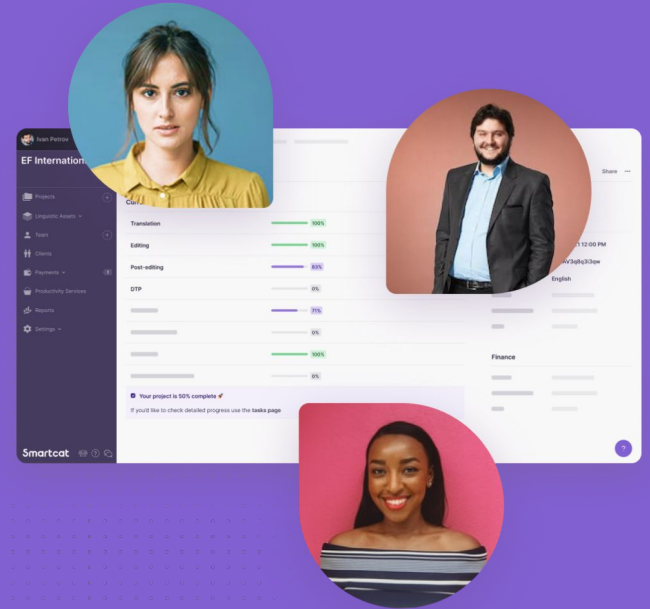# Website Translation With Smartcat

The fastest, most efficient way to engage your audience online

Igor Afanasyev & Colman Murphy
Smartcat

Smartcat

Agenda

Part 1: The Questions
1. Why does website translation matter?
2. How much is enough?

Part 2: The Answers
3. Overview of Smartcat
4. **<DEMO> Smartcat Website Translator**
5. Key considerations for website translation

Part 3: Your Turn!
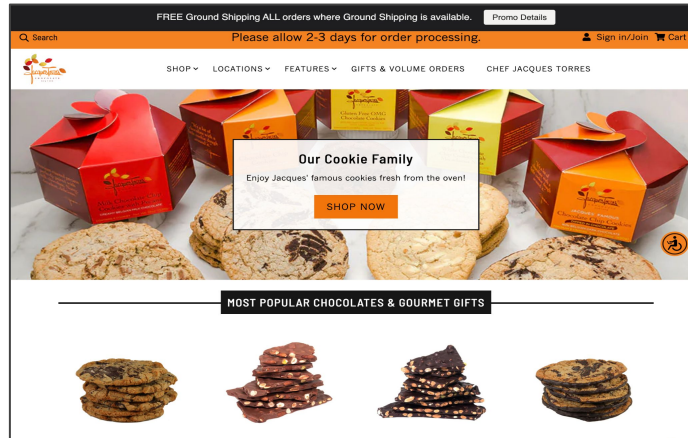6. Q&A
7. Recap & follow-up

Part 1

- **Why does website translation matter?**
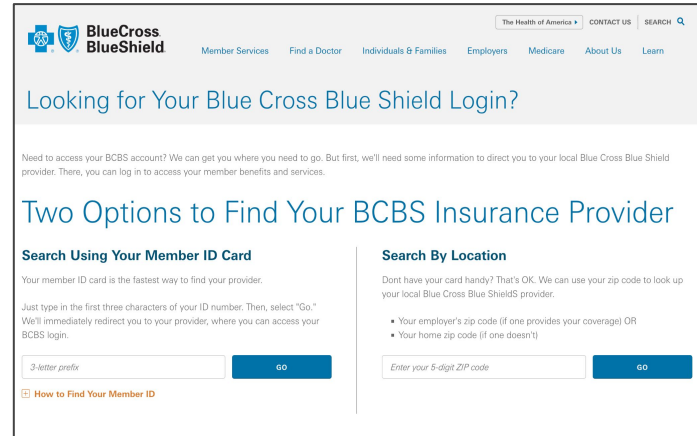
- **How much is enough?**

Why are you here?

