



Milega

THE 4 S METHOD

Multiply your international sales with a **premium, SEO-friendly** translation of your e-commerce site that fits your brand identity



WITHOUT overworking your team, exceeding your budget or delaying uploads!



3 great reasons to translate your e-commerce or e-tourism site:

- 01** A website in English can only reach **20%** of the world's population. By adding 3 languages (Spanish, French and Chinese), you can speak to **60%** of the world.
- 02** **9 out of 10** internet users prefer to browse websites in their native language.
- 03** **1 in 5** consumers are more likely to buy from a website in their native language.





Have you come across any of these problems?

- X** “The translations of our website don’t match **the tone, philosophy and essence** of our brand”
- X** “Our international website gets **no traffic**. The conversion rate and engagement are way too low!”
- X** “How on Earth can we launch our e-commerce site in German, Dutch and Polish **before the summer?**”



When do clients come to us?



When managing their **translations in house** has become a real **headache**, a source of tension, a cause of upload **delays** and the root of **quality problems**.



When it's **hard to find translators** with a **SEO** approach who are familiar with **various CMS and formats** (PrestaShop, WordPress, Oxatis, XML, json, PO, etc.)



When they are looking for a **translation partner that specialises in e-commerce** and is reliable and readily available, whether for an urgent, short blog translation or a 200,000-word product catalogue.





Are you:

- 👉 **A marketing manager** in charge of translations who feels lost in the jungle of different translation providers?
- 👉 **A CEO** realizing that managing translations in house is a real headache and time-consuming for your marketing department?
- 👉 **An e-commerce retailer** tired of having your uploads and road map delayed by late translation deliveries?
- 👉 **A content manager** getting frequent reports of quality and consistency problems in translations?
- 👉 **A SEO manager** who has found out that your translated content is not optimized?
- 👉 **A webmaster/CTO** having technical problems with exporting content and integrating translations?



You're in the right place!

13 mistakes to avoid when translating your website

- 01** Getting your cousin to translate because they did an Erasmus year in Spain.
- 02** Choosing someone to translate simply because they are a native speaker.
- 03** Choosing a translator who has little experience in your field.
- 04** Blindly trusting a machine translation engine.
- 05** Getting a digital agency to deal with all technical aspects from the very beginning.
- 06** Translating your content in house.
- 07** Sending every page of your website to be translated without assessing your needs.
- 08** Requesting a translation without consulting your colleagues.
- 09** Requesting a translation without knowledge of the target market's regulations.
- 10** Requesting a translation without looking at local SEO.
- 11** Only looking for the lowest price per word when choosing your provider.
- 12** Exchanging all content in Word format.
- 13** Not talking to the translator before starting the project.



3 essential stages of translating a website

01 Prepare:

The 4 S method

02 Translate:

translation of existing content and structure (product catalogue, activity, CMS, etc.)

03 Update:

translation of blogs, new product pages, white papers, AdWords campaigns, etc.





What is the 4 S method?

Selecting the translator

Selecting the terminology, references and content

Selecting the format and process

SEO



Selecting the translator

Myth:
All you need is someone bilingual or a machine translation engine to translate your website.



MISTAKE: A non-professional translation entails certain risks:

- **wasting time and money**
- **in-house tension**
- **poor international reputation**



RIGHT ANSWER

- ✓ **A qualified translator who is a native speaker of the target language and specializes in your field.**
- ✓ **Who has mastered specific techniques and uses translation memory tools.**
- ✓ **Certified Pro Label**

A professional translator is not:

- X** a country manager
- X** an intern
- X** a language teacher
- X** a cousin who did an Erasmus year





Selecting terminology, references and content

Myth:
I can just send all the files from my website to the translators and they will sort it out.



MISTAKE: The quality of the translation depends on the instructions and resources you send to the translator. If you send none, the translation will be correct, but **not tailored to your sector, your brand or your audience.**




RIGHT ANSWER

- ✓ Answer a specific questionnaire.
- ✓ Get your native-speaker colleagues involved.
- ✓ Select the content to be translated.





