

## The future of localization

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### Website localization

It is inevitable: all translation activities tend to inevitably become part of everyday life. Therefore a linguistic services company is forced to provide increasingly sophisticated and complex services. At a lower price, it goes without saying.

This is the localization of websites requiring at the same time, multilinguism and the computer graphic integration of texts in the various languages.

If there is a certain advantage resulting from globalization (and for Eurologos), it is surely the fact that each website must, in theory, be easily localized directly into several languages (or geo-styles): one for each target market. The website market is therefore very important for the number of languages as well as and especially the number of exporting clients or those involved in multilingual communication (including the public sector).

The fact of providing translation/adaptation services of website content (in several languages and geo-styles) and, at the same time, integrating these texts into electronic formats ready to be posted on the Internet, allows to considerably elevate the level of the product's know-how. It also allows to escape the inevitable fierce competition that can usually be found in the sector of traditional translation.

### The issue of lack of knowledge of the “localization” concept

The sure advantage of the integration of linguistic and IT services is often cancelled out by not knowing or understanding this new production concept. Hence the abundant and very explanatory prospecting of the features of full services. To the difficulty of presenting the advantages of glocalized multilinguism, that of integration of information and graphic design services for localization will be added. All this in an economic environment of extreme conservatism and excessive prudence in the choice of suppliers. In addition, the idea that it is possible to be specialists in two fields that are so different (languages and IT programming) even further disconcerts antiquated opinions such as “to each his profession”.

### Permanent updating of knowledge and software

There are a certain number of applications designed to aid the translation of websites (Trados, Deja-vu, SDLX, IBM, etc.). The most famous and most widely used is Trados. It will allow translators to translate directly in HTML pages. Unfortunately it is not very reliable when larger websites have to be translated that incorporate more powerful and more advanced technology such as Javascript or dynamic languages such as PHP or ASP. In this scenario, we recommend using software such as SDLX allowing to go deeper into the detection of the text to be translated. But it remains very difficult and requires the visual aid by the localizer who will have to detect the text manually.

The localizer will constantly keep abreast of the development of programs so as to allow him to analyze them easily and to extract the texts without major problems. He will also have to know the various programs that are marketed allowing for the extraction of said texts.

### Example of localization

Many websites are limited to translation and do not go into sufficient detail as to the quality of localization. A very simple example is that of forms. When you visit an American website for instance, and you wish to buy a product online or request information, you have to enter your personal information among which your address. You will notice that after having entered the postal code and the city, the system will ask you for your state! Which is absurd when you live in Europe.

Another typical example is that of telephone numbers... many forms are designed with validations that force you to at least enter your name and e-mail address or to provide your telephone number according to a predefined format ((xxx) xxx-xxxx). Imagine the latter case where the Webmaster asks the user to only enter 9 digits with only a “()” as a divider between the area code and the telephone number, whereas in Belgium, for example, the tendency is to use a “/” and to enter 3 digits for the prefix and 7 digits for the telephone number...

If we want to go even further into localization, it has to be said that design is very important. The very same website could have a different graphical approach depending on the selected country. For example the “Loreal.com” website will surprise you with orange and yellow hues for Spain and cooler colors for Scandinavian countries!

Thank you