

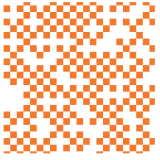
CAPITA

Digital marketing content and the localisation process

WHITE PAPER



Capita Translation and interpreting



Introduction

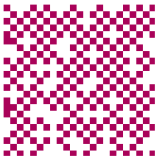
The online world is changing at an incredible pace. Company websites, social media and search engine optimisation (SEO) are now a central part of any digital marketing strategy. It's no surprise that more and more businesses are moving their marketing efforts to focus on the digital landscape, but some are going even further and are becoming purely digital brands. Businesses from a variety of sectors are challenging traditional marketing models and disrupting the digital landscape, with a seamless cross-over of offline and online activities.

This transformation of, and dependency on, digital marketing means that the traditional 'offline vs online marketing' no longer stands, and they are no longer classed as separate, segmented activities, but must be integrated in order to deliver the optimum experience to the end user.



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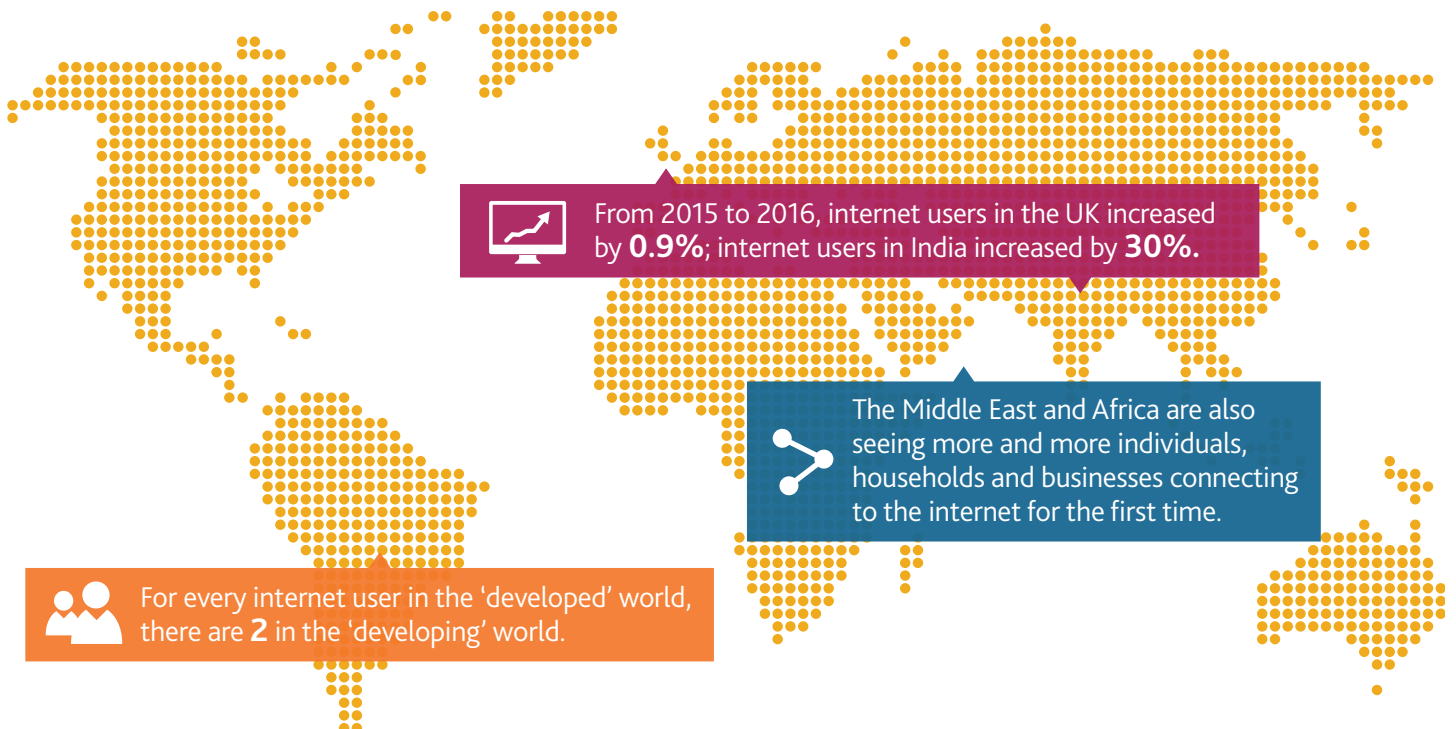
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Who, and where, is your digital audience?

