

Translation E-commerce



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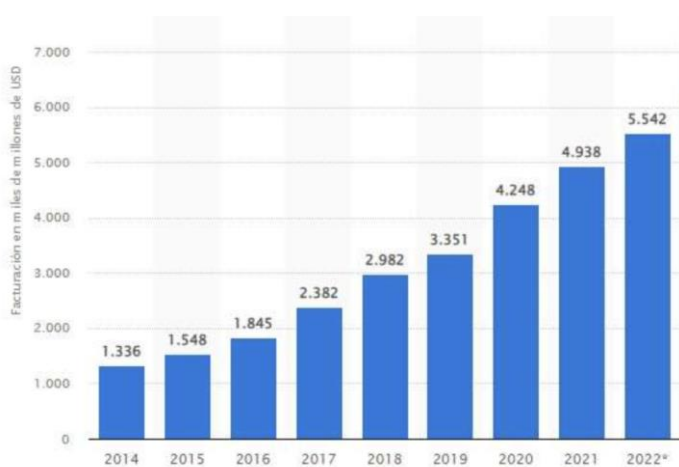
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E-COMMERCE AND SOCIETY

The end of the 20th Century heralded the start of the dot-com and e-commerce boom. However, with the democratization of Internet access and the evolution of technology, it wasn't until 2010 and onward that online shopping became truly consolidated. Yet the real turning point for e-commerce happened in 2020 in the wake of the COVID-19 pandemic, giving rise to a massive increase in online purchases. For this reason, e-commerce skyrocketed to unprecedented heights, and many retailers and companies had to adapt quickly to meet the growing online demand.



Source: www.reactivaonline.com

The Internet and a connected world have not only become a reality, but also a phenomenon that is 100% integrated in our lifestyle. Indeed, it has a direct impact on how we relate to others socially and, quite frankly, economically.

From a purely financial perspective, e-commerce businesses have generated two situations to which all companies must adapt in order to be present in a global and digital market:

- Change in shopping habits: the Internet has significantly changed the shopping habits of individuals and companies alike.
- Internationalization: barriers have clearly been broken down, since now we can market our products and services to the whole world through the shop window that is the Internet.



Today, e-commerce businesses are one of the main sales channels for products and services. They have also often been the first point of call for customers thanks to:

- Their ease of access “from home in just one click”
- Their wide range of choice and the possibility to compare providers
- Being able to access both national and international providers

For this reason, companies are investing more and more of their efforts into developing their e-commerce businesses focused on consumers’ new shopping habits, in order to achieve, among other aspects, the following goals:

- Generating a brand image
- Increasing sales
- Maximizing profit margins
- Entering new markets
- Etc.

In this regard, the internationalization of e-commerce has turned into the perfect formula to guarantee the success of many companies. It seems obvious that companies are going to have to adapt to new global consumer habits, and this includes selling products and services to any country online.

In order to develop this internationalization strategy, it’s important to keep several key aspects in mind to ensure the success of this expansion strategy in companies.



The key lies in keeping in mind that your e-commerce business is your shop window at the global level and, therefore, you must inspire trust and quality, a key aspect on the Internet.



IMPORTANT ASPECTS TO KEEP IN MIND

Next, a rundown of the key strategic aspects to keep in mind in this internationalization process.

1 Good positioning in your main market. With this in mind, opening your e-commerce business up to a foreign audience allows you to reach a much higher number of more varied customers.

2 Carrying out a market study. Once you have decided to take the plunge, it's important to conduct an analysis and find out whether the products you're planning to sell could be successful. You also need to identify your current competition, the market prices, etc.

3 Being aware of any legal aspects, cultural barriers, logistical or acquisition-related costs that will affect your strategy. This is why it's a good idea to work with professionals who can help you make decisions based on your global strategy. Sparing expenses here might harm the company's success.

4 Defining the necessary techniques so your website can be easily found through search engines. In other words, once you know which country, or countries, you want to penetrate, you need to develop strategies and SEO actions complemented with SEM, define and plan communications, etc.

