

A STRATEGIC APPROACH TO WEBSITE LOCALISATION



LOCARIA



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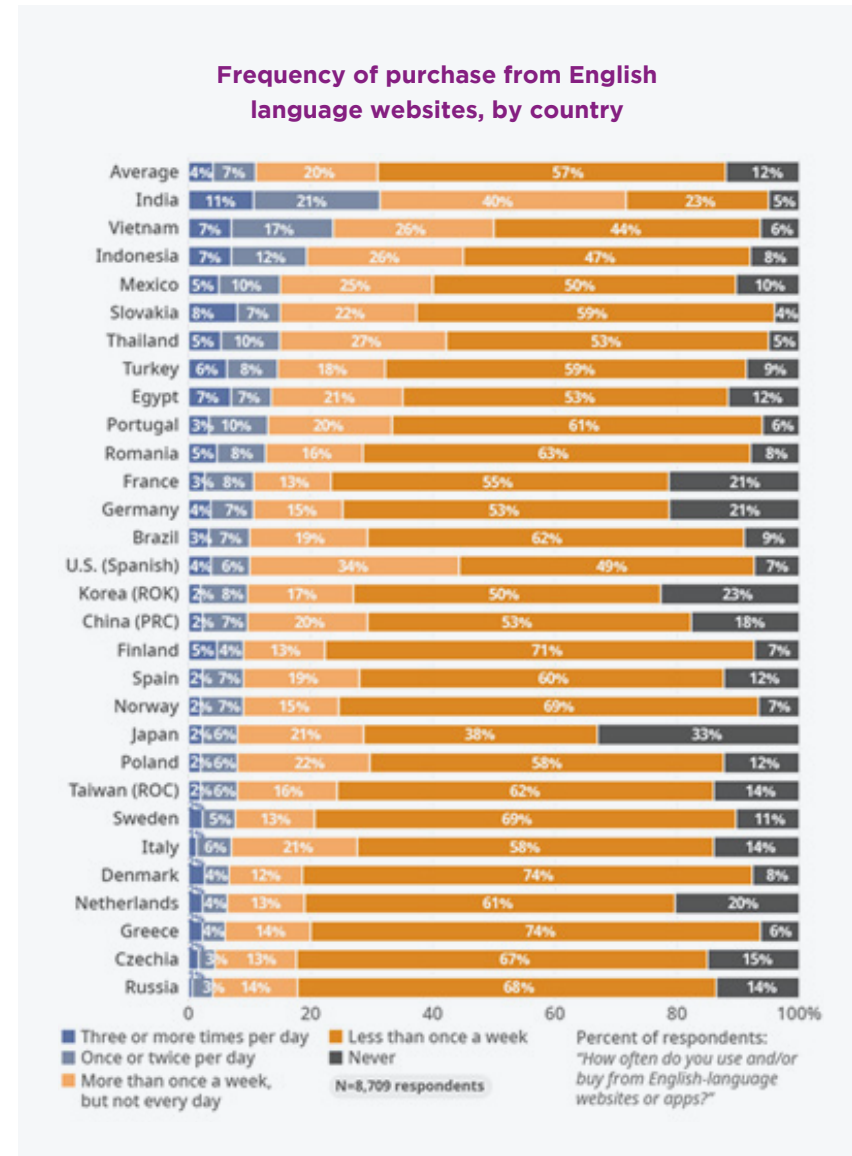


WHY LOCALISED EXPERIENCES MATTER

The importance of a website for your brand cannot be overstated. Not only is it a high impact shop window, it is one of the few online spaces that allows you to communicate with your customers in an unrestricted and branded environment. It is therefore vital that it is as effective as possible at engaging visitors. Doing so requires meeting them where they are most comfortable - in their native language.

When asked, close to half of web users acknowledged that they spend less time on a website if it's not in their native language. In fact, only a third of people feel fully confident making informed decisions on a website in a language other than their own, even if that language is as widely spoken and understood as English. A further quarter fear missing important information, six in ten do not feel confident purchasing any products or services in another language, and a significant one in ten go as far as refusing to buy from a website in a language other than their own.¹

¹ TSA Research *Can't read won't buy*



OUR STRATEGIC APPROACH

We understand the strategic benefits of a localised website. Beyond simply providing a better customer experience, increasing trust, brand authority and purchase consideration, it drives measurable metrics, such as increases in organic traffic from local language search terms, increases in on-site conversion rates and enables marketing teams to target broader audiences to drive more e-commerce revenue.