People come to your website for two primary reasons:
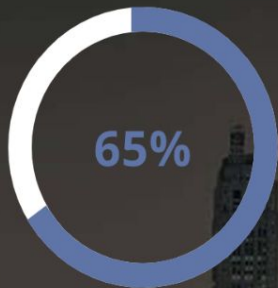
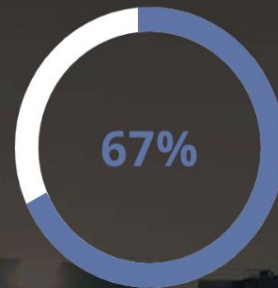## To learn and explore

To transact business

(Self-evident) Fact: Visitors know more than you about their language needs.

Can't Read, Won't Buy in Figures

65%

Prefer Content in Their Language

Even if it's poor quality

67%

Tolerate Mixed Languages on a Website
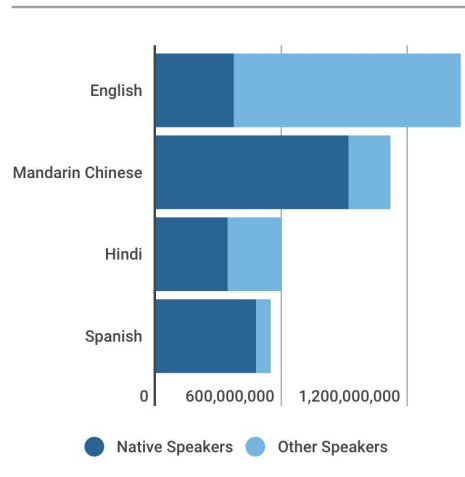
73%

Want Product Reviews in Their Language

If nothing else

66%

Use Online Machine Translation

40%

Will Not Buy in Other Languages

Source: CSA-Research.com
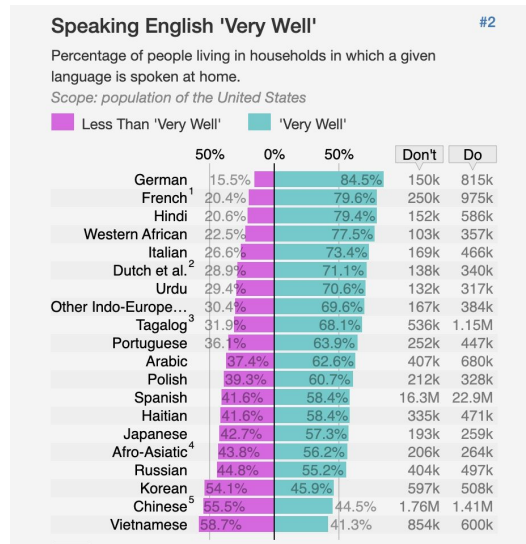
How much is enough?

Languages with the most speakers, 2022

Language fluency, U.S., 2019

- English is the most widely spoken language in the world (1.45Bn)

- But it is **not** the first (native) language for most people

- First language fluency varies significantly even within countries/regions.
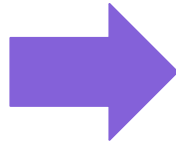
Source: Ethnologue.com

(And where do I make trade-offs?)

Shifting the web translation mindset

Scarcity & Control

- Partial site translation
- Few languages
- Long lead-times
- Infrequent updates

