



WHITE PAPER

# The ultimate guide to translating your site **using AI**



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**We tend to succumb to the temptation of the all-automatic, forgetting the many nuances that reality imposes.**

Luc Julia, **Designer of Siri**

# Potential & risks

AI and machine translation offer considerable potential for businesses wishing to explore new markets and increase their international sales.

## The key advantages

- 😊 **Reduced cost:** A more economical solution than a 100% human translation.
- 😊 **Faster Go-to-Market time:** Get on-line quickly to capture market shares abroad.

## The market's main tools

**Machine translation** (DeepL, Google Translate, ModernMT): Rapid quality, but sometimes limited context.

**LLM** (ChatGPT, Gemini, Claude): Flexibility and personalization, but sometimes inaccurate for certain languages.

**CAT** (Computer Assisted Translation): Allows you to manage translation memories and glossaries and to translate to any web format ( XML, JSON, HTML..)

## Risks of poor use

Poor use of AI and machine translation tools can lead to frequent errors, notably:

- 😞 **Errors in meaning** and an unengaging style.
- 😞 **Context** is often ignored.

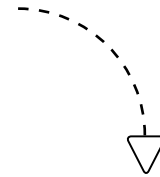
- 😞 **Difficulty managing jargon** and specific terminology.
- 😞 **Literal translation** of keywords, SEO impact and lack of cultural nuance.
- 😞 **Limitations for long content.**
- 😞 **Integration issues** for complex web formats.
- 😞 **Compromised data security.**

These errors can damage brand image, lead to SEO penalties, complicate the technical integration of the site and incur additional costs. They can also cause misunderstandings amongst the target audience, limiting the impact of localization and international marketing efforts.

# The four stages of optimizing translation using AI...

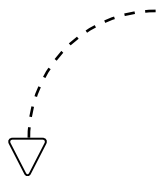
## 01 Identify multilingual keywords (SEO)

Assures all keywords are adapted to each language for optimal local visibility.



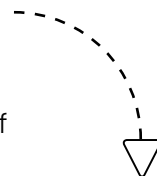
## 02 Human translation of key content

Ensures a solid foundation by translating a glossary and key pages of the site (10%) that will enrich the AI.



## 03 Translation with enhanced AI

Use personalized machine translation across 90% of the site, reducing costs and turnaround times.



## 04 Quality assurance and SEO validation

Guarantees final quality, corrects errors and ensures technical, contextual and SEO compliance.

**...and increasing your conversion rates and international sales**

# Required tools & resources

## 01. SEO research

**Specialized prompts for LLM:** ChatGPT, Claude, Bard, Gemini  
**Alternatives:** SEMrush, Ahrefs

## 02. Human translation of glossary and key pages

**Recommended platforms:** ProZ, Malt, translation agencies

## 03. Machine translation tools and LLM for the rest of the site

**DeepL, Google Translate, ModerMT/ChatGPT, Claude...**

## 04. Tools for quality management and control

**Specialized prompts for LLM:** ChatGPT, Claude, Bard, Gemini  
**Alternatives :** Trados Studio, XTM Cloud

This whole process can be carried out directly from your website exports (CSV, XML, JSON). However, there are specialized solutions available to manage these different stages and connect them to your CMS (Shopify, Magento, PrestaShop, WordPress).

Examples of specialized connectors: Crowdin, Phrase, Weglot (proxy solution), XTM, Lokalise.

# Why choose Milega?

## Specialists in digital content

With 20 years of experience, Milega combines the expertise of professional translators with strong technological capabilities and mastery of international SEO. We know the key CMS inside and out (Magento, Shopify, PrestaShop, WordPress), and offer tailored AI solutions to optimize your website's localization.



## Notable partners

ahrefs

Getfluence

FePSeM

Scrummingfrog



Member of the ProZ.com Certified PRO Network

SEO CAMP  
REFERENCEMENT & SEARCH MARKETING

# Case studies: AI for website translation



Nanny Care is an online shop specializing in baby sleep safety. It distributes a breathing monitor across France to help prevent SIDS (Sudden Infant Death Syndrome). The company wanted Milega to help them make this product available to Spanish parents and ensure the effective localization of their website, simultaneously employing a technical solution that facilitated the translation of a PrestaShop site and effectively managed a tight budget.



Nosto is a platform specializing in the personalization of online shopping experiences, helping brands optimize their sales through AI-based solutions. Nosto contacted Milega to translate its website into French, Spanish and German as part of its redesign. Files were shared via Google Drive and a detailed glossary was provided to ensure consistency. With a limited budget, Nosto received top-quality translations for its website.







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