Considered adaptation

Importantly, as an agency, we place a dual emphasis on linguistic quality and cultural relevance. This means we can adapt your brand narrative and tone of voice to life across copy and creative assets in any language, while ensuring that there is sufficient content to satisfy the nuanced expectations from audiences in each market. We advise when to localise, when to transcreate and when to originate.

Measured with metrics

Uniquely, we measure the impact of investments in linguistics against core e-commerce or marketing metrics, to understand how it affects local market performance. We do this across all stages of the customer journey, whether that be touchpoints for awareness, consideration, or assets that are designed to drive interaction, engagement, and conversion. This allows our clients to build bigger business cases and expand activity to more countries.

Optimised to performance

Finally, we can optimise. We bring in our understanding of organic search, to ensure that high volume search terms are implemented within the content translations to maximise site visibility for local keywords. We ensure meta-content is shaped to fill the SERP real estate, driving more clicks and traffic. Our landing pages are tailored with persuasive copy and local call-to-action tactics to drive conversions. This process is not static, it is iterative, and is a service which delights both e-commerce and marketing teams.

METHODOLOGY SELECTION

All content is created with a specific intent in mind, whether that be creative, informative, or purely functional. It is especially important to recognise that fact when selecting the correct methodology for the localisation of your website content.

Below is a breakdown of the suggested methodologies recommended for core website content, creative assets, and any product pages or shopping feeds that may apply.

Translation	Localisation	Transcreation
<ul style="list-style-type: none"> • A direct replication of the source text • Lacks consideration, nuances, or content context 	<ul style="list-style-type: none"> • A considered adaptation of source text • Embeds cultural nuances and language trends 	<ul style="list-style-type: none"> • Recreation of content, using tone of voice, style, intent • Considers context and constraints
Copywriting	Machine Translation	Post-Editing
<ul style="list-style-type: none"> • Creation of new content to meet objectives • May involve research and idea origination 	<ul style="list-style-type: none"> • Automated approach to content translation • Large quality variance between languages 	<ul style="list-style-type: none"> • Human layer corrects machine translate mistakes • Focus on fixing obvious and repeated automation errors • Heavier editing may improve stylistic elements

WEBSITE CONTENT CONSIDERATIONS

Core Navigation

As the shop window to your brand and the foundation of the customer experience, ensuring that content is of high quality and considered to the target market is critical.

There is a responsibility for e-commerce managers to ensure that no obvious linguistic mistakes are visible which may undermine the brand, and provide content which allows local customers to feel comfortable with the categories and features on the site, while seamlessly conveying key brand messaging in a way that resonates.

We would recommend applying a full localisation approach, which includes considerations beyond direct text translation, and use this for core navigation and the most read supporting pages (e.g. service pages, FAQ's or key category content) to ensure that the site performs.

Landing Pages

With paid media often driving traffic to key landing pages, it is important to ensure that the content is expertly crafted in order to minimise wastage, drive engagement and maximise conversions.

This may involve a mix of localisation and origination based on the products or services which are on offer.

The addition of data to this process, allows marketers to A/B test content variations, to understand which layouts, CTAs and features make an impact on site metrics.

Behavioural responses and consumer preferences can vary significantly between European, Middle Eastern and Asian markets, making this an impactful tactic for increasing global sales.

Visual Assets

Creative content such as slogans, straplines, banners, motion graphics and video assets often require an entirely different approach for local market adaptation.

Due to the cultural references frequently used, and the limited character space of certain formats, we would typically recommend using a less constricted transcreation approach, or copywriting new communication from scratch, to convey a specific brand message.

Blogs and Editorial

Blog pages are an important factor of organic search rankings, but also offer a rich portal for brand building and customer engagement.

When taking a website into a new market, we would recommend strategically thinking about which articles make sense with local audiences before adapting. We would then use a mix of translation, localisation and origination based on the style of the source content and overall objectives.

When publishing content, marketers should consider infusing localised keyword research into the process, ensuring that articles meet long tail search terms which will over time help the website to rank higher on search engines, driving traffic and improving sales.

Product Descriptions

For most e-commerce sites, PD's represent the largest volumes of content. As they are often transient in nature, it leads to questions around how best to tackle from a commercial and efficiency perspective.

While neural machine translation is quick, cheap and to some extent an effective solution, it relies on the descriptions to be distinctly less creative in style, and for there to be sufficient context for the AI to generate an appropriate word choice.