Here is the MILEGA questionnaire:

 **CLIENT INSTRUCTIONS: SEO TERMINOLOGY**

Target countries	<input type="text"/>
Audience (average age, gender, average basket size...)	<input type="text"/>
Tone indications	<input type="checkbox"/> Formal <input type="checkbox"/> Informal <input type="text"/> Other. Details:
Reference websites and documents for terminology and tone	<input type="text"/>
Reference websites and documents TO AVOID for terminology and tone	<input type="text"/>
Does your company have a native speaker who can confirm the glossary we will have prepared for the project?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you already have a list of key words or phrases or any glossaries?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If Yes, please send it in Excel format)
Has your company translated and confirmed content before?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, please send us the documents)



Selecting the format and process

Myth:
The easiest way of translating is within the back office.



MISTAKE: Translating through the back office is **imprecise, time-consuming and much more expensive** when there are hundreds of product pages to translate.



RIGHT ANSWER

- ✓ **Export the content to be translated** from the website, then import the finished translations.
- ✓ This way, we can make the most of the best secret weapon for e-commerce and e-tourism translation – **CAT tools**.



Pro translator + CAT tools = the ultimate combination

What
are
CAT
tools?



These tools are based on advanced technology and used by veteran translation professionals.

They are also sometimes called translation memories. Most translation agencies and professional translators use them.

What
kinds of
project are
they used
for?



CAT tools are particularly useful when translating large volumes, descriptions, and texts that need a quick but high-quality translation. So, they are essential for e-commerce and e-tourism content!



Pro translator + CAT tools = the ultimate combination

How can CAT tools help you?



“The translations of my content are inconsistent. The terminology changes every time someone different translates it.”

CAT tools have a built-in translation memory that automatically saves every segment the translator translates. Therefore, the same terminology is always used, even when there are several translators working on one project. It is the translator’s job to check that the translation proposed by the software is appropriate in the context.



“They never follow the glossary I send.”

With CAT tools, you can add a glossary automatically so that the translator uses the preferred terminology. This function saves time for the translator and helps to keep the translated content consistent.



“My content is in JSON or XML format. The translator won’t be able to work with these files without deleting tags or other important elements.”

Within the CAT tool, personalized filters can be created to lock non-translatable elements, in order to prevent the translator from altering the file. This way, you receive a ready-to-integrate translated file.



Pro translator + CAT tools = the ultimate combination

How can CAT tools help you?



“My site needs to be ready in 2 months, and I have 200,000 words to be translated. It'll never be ready on time!”

We can identify the repeated words and sentences in the text. The more repetitions there are, the more quickly the translator will work. Furthermore, the project can be shared between several translators, with guaranteed consistency thanks to CAT tools.



“I need to translate 3 million words. But I don't have the budget.”

CAT tools can analyze the content to be translated and categorize it as “new words” (words that appear in new segments) and “repetitions” (words in repeated segments). Usually, in e-commerce and e-tourism projects, between 40% and 50% of the content is repeated. We do not charge for these repetitions, as the translator does not need to look up the terminology for these segments. Imagine the money you can save!



“I always find typos and mistakes.”

CAT tools are equipped with more advanced quality assurance controls than Word or other software. Rules for punctuation, numbers and other elements can be configured according to the language.



SEO

Myth:
It is best to localise
the website first, then
sort out the SEO.



MISTAKE:

If you fail to take SEO into account from the outset, your traffic could be non-existent.



RIGHT ANSWER

- ✓ Research the **equivalent keywords in the target language**.
- ✓ Establish a **linking strategy** and insert **high-traffic** or long-tail keywords.
- ✓ Translate **invisible elements** that are important for SEO (alt attributes, image titles, etc.).



We promise:

- ✓ **To increase your international ROI considerably** with professional, effective SEO translations tailored to your brand.
- ✓ **To reduce the time needed for integration and uploading** thanks to translations delivered promptly in the format Of your choice, so that you can stay one step ahead of The competition!
- ✓ **To help you save plenty of time and money** through a made-to-measure translation process.
- ✓ **To deliver an effective site** with optimized wording.