And more importantly, what languages are they speaking?

Mass internet access isn't limited to Europe and North America; we're now seeing an increase in developing countries accessing the world-wide-web.



Whilst there are 870 million English-speaking internet users, there is also a huge multilingual audience online, and the rate of non-English webpages is expanding rapidly too.

From 2001 to 2011, the amount of internet content written in English grew by **281%**, Spanish content grew by **743%**, Chinese content grew by **1277%** and Arabic grew by **2501%**.

Not just English

Many large countries have a growing number of different languages spoken within local communities; therefore your target audience may not necessarily understand your source language.



In the US, 13% of the population (41 million) is native Spanish speaking.



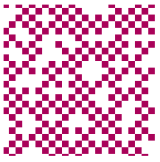
In Quebec, Canada, 95% of the population speaks French Canadian as a first or second language.



In the UK, the 2nd most widely spoken language is Polish, with over 500,000 native speakers.

These facts highlight the need for multilingual content in order to satisfy a wide linguistic variety of internet users connecting from all over the globe. As more users, markets and countries come online, the spread of languages on the web grows wider, and so too does the need for content in the users' native language.





How does digital content affect the user experience?

Users don't engage with websites which are not in their own language, and the average internet user expects more than just the necessary information to be translated – supporting content such as product reviews, forums and FAQs are expected to be offered in multiple languages too.

With only **1 in 4** users moving onto page 2 of a search engine results page, and more non-organic content now appearing on results pages, the battle to make it to page 1 is tougher than ever.



Whilst search engine giants such as Google and Bing like to keep quiet about components that affect page ranking, it's generally accepted that new or updated content signals an active website. Translating content such as blog posts, press releases and news alerts is just as important as the main website, if organic SEO is important to the business.

Digital content localisation must now encompass all of a brand's assets, given the consumer shift to online. Website localisation as a standalone project, without multilingual SEO; translation of banners and adverts; multilingual video subtitles; or localised email marketing will result in a fragmented, confusing experience to a non-English speaking user. By ensuring that their full suite of digital assets is localised, brands can be confident that the same service is delivered to any customer, no matter their language.

A brand isn't just limited to a website anymore. This shift towards digital has been partly enabled by the mass ownership of mobile and tablet devices, meaning online audiences are using multiple platforms and are expecting a localised, personalised service, which they can call upon at any time and from anywhere.



Smartphone and tablet applications offer even more convenient and personalised features, and the language in the app itself, reviews and technical details all need to be translated into several target languages. As our routines and lifestyles become more 'on the go', so too do our technologies.



Integrating new digital technologies into the localisation process

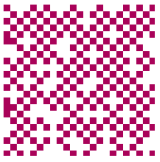
In recent years, the adoption of smart devices across the globe has increased enormously. The internet used to start and end with a large chunky desktop computer, but now, we're constantly connected, whether it is by our phones, watches or tablets. From wearable fitness gadgets to household appliances, smart devices are now prominent across global communities, and this connected network is expected to expand further in the coming years.

Companies connecting with smart devices are boosting engagement and retention amongst customers, as they become more committed to providing a personalised service that fits around consumer lifestyles, making their user journey more convenient and hassle free. This unprecedented scale of personalisation means translation is now the bare minimum, and needs to be considered as part of a wider localisation strategy. It's every marketer's dream to turn customers into brand champions and advocates, and greater affinity with a user's language and culture can help spark evangelism.

With the introduction of devices that connect seamlessly with other devices and humans, these new, innovative forms of communication pose a new challenge when it comes to language.

Two way communication platforms, where devices must be able to identify users' accents and intonations in their voice, require advanced processes and methods of localisation. For example, Apple's voice recognition software Siri understands commands, questions and jokes in 15 languages, and is designed to pick up regional dialects and accents.





Digital localisation methods

Website translation provides your website visitors with the most essential information in their language, but localisation goes beyond straightforward translation, and takes into account other factors that will influence your target audience, such as style, design and imagery.

Depending on the languages you select for translation, it may be necessary to adjust elements of your website, such as time, date and currency formats, as well as reversal of page layouts for right-to-left reading for languages such as Hebrew and Arabic.

Localising your design

It's not just the content that needs to be localised, but the imagery and physical appearance too. What may be appropriate in your home market may not be as successful in your target markets.