We typically recommend, where possible, to layer a human element over the top, known as post editing. Correcting the obvious errors is a quicker process than translating, and can lead to higher levels of quality, especially as automation will repeat the same mistakes over and over.

LOCALISATION PLANNING

Language services add value to media planning through language expertise, cultural understanding, market insights, and scalable linguistic resources. However, beyond ensuring that content is linguistically accurate, it takes digital media expertise and tools to ensure that it is tested and optimised to deliver to a certain performance target.

Localisation Planning defines the type, timing, and value of localised content, using cross-channel performance data. It demands a level of linguistic expertise which is not always present in global media agency networks.

Rules and requirements for content creation do not only differ by digital channel but also by platform. It is the Localisation Planner's remit to suggest a content methodology per country, language, channel, and platform using their experience and the latest available data.

2021							
Timeline	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Set-up	Setting up timeline						
	Planning resources						
	Background research						
File preparation, TM Analysis & Sourcing to Linguists	Batch 1	Batch 2		Batch 3			
Localisation & Review	Batch 1 (Categories + Collections) Localisation + Review + Delivery						
	Batch 2 (Product descriptions) Machine Translation with Human Post Editing						
				Batch 3 (Editorial) Localisation + Review + Delivery			
						Visual check (if requested)	
Client Review						Client feedback implementation + delivery of signed-off files	

QUALITY ASSURANCE & WORKFLOW

Locaria supports a number of global brands across luxury fashion, retail, technology, and B2B, along with some of the worlds largest creative and media agencies, where content quality and consistency is a key component of creating coherent brand communications.

As a result, we take quality assurance very seriously, and continually recruit, vet, monitor and score our native speaking talent network to ensure that we meet client expectations without fail.

We are certified on ISO 17100 concerning the management of core processes, minimum qualification requirements, the ability of resources, and other actions necessary for the delivery of a quality translation services

Our typical localisation process involves four phases:

- 1. Set-Up:** During the set-up phase, an audit of the current website will be undertaken. This will yield results on the volume of content to be localised, the identification of the correct methodology split, and the definition of a timeline for the localisation of different content types.
- 2. File Preparation:** A team of linguists with industry experience will be selected and assigned to the project. Work will also begin on segmenting the content into processable files.
- 3. Localisation and Review:** Batches of content are localised by the lead linguist before being reviewed by a secondary. A visual check can also be included if deemed necessary for the type of project.
- 4. Client Review:** The client is given the ability to review and feedback on the content, before final integration, sign-off and upload.



PERFORMANCE OPTIMISATION

With the bulk of our clients being e-commerce first businesses, we understand that websites need to not only provide a high impact brand engagement and a seamless customer experience, but that they also need to perform commercially.

While clients and agencies are adept in optimising their website in their native languages, they struggle to replicate this success across multiple markets. The first fallacy is assuming that what works in English, will work in another language, while the second is that by simply localising the content once, is going to be enough to turn the dial and drive long term growth.

Organic search optimisation

We work with clients to execute keyword research projects and make recommendations on which phrases and trends to target. We will then work this research into on-page website copy helping pages to rank better organically for local language search terms.

We always recommend optimising meta-content for important URLs. We do this to better target keywords with engaging and persuasive copy, leveraging the full character limit to maximise the real estate and minimise truncation, leading to more clicks and an aligned customer journey.

Landing page optimisation

We test and refine landing page and website content to understand what drives conversions. This may involve altering the page structure, adding local call-to-actions, or creating new content to help customers who are at the consideration phase.

This approach leverages data and conversion rate optimisation tactics, while also drawing on our experience on both best practice, and on what we know works culturally within each market.

TECHNOLOGY SYSTEMS & INTEGRATION

Due to the large volumes of content involved in website localisation projects, ensuring an efficient process for managing files, resources and delivery is paramount. We therefore strive to understand, test and connect the latest content and linguistic technologies to continually improve our quality, speed and service.

Locate - Content Intelligence

Locate is our centralised content intelligence platform which allows for seamless client interaction and the ability to bring in functions from a range of modules and plugins. It is cloud based and accessible 24/7, and is where we engage, manage, and grade our talent network and store tone of voice and brand guidelines.

Project management functions include the live tracking of workflow status, fast turnaround of quotes and pricing, quality assurance and feedback review, performance scoring, tracking delivery history and automated billing.