5 Finally, all you need to do is transfer your strategies to the country's culture to reach your target audience. How is this achieved? By translating your e-commerce business into the target country's language and culture:

Commercial documents
Sales pages
Communication material
Action buttons
Etc.



At blarlo, we have extensive experience in e-commerce translation into multiple languages, keeping in mind aspects such as style, terminology, etc.



WHY TRANSLATE YOUR E-COMMERCE BUSINESS?

A few years ago, when internationalizing their e-commerce businesses, companies would have their content in their own language and in English. However, with globalization, the breaking down of digital barriers, new shopping processes, and customers' demands, if you don't have your content in your target audience's language, you simply don't exist. In other words, any user looking for something online will do so in their mother tongue. Therefore, either you localize and translate your e-commerce business, or you won't be found in the vast sea of options.



Speaking to your potential customers in their language and going about it the right way will reap great rewards, as you will improve your brand image.

Translating your e-commerce business to the target languages in which you're looking to position and market your products is essential. However, it's also very important to do so with a professional translation company that can provide a quality translation focused on localizing the e-commerce content to the country's culture and generating trust among customers. When it comes to online shopping, one of the most important factors, if not the most important one, is trust.

Not only this, aside from the perception of your customers, search engines value companies that translate their page into other languages, meaning that your organic positioning will improve as your target audience expands.

Here, we should clarify that not all translations work. While there are automatic and free translators out there, we suggest ruling them out. Automated translation systems are often inaccurate, they don't consider the content's purpose, the aim of the message, or the brand's tone. All this negatively impacts the success of your e-commerce goals.



HOW DO WE GO ABOUT THESE PROJECTS?

E-commerce translation projects tend to imply a certain level of complexity due to the following aspects that need to be kept in mind before assessing and developing the strategy:

- Large volumes of information need to be translated, including aspects such as product names, design, etc.
- There are different CMS (Content Management Systems) on the market, with all their intricacies, advantages, and disadvantages from the point of view of e-commerce translation.

Specific terminology comes into play (product names or models, the sector's jargon, the customer's own terminology, etc.).

Once we're clear on the specific needs of each project, at blarlo we tackle these projects with a consulting and analysis phase, in order to identify the best way to carry out the e-commerce translation with the maximum quality and efficiency guarantees.

OUR TRANSLATION PROCESS

0 Defining the project scope. In this phase, we assess the key aspects mentioned above. To do so, work sessions are held with the customer and the content is analyzed. From here, we establish the preliminary actions that need to be implemented: glossaries, style guides, deadlines, translation model (human or hybrid), etc.

1 We receive the content to be translated. An exported file or extracted content from the e-commerce platform in any format (xliff, html, csv...), which we will work on during the translation process. At blarlo, we have integrations that facilitate content management during the translation process, from the moment we import and translate it all the way up to publication.

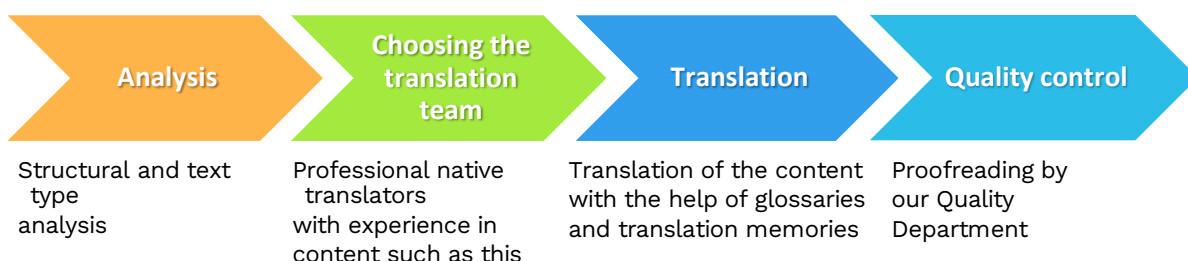


We also receive the glossaries, which are key elements for these kinds of projects. If the customer doesn't have this information, blarlo will create a glossary based on the information received. The customer will have to validate this glossary once it is finished in order to maximize the quality of the translation, as well as aligning the content with the terminology used by the customer and the industry.

