gpi | Globalization Partners International
— Any Language. Any Locale. —

Optimizely Multilanguage Support: Translation Services Connector



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This eBook was authored and produced by Globalization Partners International (GPI).

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Translation Services

- Document Translation & Copywriting
- Multilingual Desktop Publishing & Design
- Software Localization
- Website Localization
- Audio/Video Localization
- Global Digital Marketing

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Features in Optimizely for Multilanguage Support

Optimizely is a powerful content manager that has a built-in localization feature, which allows users to easily manage multilingual websites.

The main features of Optimizely for multilanguage sites include:

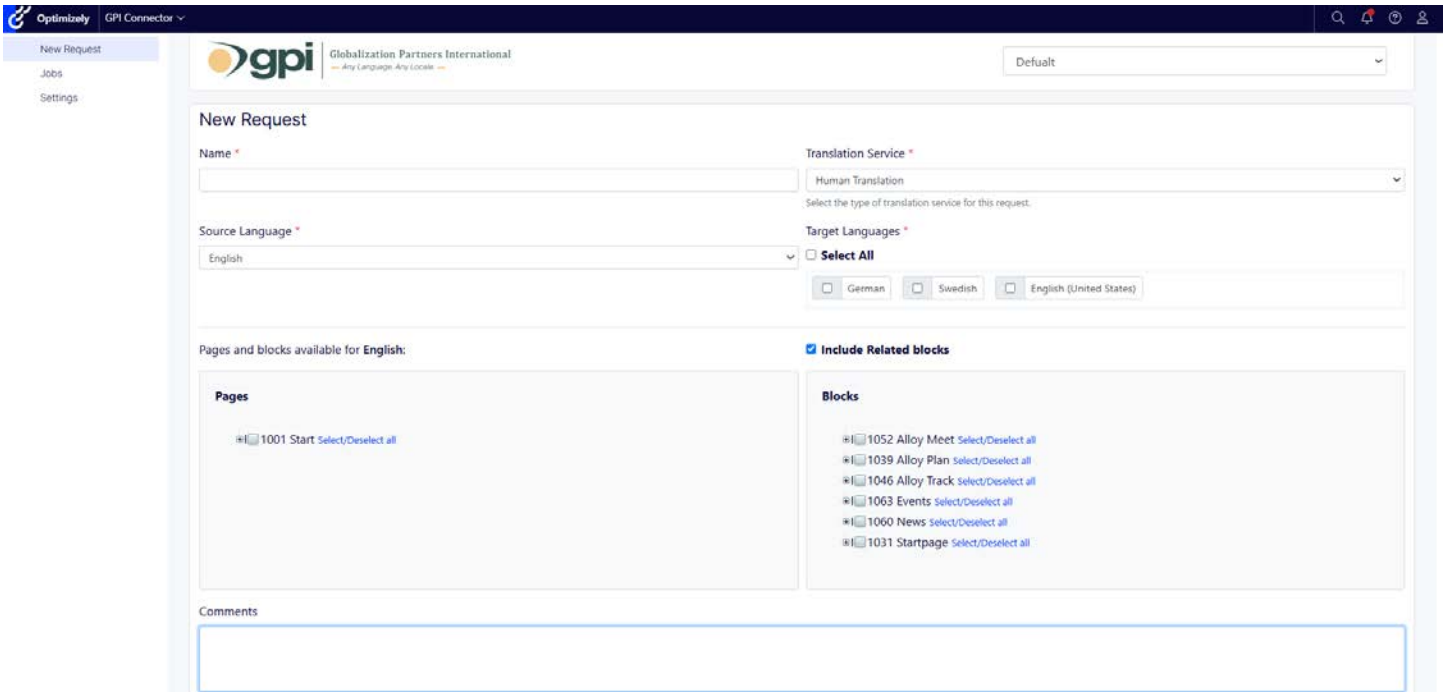
- Supports multi-language sites and character sets.
- Users can switch to other language translations while editing the website.
- Optimizely handles Left-to-Right (LTR) and Right-to-Left (RTL) languages like Arabic and Hebrew.
- Supports multi-language sites and character sets.
- Document versioning using a side-by-side comparison.
- Built-in customizable translation workflows to manage notifications between editing, QA and publishing steps.
- Built on Microsoft technology and supports .NET 5 localization and globalization features.
- Supports development of third-party components to export/import content in XLIFF format.

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The GPI's Translation Services Connector for Optimizely

The GPI Translation Services Connector for Optimizely allows users to export pages, blocks and catalogues for translation and then import the content back into the CMS in a few, simple steps.

By using this connector, users can easily manage multilingual versions of their Optimizely-based website.

