Machine Translation
3. Your local sites, with their own domain names, use the available translations from the TMS – so the source text is replaced (in real time) by the available translations.

The outcome is a mirrored target website, localised to a high quality, professional level.

...in with the new.
Why opt for a proxy solution?

There is no need to:
- Set up a multilingual CMS
- Set up multiple instances of your website for each target language
- Export or import files
- Purchase a globally ready CMS
- Get Marketing teams to tap into your company’s IT resources

What does this mean?
- Less development time
- On-going management of the multilingual website is made easier
- Content changes can be identified and flagged for translation
- You will only need to work with your source website
- Better version control
- Easier synchronisation across languages

Deciding on whether to go with a proxy solution or a globally ready CMS will depend on your company’s localisation maturity and globalisation requirements. With Capita’s website proxy solution we can handle everything from set up, localisation of content, and delivery (hosting) of localised websites.

We can work with you to ensure that the most appropriate website localisation solution and technology is put in place to meet your requirements.

Find out more about how partnering with Capita gives you the assurance of quality, global reach and trusted delivery on time, every time by visiting: www.capitatranslationinterpreting.com

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