Locate is also integrated with our CAT tool, our Translation Memory software, and our Neural Machine Translation engines, which are leveraged to solve particular client requirements and to drive commercial efficiency.

Our advanced translation management system can be connected via API with many CMS, ESPs, DAMs and digital workspaces, allowing for end-to-end automation.



CASE STUDIES

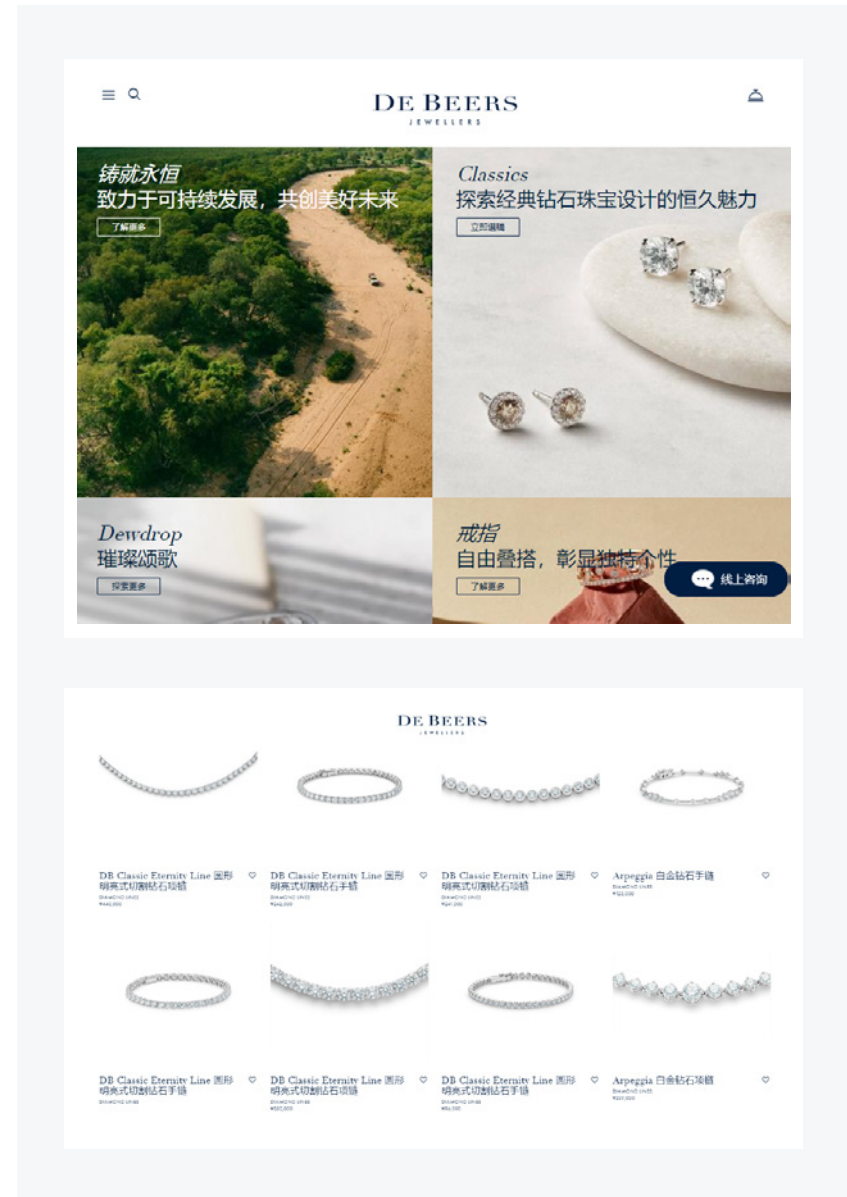
DE BEERS – THE INTERSECTION OF BRAND AND PERFORMANCE

De Beers approached Locaria in 2019 to support them with the localisation of their marketing assets into French, Chinese-Simplified and Chinese-Traditional. Our partnership was to cover the localisation of all 55,000 words of their website, along with their content marketing, emails and traditional communications.

As a luxury brand, Locaria understood the fundamental importance of quality assurance, linguistic accuracy and consistency across De Beer's assets. Whilst adhering to brand guidelines, tone of voice, and aesthetic

preferences, Locaria knew that due to the transactional element of the website, understanding performance impact would also be significant.

Keyword Research was undertaken on core categories and pages in all target languages to identify key linguistic trends and optimisation opportunities. The keywords were infused into relevant meta-content, Above-the-Fold content and other digital marketing assets. This resulted in a website and suite of assets that could be relied on to perform from a marketing perspective from the moment of launch.