Case study: Kelkoo



Aims:

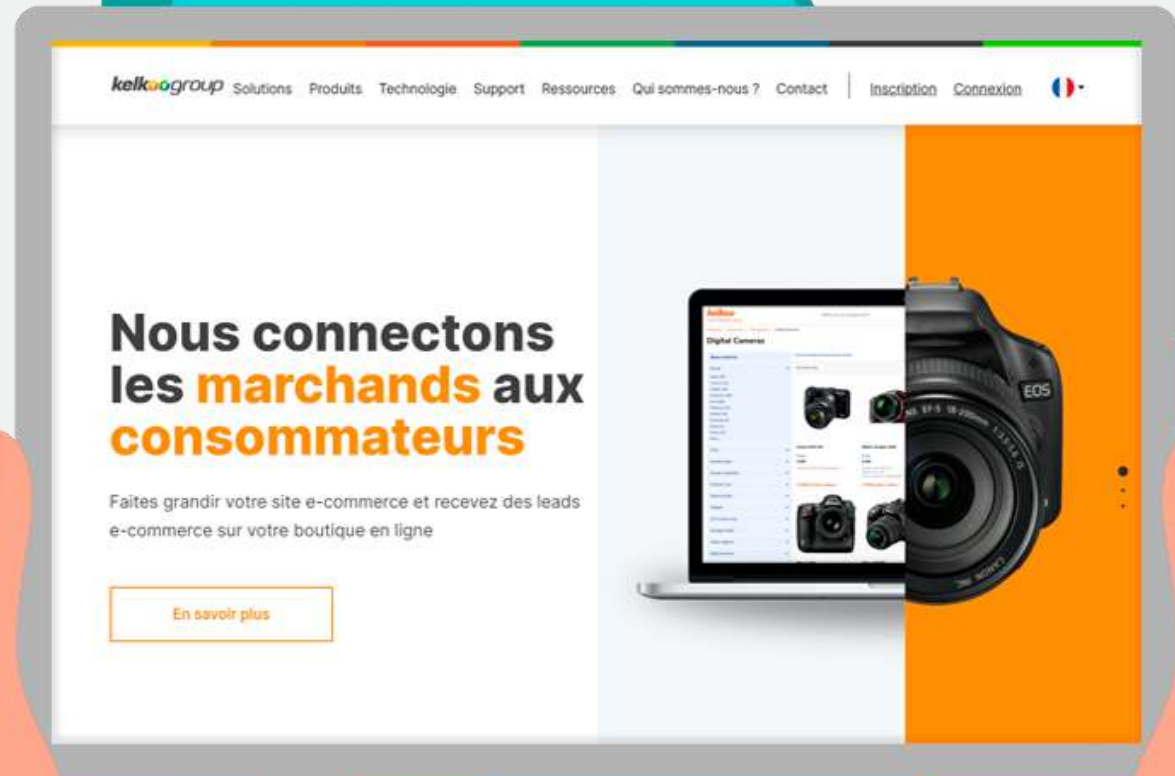
To multiply international sales by managing a multilingual translation on a complex, made-to-measure WordPress platform, without requiring a digital agency.



Results:

“Milega’s help was invaluable in the process of translating our website into 17 languages. I was impressed by their responsiveness and the quality of their service. We had difficulties with the translation and integration process, but Milega always adapted to our needs, finding the right solutions to all our problems. What’s more, their WordPress expertise was key for us: their experience saved us a lot of time. Beyond the translation itself, Milega offered all the support and knowledge we needed for our translation project. I would highly recommend them.”

Nathaniel Belmin, Marketing Manager at Kelkoo Group



Case study: Smallable



Aims:

