



STAR TS Translation Services

Confidence in a Translated World



Automotive



Health and Safety



Public Sector



Documentation



Websites



Technical

**Your products.
Everywhere.**

Go Global with STAR

Document, Website and Software
Translation in any language.

Going Global With STAR Translation

Breaking into international markets is a challenging task for many companies. Boosting sales is top of your company agenda and picking the right approach is important for the best ROI.

Where do you start?

Developing a new product and bringing it to market can cost in excess of € 100,000. An easier way to expand sales is to translate your current product and start selling to a new country. Taking a product global can be done for less than € 10,000. Within a few weeks you can translate, launch and start developing global sales.

Whilst cost effective it's important to get it right first time. Translation and Localisation is more than just about translating the words. Asking the right questions at the start of the process ensures you deliver a successful and profitable launch first time.

STAR's Going-Global program is designed to help companies bring their products globally faster, cheaper and easier. Our international health check gives you the focus and advice you need to execute a winning international plan from day one. Whether you have a single document to translate or a complex web application we can get you on the road to international markets quickly and easily.

STAR TS Translation Services

Confidence in a Translated World

Docklands Innovation Park, 128-130 East Wall Road, Dublin 3, Ireland

Phone: +353 (0) 1 8365614 Fax: +353 (0) 1 8364644

Web: www.star-ts.com Email: sales@star-ts.com

VAT No. IE 6378439J Company Reg. No. 358439

ISO 9001:2008 Certified





Your Target Market

Finding your way into international trade can be tough. STAR has over 30 years of experience helping both new exporters and international companies gain entry to new foreign markets and build strong long-lasting language support.

Where is my target market?

Know your market. Most EU countries will have areas or sectors of expertise such as banking or automotive, so it makes sense to identify these local sectors and angle your activities at the right people in the right country. We recommend that you pick one or a small group of countries to target first. The easiest markets are often France and Germany.

Market Factors to consider

What is your export potential? Is the market open to your product and do you have any direct competitors? Have some research done regarding your product, market trends, existing competitor products or services and the current market share.

What do you need to become export-ready?

Depending on your business there are a number of elements to put in place. If you are a manufacturer you should gather and obtain all the necessary quality standards and CE export/import licences.

What business model fits your business?

Your choice of business model for export will have several factors which need to be considered such as tax, type of product, product life span etc.

At the end of the day you will have to decide whether to implement an *office, agent, distributor or partner* or simply go it alone.

What are the cultural and common business practices?

Decisions process and cultural differences can create negative reaction when an exporter does not realise business is handled very differently outside of their country. To avoid this you should seek local knowledge and advice from international trade advisors. The best resources in the UK/Ireland for this are...

Enterprise Ireland – <http://www.enterprise-ireland.com>

Irish Exporters Association – <http://www.irishexporters.ie>

UK Trade and Investment - <https://www.uktradeinvest.gov.uk/>





What do you need to translate?



Document Translation

Professionally translated documents in 44 languages by native speakers.



Website Translation

Boost international sales by translating your website for new export markets.



Software Localization

Enable your product for any language. Software translation and localization services.



Technical Documents

Specialist services for industrial documentation. **ISO 9001:2008 Certified**

There are a number of elements you can translate for your business – each with its own particular demands and best practices. Here are some of the key areas to keep in mind...

Points to consider when designing English documents

Everything starts with a clean source document. Whether it is a user manual, a HTML file or a XML file structure it is important to consider translation from day one. It is easy to design a document that is difficult and expensive to translate so a little thought at the start will save a lot of money.

Text Expansion:

For most languages the translated text is actually longer than English. German for example is 30% longer than English. This means the layout may change after translation. Text may move, columns and pictures may be in different places and the file will require some rework after translation.

For manuals and documents

1. Using tables is great as they can automatically adjust to resize.
2. Never just TAB to align text as they all have to be redone after translation. Use a table or columns instead.
3. For figures and diagrams remove text from the diagram and replace with numbers. This way a simple numbered table can be placed at the bottom of the diagram – making translation easy.
4. For complex design tools like Adobe InDesign, Framemaker and QuarkXPress think about fonts, layers and page structure during the design phase. We can give you lots of advice in this area.