Abundance & Openness

- Any page
- In any language
- Right now
- Continuously updated

Shifting from resource optimization to business optimization

Part 2

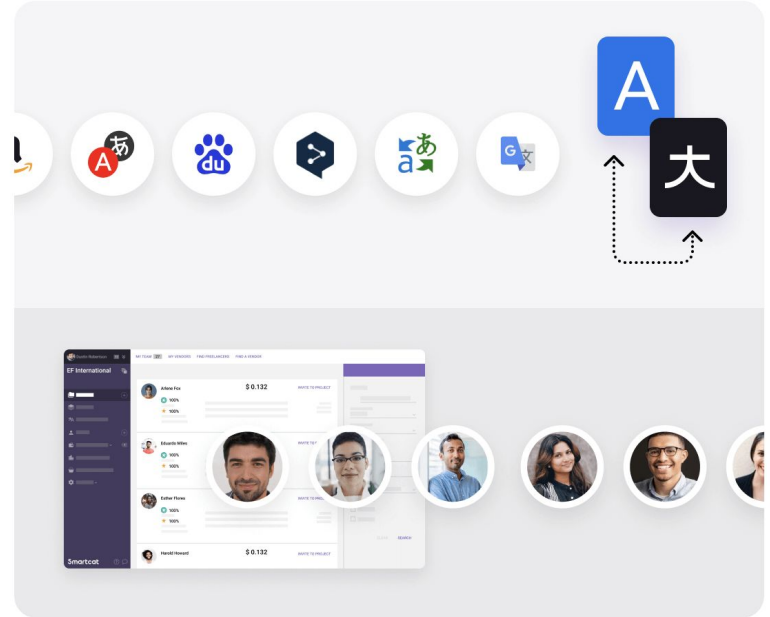- **Smartcat & our website translation tools**

- **<DEMO> Smartcat Website Translator**

- **Key considerations for website translation**

Smartcat: Language Delivery Platform™

A fully-integrated suite of capabilities for any translation need

- Machine translation/CAT
- Translation management
- Project management and collaboration
- Contracting, billing & accounting
- Freelancer marketplace

Solutions & integrations for website translation

- **Website Translator**
  - **Any page, in any language—right now**
  - **High-quality automatic translation + human editing**
  - **Effectively manage your website and translation budgets**

- **CMS integrations & more**
  - **Wordpress/WPML**
  - **Drupal**
  - **Contentful**
  - **Figma**

Smartcat Website Translator Demo

Website translation: key considerations

100% manual
Ideal for one-off high value/high-risk content e.g. T&Cs, legal docs

- Highest quality
- Most expensive
- Not always consistent (human error)

Automatic translation, manual review
The best of both worlds

- Optimizes your budget & resources

100% automatic
Ideal for quickly translating large volumes of content

- High quality
- Fastest time to market
- "Translate on demand"
- Least expensive
- 100% consistent

Q&A

Ready to try Smartcat Website Translator?

- **Go to translator.smartcat.com**
  - Enter the URL of the page you want to translate
  - Translation is immediately returned to you
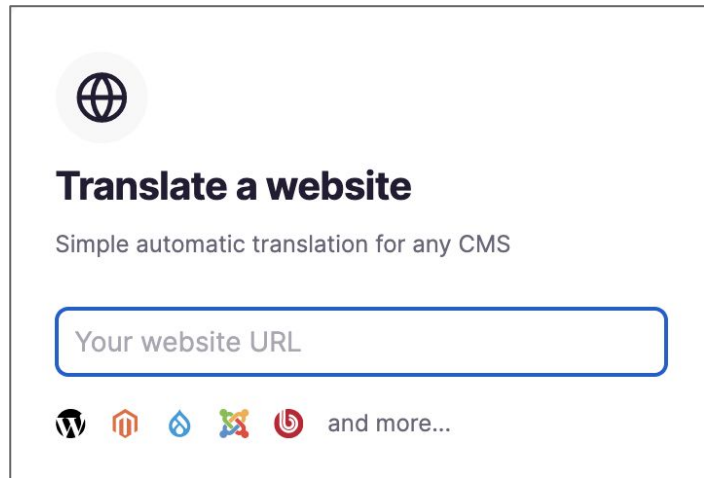
- **Log in or register**
  - Use your Smartwords credits to translate more pages
  - If you are low on credits or need help getting Started, just email us and we'll take care of you! (mention this webinar)

⊕

Translate a website

Simple automatic translation for any CMS

Your website URL

and more...

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Thank you!

translator.smartcat.com