

BALANCE & COMPROMISE

Weaving localization issues into a content strategy

W3C Multilingual Web Workshop
Limerick, Ireland, September 21



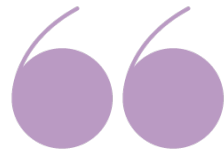
LOCALIZATION ON THE WEB:

- Costly
- Time-consuming
- Quality an ongoing issue
- Budgets are fragmented
- Requires supporting tools and processes
- Creates complexity

NO CONTENT STRATEGY

Localization made more complex by lack thereof at the source

- No **governance**
- Seen as a **cost**
- **ROI** not measured
- **Value** not demonstrated



Content strategy plans for the creation, delivery, and governance of useful, usable content.

Kristina Halvorson
Author, *Content Strategy for the Web*
and CEO, Brain Traffic

WHAT IS USEFUL, USABLE CONTENT?

Content that is EFFECTIVE*

- Appropriate
- Useful
- User-centered
- Clear
- Consistent
- Concise
- Supported

**From Elements of Content Strategy, Erin Kissane, A Book Apart, 2011*

HOW DOES USEFUL, USABLE CONTENT HAPPEN?

Maintain and measure

- Archive
- Update
- Test
- Measure

Review, refine, refresh

Set objectives

- Goals
- Audiences
- Purpose

Carry out the plan

- Production
- Translation/localization
- Indexing
- Publication

Develop a plan

- Strategic plan (Who, what, where, when, how, and WHY)
- Tactical planning (Editorial calendar, Page specifications)

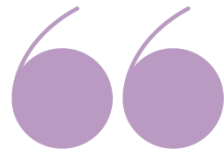
Get a handle on what you have

- Content
- Costs
- People, processes, workflow
- Tools

Identify pain points and low-hanging fruit

- What can be optimized?
- Where are the gaps?





How does useful, usable localized content happen? By **weaving in localization issues** into the content strategy process.

WHAT IS USEFUL, USABLE LOCALIZED CONTENT?