2

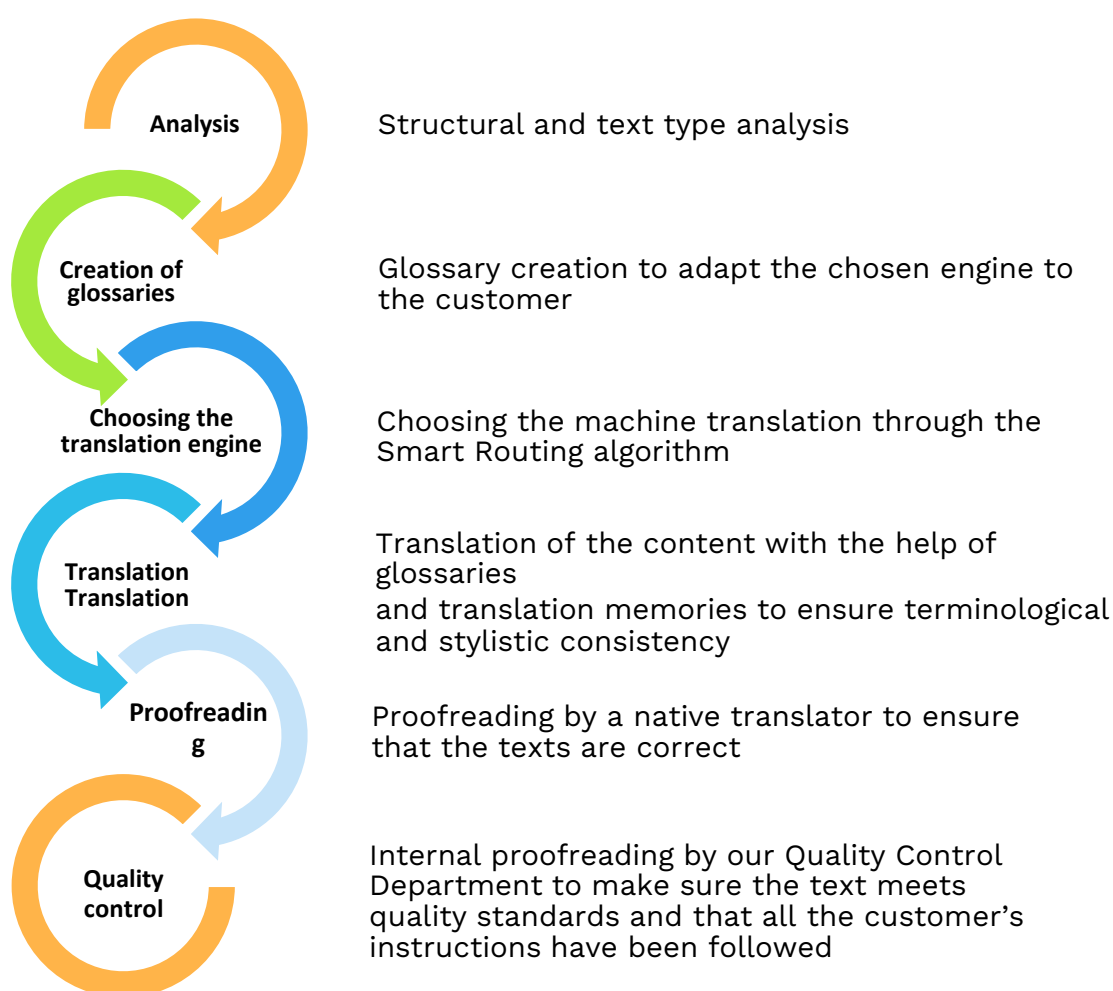
We analyze the content. At this point we carry out a detailed analysis of the content: its complexity, quality, volume, or how easy it is to extract its terminology to generate glossaries should they be necessary. Based on this study, blarlo suggests to the customer the best way to move forward with the project:

A human translation by professional native translators who are experts in the content's subject matter. This guarantees a practical, accurate, and top-quality translation, which is then topped off with a proofreading and quality control phase. This kind of translation would involve:





A hybrid translation performed by our translation engines, which are trained with our algorithms, and proofread by professional native translators who are experts in the content's subject matter. In this way, we manage to optimize the translation process and be more efficient. In this process, we use our Smart Routing technology to identify the most suitable translation engine depending on the language pair and subject matter. Finally, the translation goes through a quality control phase before delivering the content to the customer.