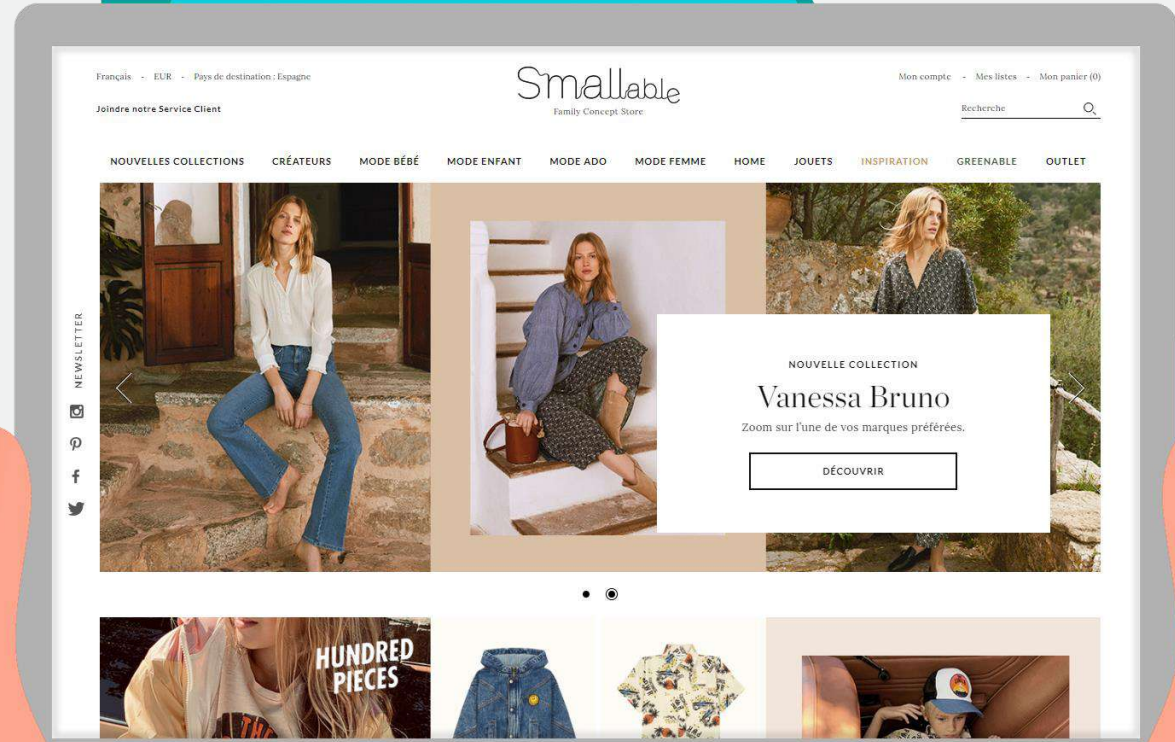
To find a simple, ultra-responsive and powerful translation service that allows their teams to concentrate on their tasks.



Results:

“As our website is translated into 5 languages and our translation needs grow year after year, we decided to externalize some of our translations in February 2017 to lighten the load on our marketing team, who had taken on all the translation until then. Milega quickly met our translation, organization and responsiveness needs. We sometimes require more translation in certain periods, and it was important for us to count on a partner that could keep up with the work without needing to be warned weeks in advance. We have exchanged with several translation agencies, but Milega is the one we would recommend for all growing businesses that need a flexible partner that can adapt to their needs and constraints.”

Idoya Grzimek, Head of e-Marketing at Smallable



Case study: Marie Claire blog



Aims:

