MAKE MULTILINGUAL WEB CONTENT MANAGEMENT A COMPETITIVE ADVANTAGE
Reminders for Today’s Webinar

- **Webinar recording & slides**: will be emailed to you within 48 hours after the event
- **Discussion**: visit the Twitter hashtag: #sitecorelive
- **Questions**: type your questions in the chat window for today’s panel discussion!
World of Sitecore
Recognition


- Gartner 2012 CRM Multichannel Campaign Management “Visionary”

- Forrester Wave™: Web Content Management For Online Customer Experience, Q3 2011 “Strong Performer”

- Microsoft Gold Certified, Global ISV Alliance Partner
  Partner of the Year 2003/2004
Sitecore Customers Around the World
Today’s Presenters

- **Lionbridge**
  - Bert Esselink
    Business Development & Account Manager

- **Sitecore**
  - Mario Kyriacou
    Marketing & Demand Generation Manager
MAKE MULTILINGUAL WEB CONTENT MANAGEMENT A COMPETITIVE ADVANTAGE
Lionbridge Snapshot
Market Leader in Globalization Services

Global-Scale Market Leader

- **15+ years experience** translating and adapting our clients’ business-critical products and content
- **4,500 employees in 38 offices worldwide**
- **Dedicated teams** of vertical market experts

Recurring Base of Global 1000 Customers

- **Recurring relationships with 800+ clients**
- **96%** of revenue comes from **recurring clients** of 1+ years
- **Superior CSAT ratings**

Unique Crowd in the Cloud Delivery Platform

- **Proven model for optimum quality & efficiency**
  - **Experience**: Program management experts in 26 countries
  - **Scale**: Global pre-qualified “crowd” of 25,000 + translators
  - **Innovation**: Customized real-time translation

*trailing twelve months*
Our Approach: The Global Customer Lifecycle
Helping you provide the best possible experience for your global customers

**SEEK**
Raising your online search profiles and enabling customers to find you more frequently in hundreds of markets and languages

**SUPPORT**
Supporting your customers in diverse markets and languages using our real-time translation technologies, technical documentation experts and support content specialists

**ENGAGE**
Helping you connect with global customers online through locally relevant marketing campaigns and multilingual communications

**BUY**
Accelerating your global revenue by developing and translating consistent on-brand sales content and effective in-market programs.

**EXPERIENCE**
Enabling you to deliver a superior customer experience worldwide by translating and testing your business-critical products, applications and content
GLOBAL MARKETING
**Macro Market Trend**

*86% of Internet Users are outside of the US*

Internet users are growing outside of the US:

- GDP is growing faster in developing markets

**US companies derive**

**40-60%** of their revenue outside of the US


Copyright © 2000 - 2010, Miniwatts Marketing Group
A simple HTML page that was considered “advanced” only 4 years ago

From 2008 . . . . Xbox.com EMEA

- No video
- No social
- No blogs
- No multi-lingual forums
- No ecommerce
- No mobile
to 2012 Xbox.com EMEA
A variety of campaigns prominently featured on every page
Today’s big topic is Content

- What are the expectations of global customers?
- How do they express their needs?
Running Multi-Country Campaigns

- Key Considerations
  - Markets or Languages?
  - Global Product Portfolio
  - Global vs Local Content
  - Campaign Timing

- Typical Challenges
  - Local Privacy & Culture
  - Global Social Media
  - Content Explosion
  - Translation as Afterthought
Multi-Language Content Strategy

• Define Content Categories
  ▪ Create in local language?
  ▪ Translate?
  ▪ Localize?
  ▪ Transcreate?
  ▪ Machine translate?

• Consider Maintenance
  ▪ Global design
  ▪ Language synchronization
  ▪ In-market SEO
  ▪ Workflow automation
Perception of Language Quality

Translation versus Localization

In marketing translations, it's all about bridging the gap from translated to localized copy. Close collaboration between translator and validator should reduce review time.
"TRANSLATION & LOCALIZATION ARE BEST WHEN THEY’RE INVISIBLE."
Translate, Localize, or Transcreate?

• Translation:
  - Conversion from one language into another language
  - Sufficient for technical content
  - Typically charged per word

• Transcreation:
  - Translation Plus:
    - Localization (linguistic adaptation): copyediting – tone, style
    - Message adaptation: copywriting
    - Functional adaptation: SEO
  - Typically charged per hour
  - Might involve multiple specialists
Translating Slogans...

- It might be possible in some cases...
Translating Slogans

• ... but try these!

Look sharp. Feel sharp. Be sharp.

N O T H I N G R U N S  
L I K E A  D E E R E !