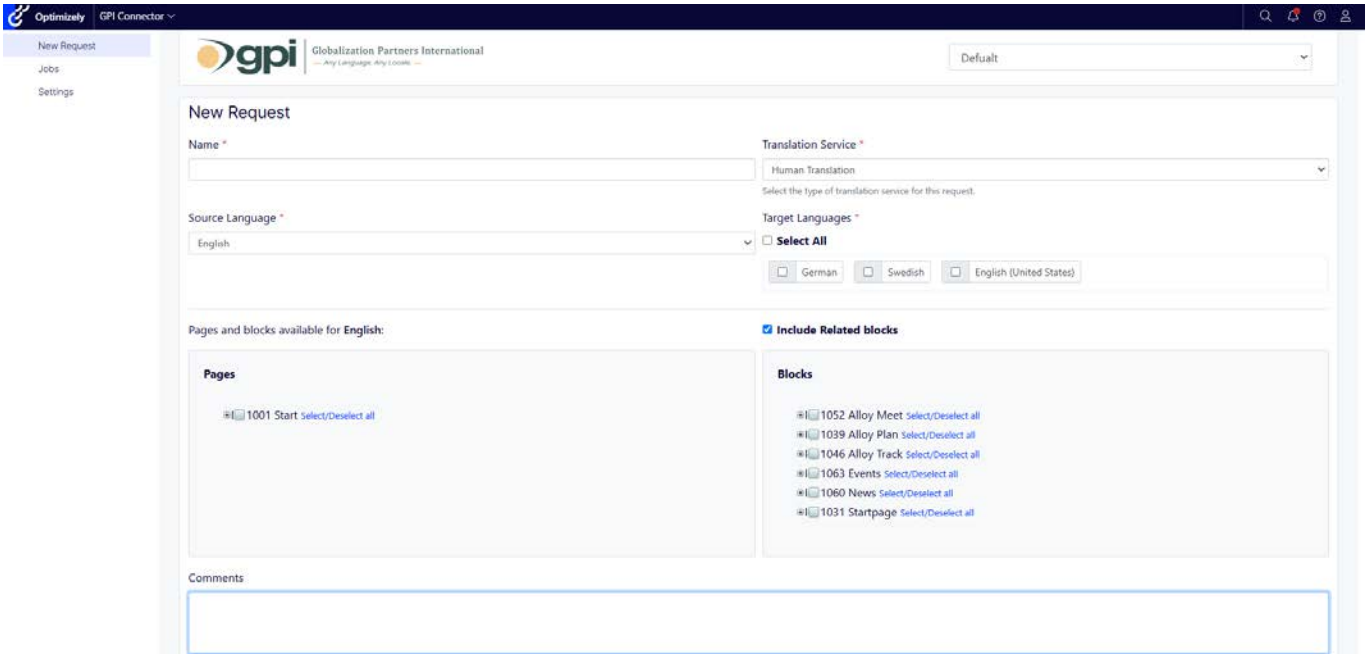


The GPI Translation Services Connector for Optimizely integrates the content translation process seamlessly. Content authors create translation packages with a couple of clicks in Optimizely's panel. These packages are sent directly to GPI via web services eliminating the need to manually share files. The GPI Translation Services Connector compiles your translations and adds them back to the correct location within the platform as soon as they become available.

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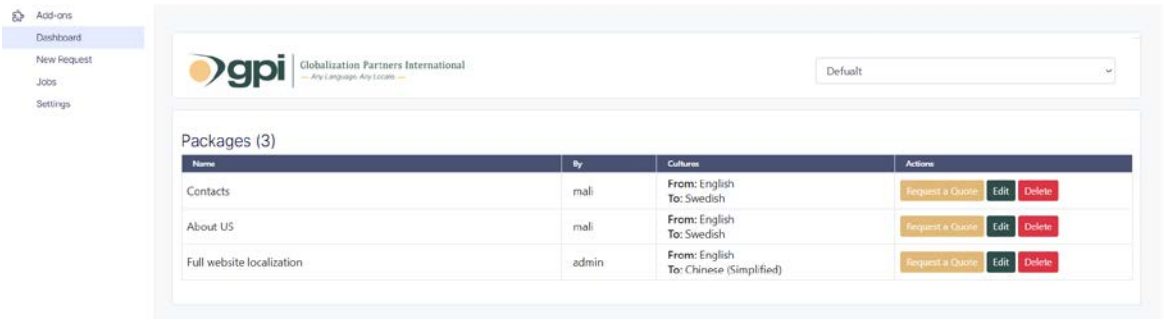
The following outlines the high-level steps involved when using the GPI connector:

1. When a user needs to send content for translation, the first step would be to create package and specify a title, source and target languages, the type of localization service, comments, and finally selecting the pages, blocks or catalogues that need translation. After this is done, the next step would be to click on the Create Package button.