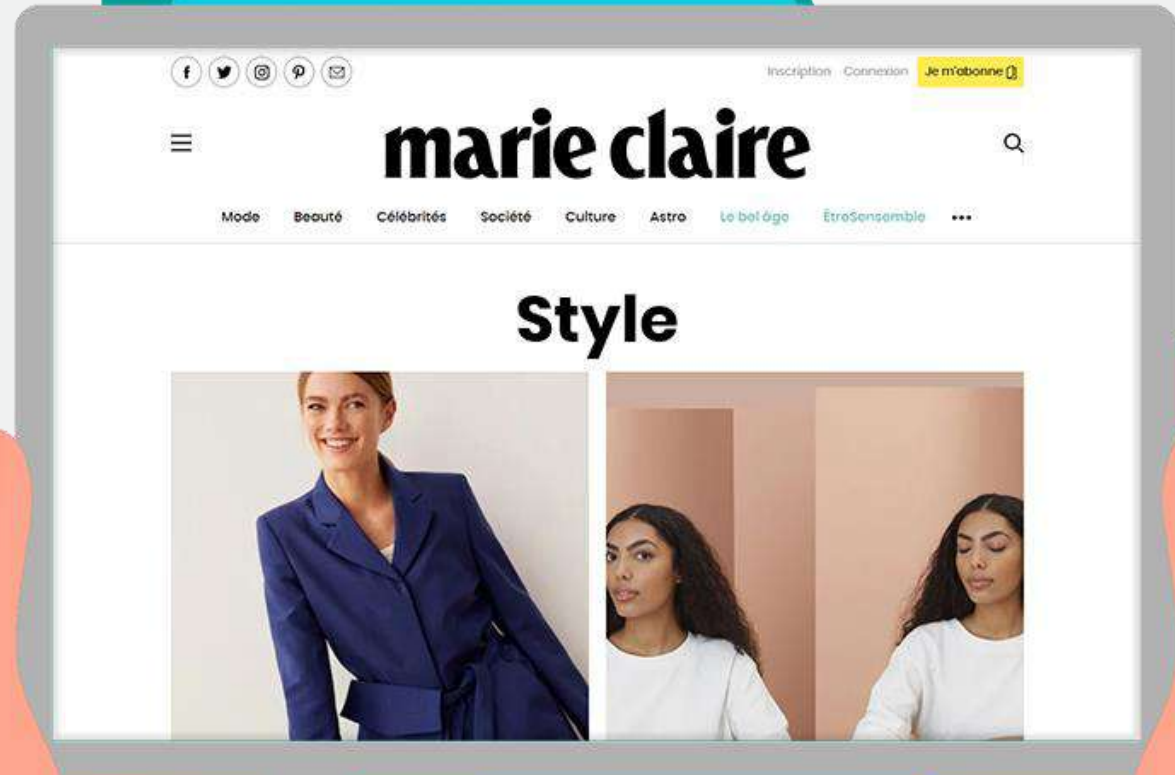
To increase their international ROI through professional SEO translations that are adapted to their brand.



Results:

"We are delighted with our experience with Milega. We needed expert translators in the field of skin care in order to ensure quality content. Our project manager, Laura, was very professional and responsive to our needs. We are more than satisfied with our collaboration with Milega!"

Lucie Timbert, Content Project Manager
France & International GMC



Case study: Audilo



Aims:

To find a solution and translation process to suit the PrestaShop CMS. To make the most of specific translation techniques in order to work with specialist vocabulary. To pay special attention to SEO in the translation process for the best possible conversion results.



Results:

"Very good collaboration. Translations delivered on time and all instructions followed. Milega took on all of our brief and implemented our translation strategy. Would recommend!"

Jonathan Geyler, Website Project Manager/Traffic Manager at Audilo



Case study: Alltricks



Aims:

To reduce the time needed for integration and uploading thanks to translations delivered promptly in our chosen format so that we can stay one step ahead of the competition!

