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

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

Carry out the plan
• Production
• Translation/localization
• Indexing
• Publication

Identify pain points and low-hanging fruit
• What can be optimized?
• Where are the gaps?

Set objectives
• Goals
• Audiences
• Purpose

Review, refine, refresh

Get a handle on what you have
• Content
• Costs
• People, processes, workflow
• Tools

A sustainable strategy for your content
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**

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

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

Creating baselines and objectives

**Market forces**
- Market size and potential
- Legal & contractual obligations
- Brand recognition
- Competition

**Internal Forces**
- Market presence
- Strategic considerations
- #of people
- Consistency of offering
- Culture and heritage

**Cultural forces**
- Ability to speak English
- Language preference
- Audience A, B, C, D
- Formal/informal
- Internet penetration
- Usage devices
- Many other...

**Site objectives**
- Inform
- Educate
- Interact
- Convert
- Transact
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

<table>
<thead>
<tr>
<th>Section / Market</th>
<th>Metadata</th>
<th>Navigation</th>
<th>Home</th>
<th>About</th>
<th>Products</th>
<th>Support</th>
<th>Services</th>
<th>Research</th>
<th>Training</th>
<th>Events</th>
<th>Add?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Keep</td>
<td>Keep</td>
<td>Change</td>
<td>Change</td>
<td>Chunk</td>
<td>Keep</td>
<td>Keep</td>
<td>Change</td>
<td>Replace</td>
<td>Replace</td>
<td>Yes</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Keep</td>
<td>Keep</td>
<td>Change</td>
<td>Change</td>
<td>Chunk</td>
<td>Change</td>
<td>Leave</td>
<td>Change</td>
<td>Chunk</td>
<td>Leave</td>
<td>Yes</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Keep</td>
<td>Keep</td>
<td>Keep</td>
<td>Change</td>
<td>Chunk</td>
<td>Change</td>
<td>Leave</td>
<td>Change</td>
<td>Chunk</td>
<td>Leave</td>
<td>Yes</td>
</tr>
<tr>
<td>Tier 4</td>
<td>Keep</td>
<td>Keep</td>
<td>Leave</td>
<td>Change</td>
<td>Leave</td>
<td>Change</td>
<td>Leave</td>
<td>Change</td>
<td>Leave</td>
<td>Leave</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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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