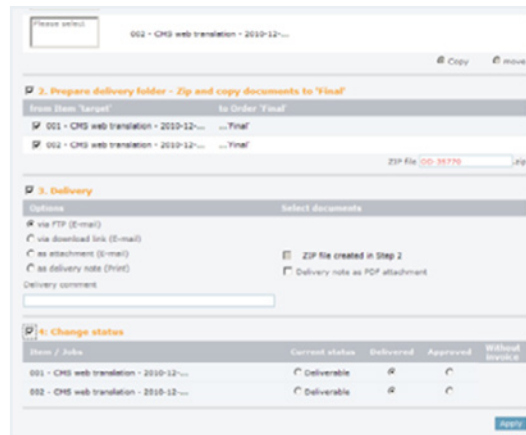
PRINTEMPS – CMS INTEGRATION

We were tasked with integrating Printemps, a French lifestyle and fashion e-commerce website, CMS platform with Locate's EventManager module.

This allowed the automatic monitoring of content uploads to reduce manual intervention and trafficking by internal e-commerce teams. When the content uploads meet a certain pre-defined criteria based on a control file, it leads to an XML export, and picks target languages, service required and deadlines.

EventManager automatically creates a project in our Locate platform, allowing us to run through Translation Memory before creating corresponding project steps. Our linguists and project managers are alerted to new requests, ensuring that resource can be efficiently allocated, and workflows can be built seamlessly.

Upon completion of the work (including QA), a zip package is produced, with delivery notes embedded within. These contents are distributed back onto the CMS, where the client stakeholders are notified and where they complete the final review stage.



Summary			
ITEM TYPE	TRANSLATED	DRAFT	PENDING
Website Text	3,487	-	-
Place Types	281	-	-
Place Groups	162	-	-
Hotels (in My Market)	8,430	-	38,591
Description Items	754	-	3
Facilities	221	-	-
Facility Categories	19	-	-
Review Summaries	618	-	-
Short Review Summaries	92	-	-
Currencies	124	-	-
Themes	16	-	-
Hotel Chains	883	-	1,411
Property Types	35	-	-
Description Templates	3733	665	2119

Places in Brazil			
CATEGORY	TRANSLATED	DRAFT	PENDING
Admin Division	32	-	-
City	5,535	-	-
Town/Village	4	-	-
Sub City	1,228	-	-
Landmark	3,885	-	-
Tourist Region	179	-	-
Airport	184	-	-

Places in Rest of World			
CATEGORY	TRANSLATED	DRAFT	PENDING
Country	228	-	-
Admin Division	214	-	2,371
City	7,504	-	2,279
Tourist Region	1,116	-	1,264

Affiliate Portal			
ITEM TYPE	TRANSLATED	DRAFT	PENDING
Affiliate website text	948	-	17
Affiliate FAQ	5	-	44
Affiliate News	21	-	8
Affiliate Notification	2	-	-

HOTELSCOMBINED – PROCESS ADAPTABILITY

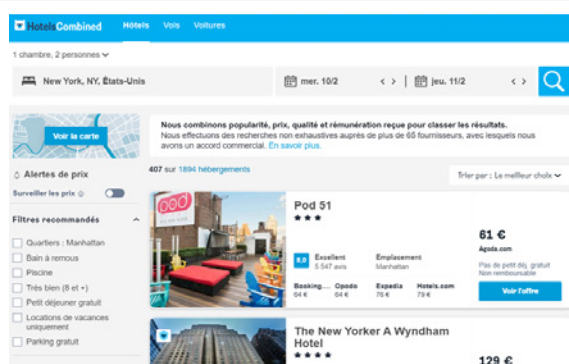
Locaria supported HotelsCombined with daily website content localisation, optimisation, and implementation. Our partnership covered static content, property descriptions and app content, and it spanned across 29 languages, with the capacity to scale to an additional 8 languages on an ad hoc basis.

implemented on-site directly, removing any time delays or bottlenecks with delivering content.

We put in place a dedicated team of linguists for each language and trained them on HotelsCombined’s CMS to enable independent work, ensuring 100% QA on content creation processes, with the client team keeping full control of content release and activation of localised content.

With a limited tech budget and lack of client-side developer resources, there wasn’t the possibility to integrate Locate with the client’s CMS. To work around this issue, we trained our project managers to become experts in their CMS, so that content could be quickly localised and

By using Locaria to manage integration and QA directly in their own CMS, the client saw huge internal resource and time efficiency improvements, which allowed easier prioritisation and transparency.