STAR TS Translation Services

Confidence in a Translated World

For websites:

1. Is your website encoded for translation and will it display accented characters?
2. Don't put text on buttons and graphics as this is expensive and slow to translate.
3. Remember to translate all metatag information to ensure your site is visible to foreign language search engines.
4. How are you going to update the website in the future? Will the translations have to be in sync?
5. For images watch out for any image that might be unsuitable for certain audiences. Some images might be politically incorrect in some countries.

Get advice during the design phase:

1. You should ask your translation vendor for advice during your design phase. They should be able to advise you on the best document structure to make translation easy.
2. Remember to have your translation vendor have a look at your images to ensure they are internationally acceptable. You might be surprised what might cause offence. This way you only have to design your product material once.
3. Remember if you have a design flaw in your original documents it will be in all translations. If your document is translated in 10 languages it has to be fixed 10 times.

The steps listed here are only the tip of the international iceberg. At STAR we have over 30 years experience of design and international information experience. A 20 minute conversation with one of our international experts will really help you put the right elements in place before you start translation and exporting.

Advice for your translation company:

A few points for your translation company to make their life easier:

1. Explain acronyms

If your company use acronyms or abbreviations its useful to tell your translation company about them and have them translated first. Sometimes they can stay in English, sometimes they need to be translated. We advise companies to build their own mini-dictionary of common terms before they start to export.

2. Choose typefaces carefully

Some typefaces do not include all the accented characters for different languages. Also you may have to use special fonts for different languages which will change the look and feel of your documents. Chinese tends to use SimSun for example by default.

3. Write for your international audience.

Use simple clear sentences and avoid colloquial sayings. Sometimes what you think is clear in English may not translate. In the English world the term PC Doctor is used very often to describe a person who fixes computers but the concept does not carry into other countries.

STAR TS Translation Services

Confidence in a Translated World

Docklands Innovation Park, 128-130 East Wall Road, Dublin 3, Ireland

Phone: +353 (0) 1 8365614 Fax: +353 (0) 1 8364644

Web: www.star-ts.com Email: sales@star-ts.com

VAT No. IE 6378439J Company Reg. No. 358439

ISO 9001:2008 Certified





Selling internationally on the Web

Key Steps to launching an International Website

When you launch and start selling online there are a number of steps to follow. You need to ensure your web site plan manages both your *international communications* and *international sales*. The simple steps to a good international website are ...



Building your website.

1. **Design:** The first step is to design an internationally aware and enabled website that translatable and will work will for international SEO in all languages. We can work directly with your designers to help them ensure everything is in place or we can recommend one or our design partners.
2. **E-commerce:** Your sales engine needs to consider foreign languages, foreign currency payments and any local e-commerce tax laws. Any 3rd party software you use should be able to support your translation.



Translate and SEO the site.

The next step is to have your web content translated and SEO'd.

Remember the site should consider SEO during this phase. This should include all your text content and your website metatags to improve your visibility on foreign language search engines. SEO should include foreign search engine submission. Google is the largest engine in the English speaking world, but baidu.com is the largest in China. Have you planned for submissions to the best search engines?



Customer Communications:

Can customers send you an email in their language?
How will you process orders in other languages?
Best practice is to have stock answers for the most common questions. These documents should then be professionally translated for you. This gives you a professional image every time.

Free translation services only deliver very bad translation quality but are useful for basic communication. You can use them to understand your client's questions and then reply with a professional translated response.





STAR TS Translation Services

Confidence in a Translated World

Marketing your website:

You should also consider the following items for your ongoing sales and marketing program.

Advertising Online:

How do you plan to advertise your site?
What target countries will you go after?
Will you use Multilanguage SEO?
Will you use Google Adwords?
Will they be translated? Google has text restrictions of 25 characters per line – so you have to choose your translated words carefully.

Selling Online:

What other sales channels will you use online?
Affiliate marketing?
E-coupons?
Third party catalogues/partnerships?

Building customer loyalty and sales offers?

How will you grow your customer loyalty?
Will you use a Customer Relationship Management (CRM) system?
Will you send your offers in different languages?
What about your company newsletter? English or all languages?
How would you prefer your clients to communicate with you? Email only? Perhaps having a translated frequently asked questions (FAQ) section on your website will reduce the amount of general customer queries.