3 We plan the turnaround times and deadlines. After obtaining the optimization metrics, performing a thorough analysis of the text, and setting out the service model, depending on the needs of each customer we adapt and create a timeline to adjust to the deadlines needed by the customer. In this regard, blarlo's processes, methodologies, and systems allow us to put together a work team, ensuring the quality and consistency of the texts.

4 We start the translation process. A dynamic process carried out by translators who are native in the target language and who have extensive knowledge of the content to be translated. During the translation process, the Project Manager will make sure that quality standards, deadlines, etc. are being met at all times. What's more, if any questions come up, they will liaise with the customer to handle any needs that may arise during the project.

5 Quality review. Once the translation has been completed, it is sent to the quality department in order to make sure that it meets quality standards, confirm that the customer's instructions have been followed, and perform a final spellcheck and consistency check.

6 Delivery and publication. The final phase of the translation process is the publication of the content. To do this, blarlo will deliver the translations in the same format as the original in order to facilitate the import process. Having integrations that automate the translation management process improves the efficiency of this process, especially when it comes to customer-related activities. It also significantly reduces the likelihood of errors during the process. In this regard, blarlo has a range of integrations that facilitate and optimize translation processes.



INTEGRATION SOLUTIONS

We adapt our translation processes to our customers' business needs. Technology is part of the essence of blarlo, which is why we always look for a way to integrate translation processes or linguistic needs in all types of systems clearly, quickly and easily.

In this regard, blarlo has integrations with the main e-commerce creation platforms:



Shopify



Prestashop



Magento

ADVANTAGES OF OUR INTEGRATIONS

Maximum translation quality: a comprehensive translation solution integrated with your e-commerce business, along with the best translation quality in each case: certified professional translators who translate exclusively into their mother tongue, or machine translation.

- Translate all of your web content: themes, templates, products, articles, e-mails, etc.
- Your multilingual content is always up to date.
- You choose whether you want a professional or machine translation.
- + 10,000 certified professional translators in over 120 countries.
- Continuous quality control with machine and professional double-checking.
- Over 650 language pairs.



INTEGRATION SOLUTIONS

Efficiency and simplicity: Efficient and simple translation process so you have complete control and obtain top quality. Transparent and competitive translation rates.

- Quick, easy, and fully guided installation.
- 100% user-manageable at all levels, including at the product level.
- Centralize all your translation management on a single platform.
- Fully integrated with your website.
- Simplified, optimized, and fully monitored translation process.
- Make sure your store's designs and functionality are maintained in each language.
- Totally efficient, no extra tables, code, or formats.
- Intuitive control panel for full control of your translations.

Optimization: Designed to optimize your time and translation costs. We automatically get all the information that needs to be translated and we send it back to you in the same format, in such a way that you won't have to get involved in the process.

- Automate translation tasks for more productivity and agility.
- Edit, modify, and manage content in each language.
- Automatically translate all new content you add.
- Use glossaries and memories to optimize your memories.
- Search and replace text in your translations.
- SEO optimization for each language.
- Automatic detection of each customer's source language.
- We add a language selector for you.
- Import / Export your translations.



100% CUSTOMER-FOCUSED

At [blarlo](#), we are committed to the quality of each and every one of our projects. Each project is unique, which is why we create specific work teams for each customer.



We understand each project as an interactive, non-linear process. This increases the flexibility and potential for improvement of all the projects we carry out.

1 PERSONALIZED MANAGEMENT

At the start of each collaboration, we assign a Business Manager and a Project Manager to each customer for all their projects.

2 QUALITY AND CONTROL

We create a unique database for each customer, as well as a glossary per project or customer, depending on the specific needs. This is the first step towards ensuring the content's quality and consistency. We also carry out different proofreading and QA phases within the workflow.