P H I L I P S
sense and simplicity
AUTOMATING THE PROCESS
Translation Automation

- Computer-Aided Translation (CAT)
  - Translation Memory & Terminology
  - Translation Workflow (TMS)
- Machine Translation (MT)
  - Machine Translation + Post-Editing
  - Real-Time Translation
The three biggest problems with Global websites

1. Not enough visitors to local pages
2. Poor search rankings
3. A pain to manage

Part II: WEBSITE SEO Diagnostics
SEO Diagnostics | France
A Better Way

1. Manage
   How will you manage ongoing process?
   *Internal, Proxy, Connector, Outsourced Publishing*

2. SEO
   Determine top keywords in English, properly localize for each market and baseline current performance.

3. Localize
   SEO-centric translation process that optimizes each page for selected keywords in each market.
Proxy – Storing your translations outside the CMS

www.acme.com

Customer Web Server

Translation Proxy

www.acme.fr
www.acme.co.uk
de.acme.com

www.acme.com

Request
Response

Publish
Connector – Automating translation file transfers
Going Multilingual with SiteCore – Key Considerations

- **Global Content Plan**
  - Multi-Language Site Architecture
  - Translate, Localize, or Transcreate?
  - Global SEO

- **Insource or Outsource?**
  - Content Translation & Review
  - Content Publishing & Maintenance

- **Technology Requirements**
  - None – all in SiteCore
  - Connector
  - Proxy
IT’S ALL ABOUT LISTENING TO THE END CUSTOMERS AND DESIGNING CONTENT THAT WILL FIT THESE NEEDS.
SITECORE CASE STUDIES
Case Study: Thule

Welcome to Thule.
Please select your preferred language setting here:

Is this your preferred language setting? 🇺🇸 United States / English

▶ Yes, continue to the site
▼ No, I would like to select my language settings

Argentina
English / Español

Armenia
English

Australia
English

Austria
English / Deutsch

Azerbaijan
English

Belgium
English / Français / Nederlands

Belarus
English

Bosnia and Herzegovina
English / Hrvatski

Cambodia
Khmer

Canada
English / Français

Croatia
Hrvatski

Cyprus
English / Ελληνικά

Denmark
English / Dansk

Estonia
English / Eesti

Finland
Suomi / Svenska / English

France
English / Français

French Polynesia
English / Français

Georgia
English

Germany
English / Deutsch

Ghana
English

Ghanaian
English

Hong Kong
English / 中文

Hungary
English / Magyar

Ireland
English / Irish

Israel
English / עברית

Italy
English / Italiano

Japan
English / 日本語

Korea
English / 한국어

Kyrgyzstan
English / Кыргызч

Lithuania
English

Luxembourg
English / Français / Deutsch

Macedonia
English

Malaysia
English

Malta
English

Mexico
English / Español

Monaco
English

Montenegro
English

Netherlands
English / Nederlands

New Zealand
English / Māori

Nicaragua
Spanish / Español

Norway
English / Norsk

Panama
Spanish / Español

Paraguay
Spanish / Español

Peru
Spanish / Español

Poland
English / Polski

Portugal
English / Português

Qatar
English / العربية

Romania
English / Română

Russia
English / Русский

Singapore
English

Slovak Republic
English

Slovenia
English

South Africa
English

South Korea
English

Spain
English / Español

Sweden
English / Svenska

Switzerland
English / Deutsch / Français

Taiwan
English / 中文

Thailand
English / ภาษาไทย

Tunisia
English / تونس

Turkey
English / Türkçe

Ukraine
English / Українська

United Arab Emirates
English / العربية

United Kingdom
English

Uruguay
Spanish / Español

Uzbekistan
English / Узбек

Venezuela
Spanish / Español

Vietnam
English / Tiếng Việt

Yemen
English / العربية

Zambia
English /南非

Zimbabwe
English / Shona
Challenge

- Simplified and personalised brand experience across all regions
- Handle translation as automatic part of publishing process
- Create a workflow
Solution

- Use Sitecore CMS and partner Hanson Dodge Creative to integrate multiple technologies

Result

- Multilingual Thule site, more than 30 languages
- Centralised and complete data
- Seamless marriage between Sitecore and personal information manager (PIM)
Case Study: Atomic

WHAT’S YOUR VANTAGE POINT?

Fun. For everything the mountain inspires you to do. Vantage. The all-fun all-mountain twin by Atomic.
Challenge

- Several databases into one database
- Editing content
  - Product catalog to HTML
  - Publishing workflow
Solution

- 14 country websites, 7 languages
- PIM integration
- Media player allowing high-quality photos, videos, HTML5, flash, animations
- Dealer catalog
Result

- Digital Journey
- Greater usability, compelling web experience
- Multichannel, multilingual
Case Study: EF Education First

The World Leader in International Education

What we do

Our mission and our passion are one and the same. For almost 50 years, we’ve helped millions of people become citizens of the world by breaking down barriers of language, culture and geography. Through cultural exchanges, educational travel, language training and degree programs—we put education first.

Watch our video

Browse All EF Programs
Challenge

- Simplify from multiple platforms for 300+ websites
- Different teams took different approaches to managing/creating content
Solution

- One .NET enterprise-level CMS
- Scalability

Result

- Improvement in three areas
  - Technical
  - Business
  - Staff
Questions?

- Type your questions in the chat window! Also feel free to chat with us via Twitter at the hashtag: #sitecorelive.

- Your questions are important to us! If we do not get to answer them during this discussion, we will follow-up afterwards.

- We will email this recording and PPT slides after the event.
- More educational resources: visit [www.sitecore.net/resources](http://www.sitecore.net/resources) for white papers, eBooks, videos and more.
Thank You!

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