2. After clicking the Create Package button, a new record will be created in the connector dashboard, under Packages section.



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3. The next step consists on requesting a quote using the created package. To do this, you have to click on the Request a Quote button. This will create a new entry under Quotes section.



4. If the quote gets approved, then the entry under Quotes section will be moved to Projects, and here is when the translation start. Once the translation is completed, the submission status will be updated to status Project Completed. At this point, you will be able to import the translation back into Optimizely by clicking on the Import Translation button. This will trigger the import process, which will populate the translation automatically into Optimizely.



Quick Facts about GPI's Translation Services Connector for Optimizely

- Easy integration with the Optimizely DXP and Commerce.
- Enable seamless content translation capabilities all within the Optimizely Panel.
- Manage many translation projects.
- Manage any number of language sites with a few clicks.
- Simplify import/export process for content translation workflows.
- Enable workflows for exporting new content and launching translation processes.
- 24/7 secure access for your global teams to collaborate and track translation projects via the GPI Translation Portal.
- Quotes, proposals and a wide range of project materials available for download.
- Dashboard to view status reports, schedules and project task lists.

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Benefits & ROI of using the Translation Services Connector

High Quality Website Translation

Utilizing native speaking translation and copywriting professionals to create multilingual content.

GPI's global teams of translation, copywriting and SEO professionals will ensure your website content is compelling, culturally correct and discoverable. A truly comprehensive website localization offering from glossary development to search engine optimization.

Easy Integration

Enterprise-grade connector plugins are easily installed and/or uninstalled with a few clicks.

No complex integrations or costs associated with yet another piece of software. GPI's Translation Services Connectors install or uninstall in minutes. GPI tests and supports all connectors for free and provides easy prototype projects and pseudo-localizations to make sure your CMS is configured properly to manage multi-language websites.

Manage Multiple Languages Sites

Manage any number of language sites with a few clicks.

Leveraging your CMS's out of the box features to support and manage multiple language websites is critical. Not only does GPI's Translation Services Connector streamline translation workflows, but GPI's team of website localization specialists will ensure your CMS is correctly deployed to manage your language sites AND your team understands all the language features provided within the CMS.

Workflow (Export/Import)

Simplify import/export process for content translation workflows.

Cutting and pasting is inefficient and error-prone, GPI's Translation Services Connectors can enable seamless content export and import workflows to the page level allowing you to select and publish only the content you need translated.

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Total Cost of Ownership

All of GPI's Connectors are installed, tested & supported for FREE as part of providing our website translation services.

You have made a significant investment in your web content management system, do you really need to spend additional money and resources on more software? Other CMS translation connectors charge you and your translation providers monthly and annual license fees, consulting fees and support fees, increasing your total cost of ownership significantly. At GPI, we believe you should leverage all of the CMS features for language support and management first, and then use our Translation Services Connectors to optimize your workflows. GPI provides a one stop solution for web content management translation workflows. If you are not 100% satisfied with the connector and our website localization specialist team, simply uninstall the connector and move on.

Manage Web Content Translation Quotes and Projects

Intuitive dashboard to view status reports, schedules and project task lists. Manage translation quotes and projects easily.

GPI's Translation Services Connectors seamlessly connect your CMS to our award-winning Translation Services Portal. Since 2003, GPI's Translation Services Portal has been recognized as a finalist to numerous awards ranging from Annual Codie Awards for the Best Enterprise Portal Platform to The International Academy of the Visual Arts (IAVA) and W3 Awards for design and navigation. The Translation Portal can be fully customized and uniquely branded for clients. See: www.translationportal.com.

Professional Code and Security

The GPI Translation Services Connector is a light-weight, web-based-application. The connectors integrate seamlessly with several leading Web Content Management Systems (WCMS.)

Since each of the supported CMSs have their own unique development platform, the GPI team developed a code-base, which allows our connector application to target each CMS platform. GPI believes strongly in employing software development standards and best practices. By adhering to industry recognized best practices, we ensure that the GPI Translation Services Connector is optimized for performance, security and a maintainable code-base. We utilize XML and its related technologies for data persistence. Any content we export/import from a client's CMS uses XLIFF. XLIFF (XML Localization Interchange File Format) is the standard translation format recognized by many translation CAT tools.