STAR TS Translation Services

Confidence in a Translated World

Docklands Innovation Park, 128-130 East Wall Road, Dublin 3, Ireland

Phone: +353 (0) 1 8365614 Fax: +353 (0) 1 8364644

Web: www.star-ts.com Email: sales@star-ts.com

VAT No. IE 6378439J Company Reg. No. 358439

ISO 9001:2008 Certified





Points to consider developing your website

1. Is the Website Internationally Enabled?

Before you begin translation of your website you need to ensure that the website is internationally ready. There are two elements to this: **Internationally Enabled** and **Internationally Aware**.

Internationally Enabled

If you translate your website will it still function correctly? Has it been coded to handle foreign characters? The web code design may contain code that will not accept foreign language input. You need to check with your web developers that they can deliver a fully Unicode-compliant website. **We recommend UTF-8.** Your e-commerce engine needs to be able to handle foreign languages, foreign currency payments and any local e-commerce tax laws.

Internationally Aware

Translation is more than just words. Around the world there are many locale differences. Some countries use a comma as a thousand separator, others use a full stop. Does your product cost €1,029 or 1.029 €?

There are many such elements to test your product for:

- Date and Time Format
- Currency Formats
- List Separators
- Telephone Numbers
- Address Formats
- Proper Names and Titles
- Measurement Systems
- Page Formats
- Conventions for Capitalisation, Uppercasing and Lowercasing

When it comes to the international testing of your product all of the above locale issues need to be covered. You should also check sample filenames and content for locale issues.

There is a tendency to use flags on websites to signify country information. This can be politically sensitive in some countries and is recommended. While it is fine to use an American Flag to represent your American website, we do not recommend using an American flag to represent your 'English' language site. Flags represent political boundaries not language. We recommend using a drop down menu with a list of the languages that the site is translated into, preferably in the language itself e.g. Français, Español etc. This is also more SEO friendly.

2. Design Issues

- Database issues: Is the website database designed to handle multiple languages simultaneously? How will the website actually switch between languages? Does your CMS system handle this?
- Layout expansion: Many languages are longer than English. Leaving room for text expansion will make the web translation easier- we suggest at least 20%-30% expansion room on all screens. Whitespace is actually good design as it shows a cleanliness to a site. An uncluttered site is easier to read and more effective.





3. How will the website be translated?

You need to ask your web design company how they will translate the text. This is important as the method used can create extra work and costs.

We can work either directly with source files (HTML, XML, and CSV) or with text supplied in Word or Excel. We recommend translating XML or HTML directly as this can be dropped directly back into most CMS systems and will avoid the need to copy and paste the translated text. If you are unsure how to work always have your design team talk directly to our technical translation team. They can define the best process for everyone involved.

The translation should include all your text content and your website meta tags to improve your visibility on foreign language search engines.

There are two key parts to always consider in translation.

- Getting the text out of our website to translation
- Putting the text back into the website after translation

Both go hand in hand. Cutting and pasting is error prone and costly. Getting this process right up front will make translation and integration easy and fast.

4. Are there any graphics?

There are 2 key areas to consider for web graphics:

Firstly, are they internationally appropriate? Some graphics are not acceptable in certain countries. An example might be a lady showing her shoulders in a clothing ad. This would not be acceptable in some Middle Eastern countries. Certain symbols can have different meanings in other languages. Have your translation company review all your graphics.