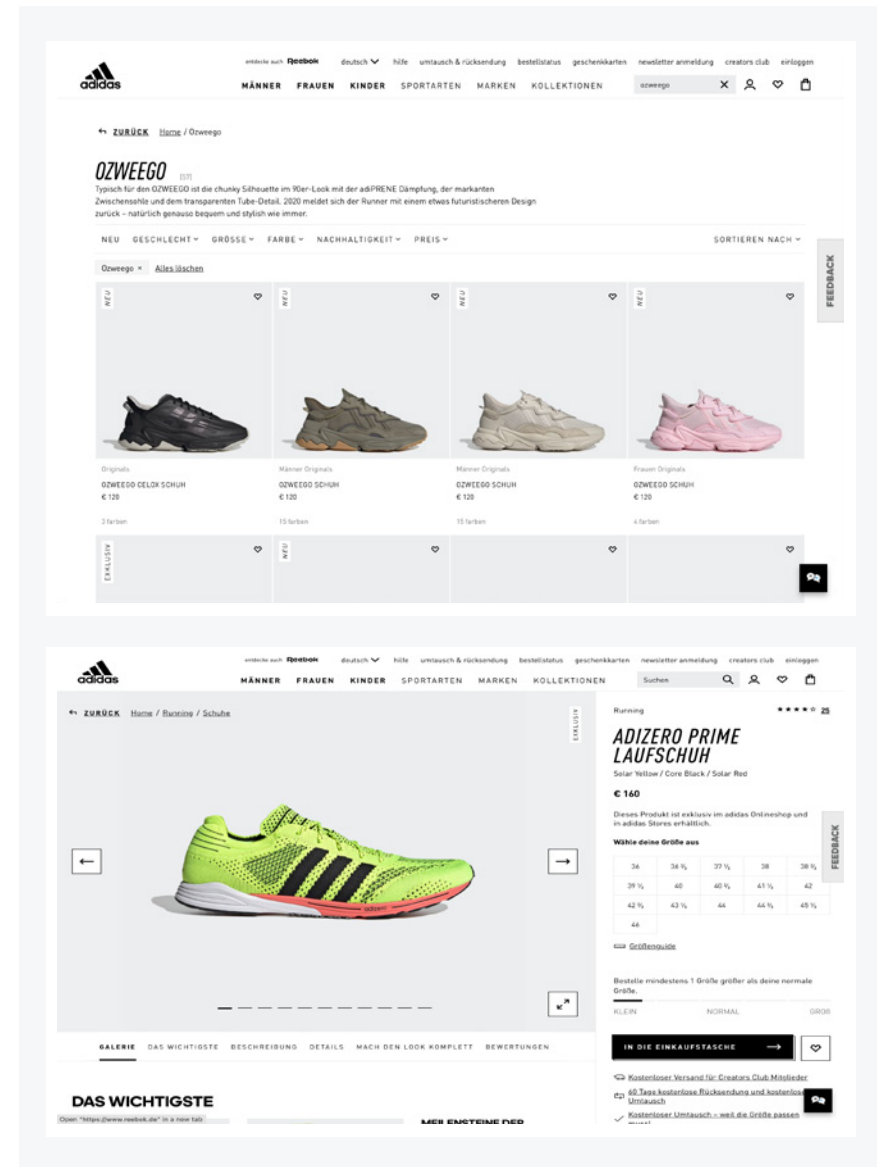
ADIDAS – SCALING GLOBAL PERFORMANCE CONTENT DELIVERY

We have worked with the adidas Group on over 100 campaign-led multilingual content projects since 2015. Generally content volumes are consistent and predictable, however every so often, we see large spikes in demand based around integrated campaigns or website restructuring.

Between Q3 2018 and Q1 2019, we were tasked with originating digital content for 750 website pages across 11 different markets for Reebok, and 2,565 pages in eight languages for adidas.

Normally, scaling content alone is a difficult task, however, the objective was to drive website traffic and increase conversions for the brand, which meant that we had to make strategic decisions about the content, the phasing that it was deployed with, and consideration to the customer experience and brand positioning.

Our highly scalable resource structure meant that we were able to deliver this project efficiently, which included a significant spike in activity during which we created and optimised 2,552 pages and 173 concise marketing copies within a single month for the Portuguese market.





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