Adhering to industry standard security protocols for web applications, GPI's Connector and Translation Portal utilizes uniquely generated tokens, strict access privileges and fine-grained authentication and authorization rules for data security and integrity.

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GPI Translation Services connector employs a multi-tenant application architecture. This is a design choice because we required the application to function as a container that includes zero, one or many customer-specific pluggable components. This approach gives us the ability to securely parse client data separately and launch new customized and client branded portals within minutes.

Support

GPI provides 24/7 support to customers using our Translation Services Connectors.

This support is available to clients at all stages from installation and upgrades, through the automated workflow of exporting and importing content. GPI provides a detailed Quick Start Guide which explains each stage of the translation connector workflow using an easy to follow step-by-step approach.

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FAQs

a. What does it cost?

GPI's Translation Services Connectors are free. There are no setup, service, maintenance or any on-going costs associated with GPI's Translation Services Connectors. Our Translation Services Connectors are a value-add to our overall translation services offering.

b. How long does it take to integrate with our system?

GPI's Translation Services Connectors for Optimizely is a human translation service that is being configured with other machine translation services. This means installation takes a few minutes to complete. With a couple of clicks, the GPI Translation Services Connector can be installed and ready to use.

c. How much time does it save?

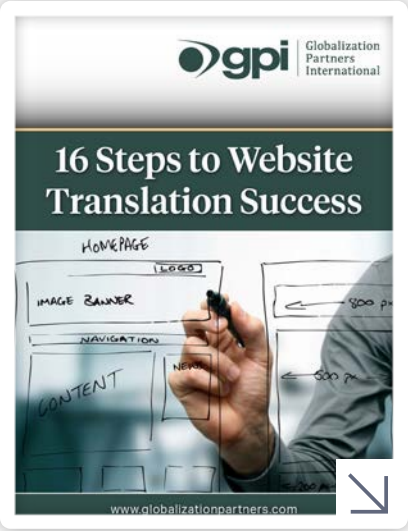
Typical Optimizely ecommerce websites can contain many items in the Pages sections. This can be a daunting task when support multiple languages. Whether you need to translate a small section or perhaps thousands of items, the GPI Translation Services Connector eliminates the need to interact with all these items. The connector saves you countless man-hours which you can devote to content creation and digital marketing efforts.

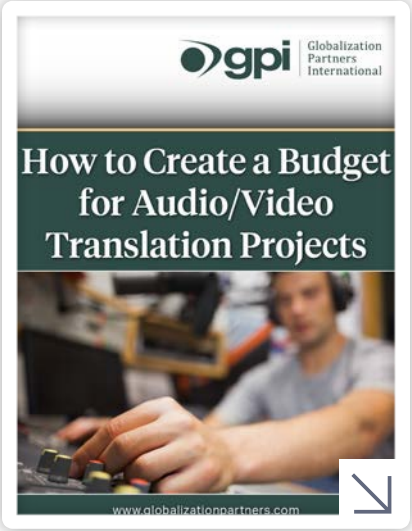
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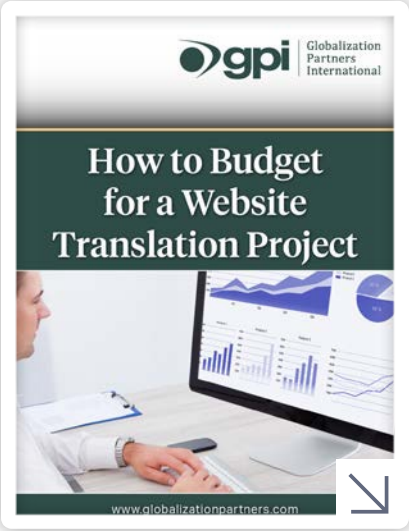
Resources

To learn more about languages, translation processes and services, please visit GPI's Globalization Resources eBook Library at: link here.

Please click below to download other eBooks.

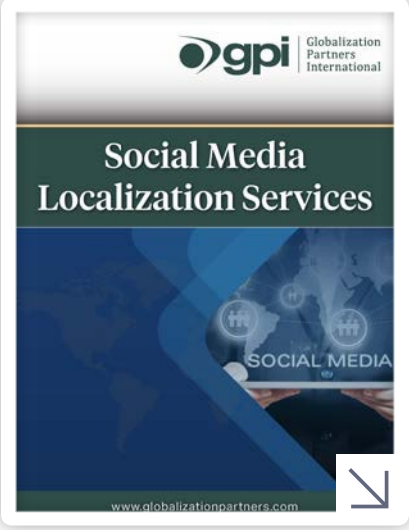












For Further Information:

- www.globalizationpartners.com
- www.translationplugin.com
- www.optimizely.com

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