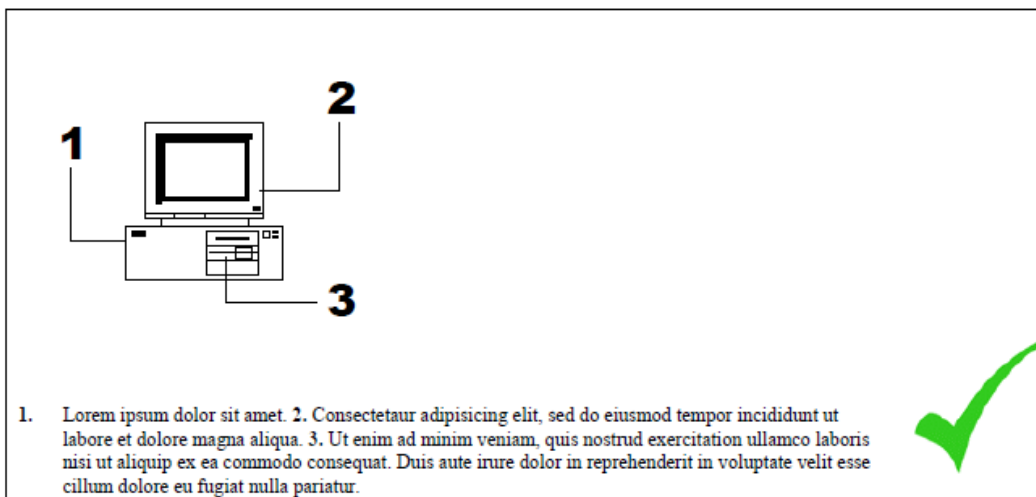
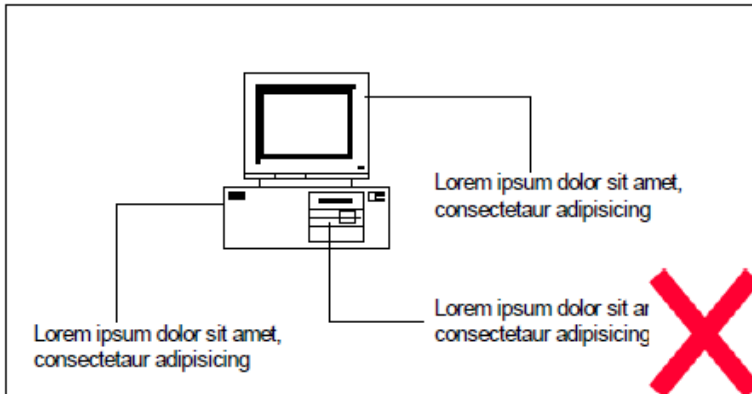
Is there any text on your graphics? Graphic translation can be very expensive as the graphics have to be re-created. Where possible it's best to avoid putting any text on graphics and to use text on the pages instead. If you really have to use text and graphics together the best option is to have the graphic text translated in Word or Excel and have your web design team recreate the graphics. This is the most cost effective method for graphics translation.



Watch out for Callouts!

Remember that the outsourcing of graphics creation is expensive. Instead, remove all translatable callout text from graphics and include it in the documentation's text so that it can easily be translated.

Replace the callout text with numbered (not lettered) callouts arranged clockwise on graphics and cross-reference the numbers to the text into the main document. This allows the same graphics to be automatically re-used in all translated versions.



STAR can help you address these and other painfully costly graphics localisation issues so that your picture really can paint a thousand words – in any language.





Going Global Health Check

Take the first steps to international success with a STAR **Going Global Health Check**

For just Euro 250.00 we deliver a detailed analysis of your global readiness.

Included:

- A search engine health check on your English website
- An SEO health check on your localised site (if you have one) or analysis and advice for potential translation
- Review of your current documents, designs and software layouts for translation.
- Recommendations for Document Authoring, Design.
- Recommendations for Website Design.



Some of the file formats we can analyse:



STAR helps companies deliver products and documentation in electronic format for e-commerce operations as well. Together with STAR you can accelerate your global sales and sell more online. Developing your global markets is key to every company's success. The internet is growing at amazing speed and the world is now a smarter, smaller place.

STAR has the expertise to translate your e-commerce store in virtually every language. We translate sites into European, Asian and Middle Eastern languages, including right-to-left languages such as Arabic.





About STAR Translation Services, Dublin

STAR Technology Solutions (STAR-TS) provides translation services from our Dublin office into over 44 global languages. Established in 2002, we are part of the STAR Group, Europe's largest privately-held translation company.

Headquartered in Switzerland, the STAR Group is recognized as one of the world's largest translation services companies. Our unique combination of translation services, technology and process delivers industrial strength translation and information quality to our clients.



STAR AG, Headquarters of the STAR Group in Ramsen (Switzerland)

STAR is over 25 years old now and with some 44 global offices, employs over 800 staff. This impressive in-house team is backed by an even larger workforce of freelance specialists. Our office network is built on the philosophy that native in-country translators deliver the best quality for our clients. We provide technical translation services, website translation and document translation services.

About the Author:



This document was written by Damian Scattergood, Managing Director of STAR Translation Services. Damian has over 30 years experience in the localisation and translation business. He has worked both on the producer side and vendor side of the business. STAR Ireland is part of the STAR Group, Europe's largest privately-held translation company. Damian can be contacted directly at +353- 1-8365614 or by email at Damian.scattergood@star-ts.com or visit <http://www.star-ts.com>