3 TOTAL ADAPTATION

Depending on the languages needed, we put together fixed teams of translators for ongoing projects. In this way, we ensure that everyone who contributes to the project is perfectly aware of the customer's needs.



WHAT IS BLARLO?

[blarlo](#) is a language services company that offers translation services by professional native translators from all around the globe.

Our technology and methodology allow us to significantly reduce costs and shorten delivery deadlines. We are also committed to providing the maximum quality and efficiency in our translation projects, including the customer's processes.

Our service is based on three key driving forces:

QUALITY Our translators are certified professionals with extensive experience who translate exclusively into their mother tongue. This allows us to ensure the best quality in all our translations.

PRICE For each text, depending on its length and complexity, we provide you with an estimated deadline. The best translation in the shortest possible time.

SPEED Clear quotes without hidden costs. At blarlo, we charge you a fixed price per word for the languages into which you want to translate your texts.

DO YOU HAVE RECURRING TRANSLATION NEEDS?

Our platform optimizes processes through glossaries and translation memories. With these, we create databases where we store all the translated sentences and phrases so that, in the event they reappear in future orders, we won't charge the customer again to translate them.

While we do use technology, our translation and proofreading processes are carried out by human linguists, because nobody speaks like a robot.

GOAL: TO ALWAYS OFFER THE BEST TRANSLATION. Quality is at the core of our translations, and we want to provide you with the best service.



SERVICES FOR COMPANIES

At [blarlo](#), we believe in innovation and technology. Our will to constantly improve drives us to find new ways to fulfill our customers' translation needs, always while offering the best service.

From the very beginning, we have worked towards putting together a great team of professionals that is with us every step of the way. Thanks to this, we can offer a wide range of services:

SECTOR-BASED TRANSLATION

Translations carried out by professional native translators with extensive experience in different specializations. We are aware that every sector is a whole different world and that some of them require highly technical knowledge. This is why we make sure that each and every one of our translators has the right knowledge and proven experience in the texts' subject matter. We offer, among others, the following sector-based translation services:

- [E-learning translation](#)
- [E-commerce translation](#)
- [Marketing translation](#)
- [Audiovisual translation](#)
- [Legal translation](#)
- [Financial translation](#)
- [Website translation](#)
- [Translation for companies](#)

SECTOR-BASED PROOFREADING

Proofreading performed by translators who are specialized in the text type in question, guaranteeing the proper localization of the translations. At blarlo, we always recommend that translations be proofread. As the saying goes, "two heads are better than one". We offer this service for all text types and translations.



YEARS OF EXPERIENCE AND KNOWLEDGE

Right from the outset in 2016, we have translated different e-commerce content with different technologies and in several sectors, while learning, perfecting, and innovating in terms of how we carry out our translation and internationalization projects.

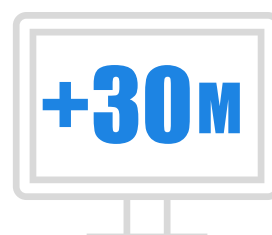
EXPERIENCE IN E-COMMERCE TRANSLATION



We have collaborated with +100 companies to translate their e-commerce content, providing ongoing support.



We have translated content from +20 sectors with professional native translators who are experts in each of the different e-commerce areas.



We have translated +30 million words into European languages.

In the e-commerce sector, we collaborate with more than 100 companies for which we have translated more than 30 million words into the main European languages: Spanish, English, French, German, Italian, Portuguese, etc.

The e-commerce content we translate comes from all kinds of sectors. These range from fashion, pet products, furniture, wine, logistics, opticians, machinery and tools, industrial irrigation systems, sports, etc.



CUSTOMERS WHO TRUST US

At blarlo, we have translated more than 100 e-commerce businesses into more than 30 language pairs. What's more, for many of them we continue to translate all their catalogue updates on an ongoing basis. They include:



GET IN TOUCH WITH US

📍 Calle O'Donnell 10, 1ª Derecha.
28009, Madrid

☎️ (+34) 686 387 773

✉️ bmspain@blarlo.com

www.blarlo.com



Professional translation agency
for e-commerce