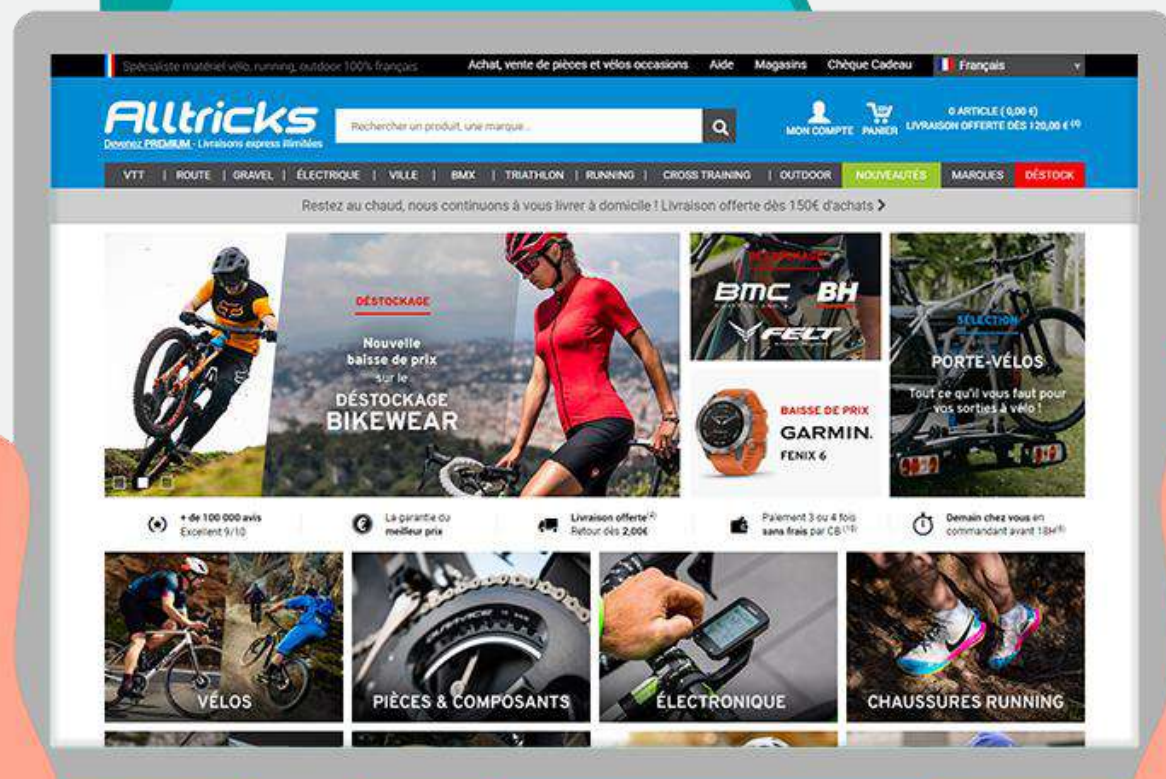


Results:

"To assist us in our internationalization process, we entrust the translation of our product catalogue into Spanish, Italian and German to Milega. The Milega team has proven able to adapt to our needs according to the season, and the translation quality never falters. Today, the website makes 20% of its revenue outside France.

And this figure is constantly growing, which shows that the partnership works."

Jeremy Durand, Translation Coordination Manager



Case study: CroisiEurope



Aims:

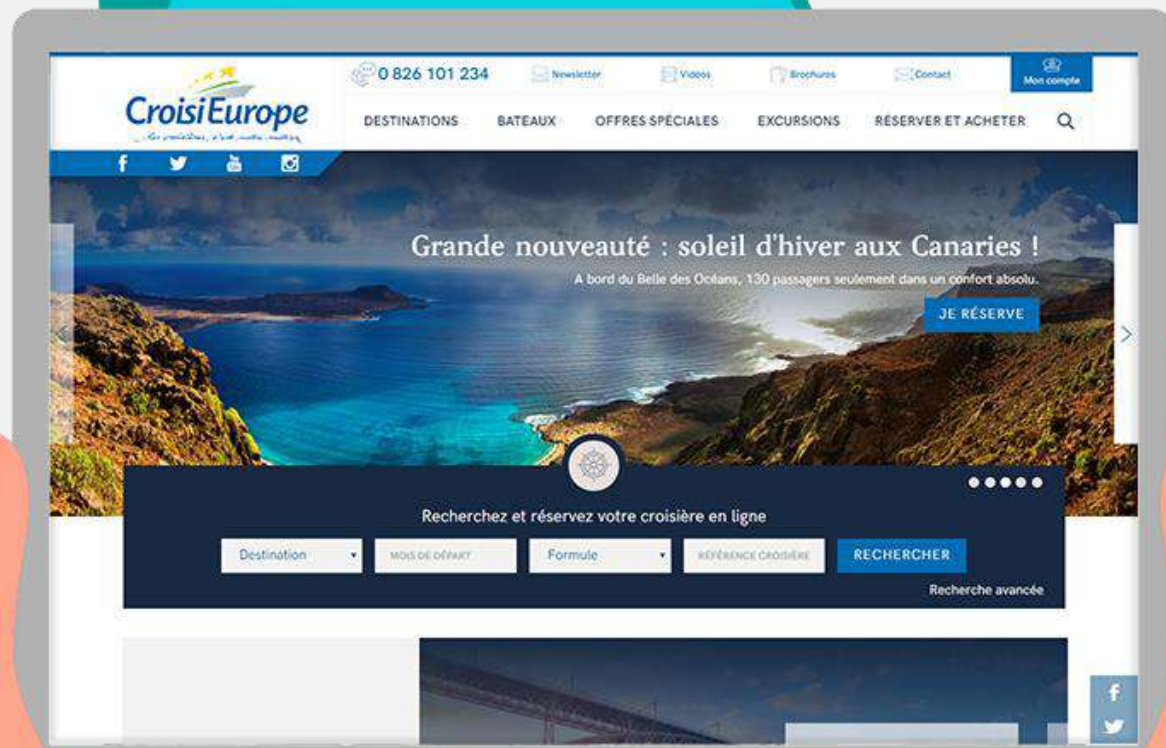
To save plenty of time and money through a made-to-measure translation process.