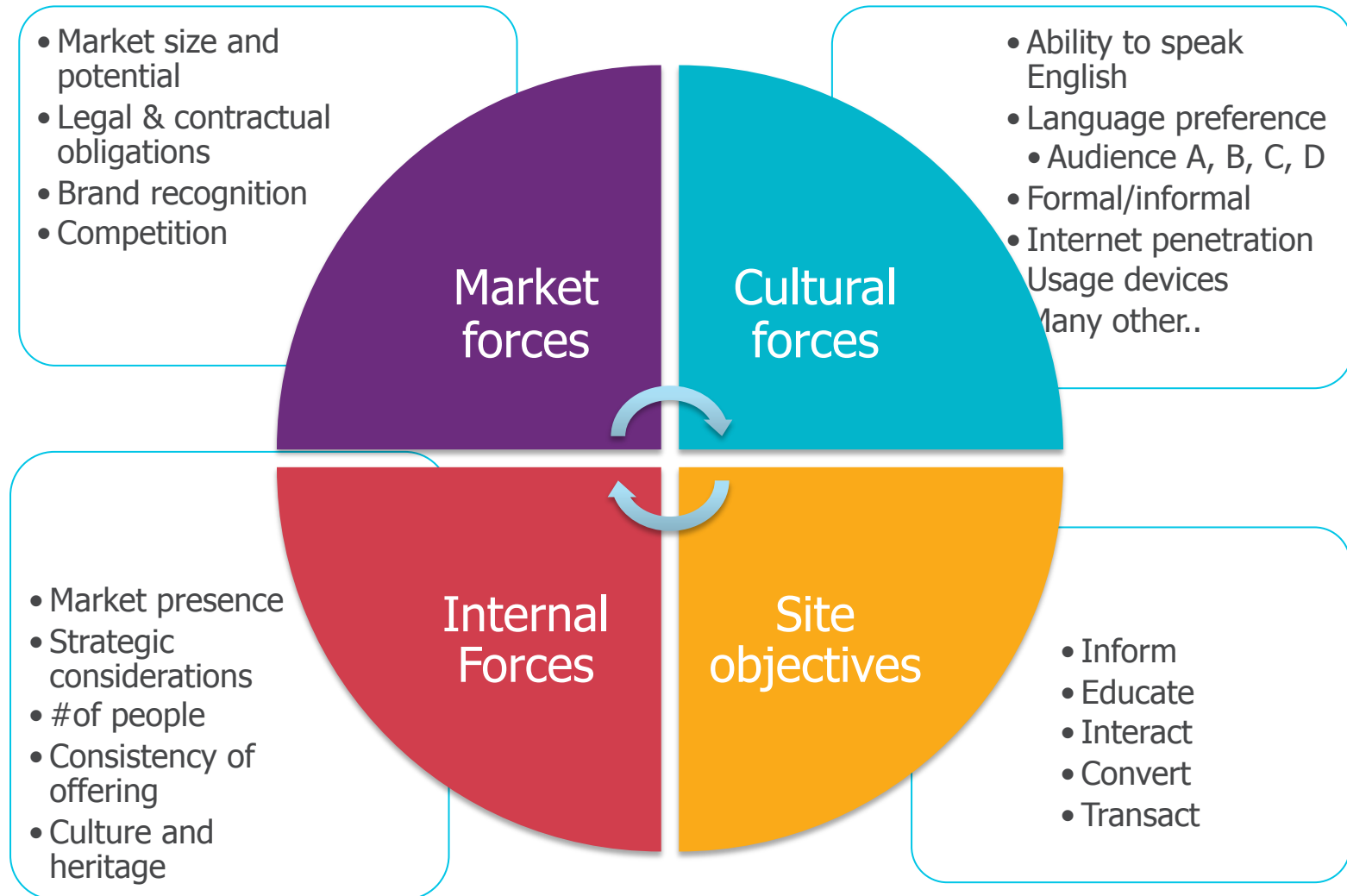
Content that is EFFECTIVE

PRINCIPLES OF EFFECTIVE CONTENT*APPLIED TO LOCALIZATION
APPROPRIATE	Applies to the local context
USEFUL	Addresses a market-specific purpose
USER-CENTERED	Users understand it easily
CLEAR	Translation quality is high; content is localized
CONSISTENT	Terminology and brand requirements upheld while costs kept down
CONCISE	Less is more – and less costs less
SUPPORTED	Processes, tools, people, and budgets in place

**From Elements of Content Strategy, Erin Kissane, A Book Apart, 2011*

SETTING THE TARGET

Creating baselines and objectives



ALLOWS FOR BASELINE TARGETS

Defining what you SHOULD have

- Number of languages
- IA Model
- Critical mass of localized content for each tier of site
 - Tiers should be in line with user expectations and ability to deliver

EXAMINING WHAT YOU HAVE

Assessing your SOURCE content inventory

- Volume of web pages
- Volume of associated content assets
- How often content changes
- Relevance to local audiences
- Potential for localization
- Budget and ownership

EXAMINING WHAT YOU HAVE

Governance model

- Centralized or decentralized language management?
- In-house or outsourced?
- If outsourced, single frame agreement or several?
- Centralized or decentralized web management?
- Who owns the budget for what? Is there one?

EXAMINING WHAT YOU HAVE

Tools, time, and metrics

- What toolset is available for support?
 - Translation memories and Management?
Terminology managers? Authoring tools?
Integrated into CMS?
- Latency
 - Time from source to published, translated version
- Metrics
 - If there are sites, are they being visited?
- Costs
 - What's it costing you today?

SMARTER LOCALIZATION DECISIONS

Doesn't have to be all or nothing

- Keep
 - Translate as is
- Chunk
 - Add, subtract
- Change
 - Shorten, Replace, Select, Rethink, Add
- Leave it
 - Link to English
 - Provide no links

ENABLES BASELINE PLAN FOR LOCALIZATION

How deep depends on your model

Section / Market	Metad ata	Navig ation	Home	About	Produ cts	Suppo rt	Servic es	Resear ch	Traini ng	Events	Add?
Tier 1	Keep	Keep	Change	Change	Chunk	Keep	Keep	Change	Replace	Replace	Yes
Tier 2	Keep	Keep	Change	Change	Chunk	Change	Leave	Change	Chunk	Leave	Yes
Tier 3	Keep	Keep	Keep	Change	Chunk	Change	Leave	Change	Chunk	Leave	Yes
Tier 4	Keep	Keep	Leave	Change	Leave	Change	Leave	Change	Leave	Leave	Yes

Type of Action X volume X cost per language = Budgetary scope

Also: Changes to CMS? Images? Investments in tools? Supplier relationships?

THE INVENTORY IN LOCAL

If you're not starting from scratch

What's on the website in local languages,

- What's been translated
- What's been localized
- How it's maintained
- Owner
- But also what's out there
 - Enlist local help to locate
 - Mini-sites, YouTube, SlideShare, Twitter, Facebook
- Then refine the baseline plan

GETTING TO SPECIFICS

Weave localization into editorial page specifications

- Editorial specs replace 'lorem ipsum' in wireframes with source content issues addressed:
 - Objectives of page
 - Primary and secondary messages
 - Voice and tone
 - Calls to action
 - Related information
 - Images and call-outs
 - Terminology requirements

LOCALIZATION IN THE PAGE SPEC

Localization issues at tier and locale level

- Issues to be addressed at tier level (if possible)
 - Do you translate? Yes/No
 - Do you chunk, change or leave?
 - What's global, what's local
 - What's distinct about the local
 - What changes and how?
- Issues to be addressed at locale level
 - Keywords
 - Voice and tone
 - Source content for local differences
 - Who validates local content?
 - Who pays?

GETTING IT DONE – AND KEEPING IT IN SYNCH

- Don't do it all at once!
 - It's ongoing, not a project
- Use tools speed up cycles and lower costs
- Establish close relation with your LSP
- Find alternatives to latency issues
- Track metrics
- Keep tabs on costs
- Get a traffic manager!





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