When text is translated, it will often expand or contract in length, depending on the language, so it's important to keep this in mind with your website layout and design.

How does digital localisation work?

It's important to choose the right localisation method for your business. A professional language service provider (LSP) will be able to advise the best approach for you.

English

Add to basket



Spanish

Añadir a la cesta



German

In den Warenkorb



Polish

Zapisz na liście zakupów



French

Ajouter à la liste d'achats



3 approaches to website localisation



File transfer



Website translation proxy



Content management system (CMS) integration

The traditional method for website localisation involves exporting files from your CMS and manually sending them for translation.

A service that sits in front of your website and overlays translations. Content is 'crawled' from your website, with the translatable text extracted and sent for translation.

An automated process, which uses a piece of technology to connect your CMS to a LSP's translation system. Content is sent directly for translation within your CMS.



Quality, productivity, connectivity

There are three main elements that should be considered in order for any digital localisation project to be successful and well integrated into a business strategy: quality; productivity and connectivity.



Quality

In localisation, everyone is looking for good quality - if translations are good, engagement and retention rates amongst multilingual customers and stakeholders will increase.



Productivity

Using automated processes and technology will increase the productivity of the translation workflow, improving turnaround times and reducing costly manual involvement.

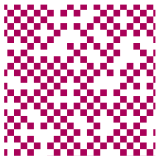


Connectivity

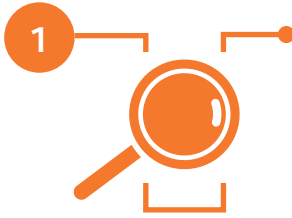
Connecting systems to allow for the direct flow of source files to the translation management environment further reduces manual activities, such as downloading and uploading content, and allows for a detailed overview and reporting of each translation project.

Applying advanced technology that embodies these three elements within the localisation process is key to being able to react to changes in the digital marketing landscape.

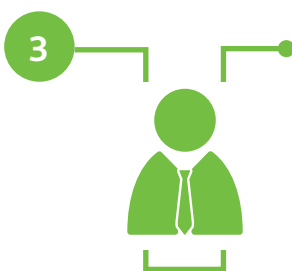


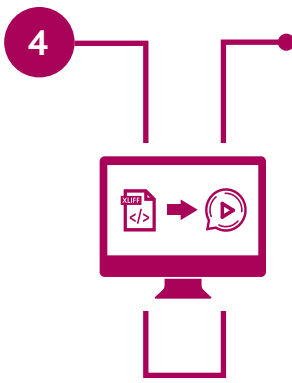


5 steps to a successful digital content localisation project

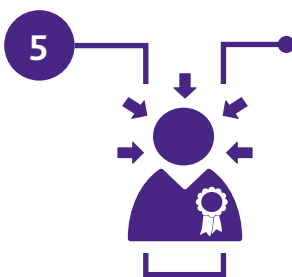
- **1 Do your research – identify your target markets and languages**

Conducting market research will allow you to better understand which international markets will be receptive to your products and services, and ensure you don't waste time, or money, further down the line.
- **2 Audit your digital marketing content**

Take stock of all of your digital content – including your website, advertising, social media, software applications, surveys, reports, adverts and videos – not forgetting new content that is yet to be released. By deciding which content to translate from the start, you'll have a better idea of turnaround time, costs and potential issues before they become a problem.
- **3 Convince Senior Management**

In order to reach a complete, comprehensive localisation strategy, it's essential to obtain support and funding from Senior Managers. It may be difficult to get them on board initially, when the 'get things done' mentality often prevails and budgets are becoming tighter, but the longer-term strategy needs to be at the forefront of business decisions.
- **4 Make use of available tools and technology**

You will probably have put in a lot of work and effort to develop your company brand, identity and tone of voice, so you'd want to make sure that is adhered to in any language. Style guides are a tool that allow you to maintain the tone and style of your company documents, allowing you to take your brand global.

Technology such as CMS integrations might be a good approach for your business, as they automate the process and reduce the need for manual involvement, giving you more time to complete your own tasks.
- **5 Streamline the process within your company**

As brand champions, your marketing team is probably best placed to manage your digital content localisation process. Once you've started localising, you may find translation requests left, right and centre, so it's important to have a single point of contact, or team, within your business. It'll make the whole process much easier, and allow you to consolidate requests from various stakeholders.



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:

<https://www.capitatranslationinterpreting.com>



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