Results:

“The speed, efficiency and quality have never faltered from the very beginning of our collaboration. Contact with the team is regular and pleasant, and I have never experienced any delays – on the contrary, I often receive the translations before the requested deadline. Our team in Madrid has read some translations and made some recommendations in terms of terminological preferences, which Milega have implemented without hesitation. The rates offered are exceptional in the world of translation without any negative impact on the quality of the delivered product. I would undoubtedly recommend this company.”

Éléonore Lovillo, CroisiEurope



Case study: Ceetiz



Aims:

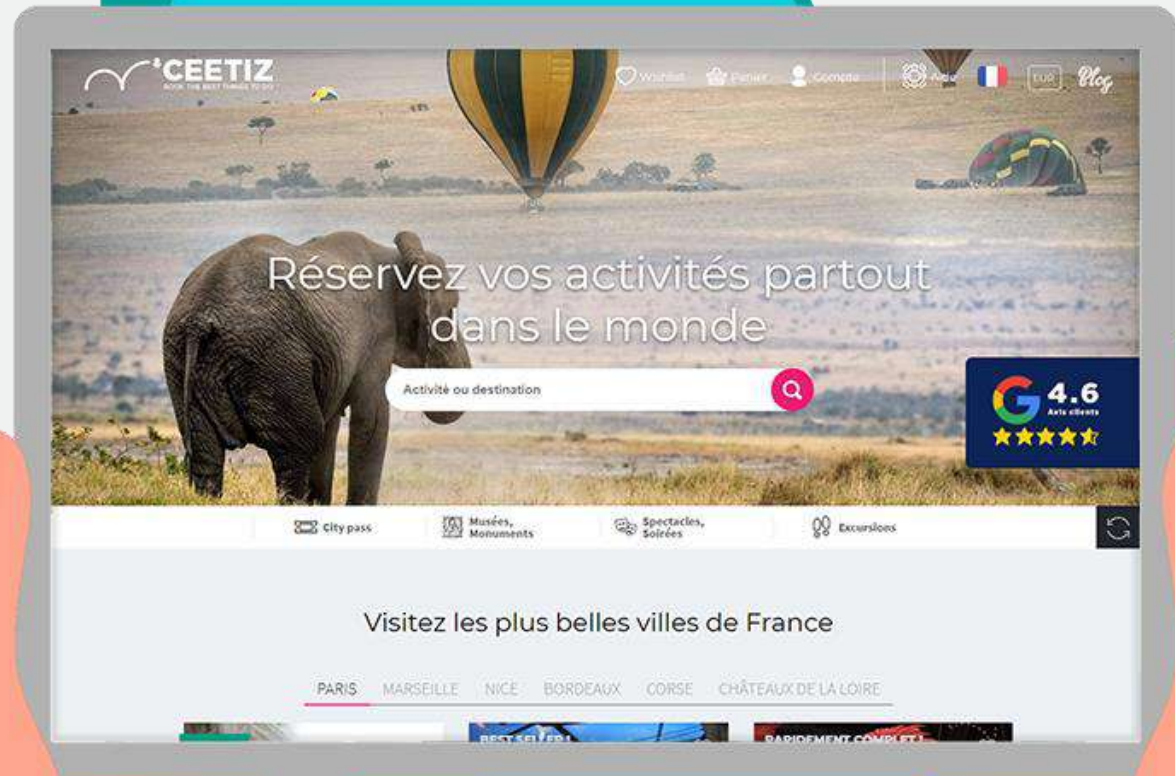
To build an effective site with optimized wording.



Results:

"We trust in Milega for our e-tourism translation needs. Our sector has specific needs in terms of terminology, responsiveness and SEO, all of which Milega has fulfilled perfectly."

Damien Bellon, COO & Co-founder of Ceetiz





Milega

Arrange a call to discuss strategy now

Click on the link below



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view my **Linked in** profile

www.e-translation-agency.com

⚡ [Our references](#) ⚡

