A step-by-step guide to plan your website localisation journey for the Indian market

English
हिन्दी
தமிழ்
ಕನ್ನಡ
বাংলা
മലയാളം

R REVERIE
Language Technologies

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1.   What is website localisation?

Localisation is often believed to be synonymous with translation.

Translation, on the other hand, is a small step in the localisation process, requiring the nuanced and rewriting of a text with a cultural context into multiple languages.

> **Localising your website for the Indian market means creating original content with a local flavour.**

For example, the English-language brand slogan works well for the English-speaking world, but when it comes to Indian languages, it should be more than just translations combined with its local culture.

Businesses must engage with consumers on their playing field, i.e., understanding their local culture and communication skills. It also means making them feel com-fortable and trying to resonate with what they're looking for.

The challenges they experience during the website localization process, such as deciding where to start?

Translation, search engine optimization (SEO), navigation, user interface, and cultural adaptation, are the factors that are included.

01
Research

02
Strategy

03
Plan

Therefore website localisation success lies in researching, strategising, and planning, i.e., rethinking all the elements in detail to meet your customer's expectations.

The process may overwhelm you; nevertheless, it is painless and rewarding if you get it right the first time. Further, if you follow a holistic approach, you can roll out your website localisation hassle-free.

2. Why you should localise your website now more than ever for the Indian market

The pandemic has solidified the need for website localisation in India

India, a multilingual country with thousands of languages and even more dialects, is becoming the largest market for localisation.
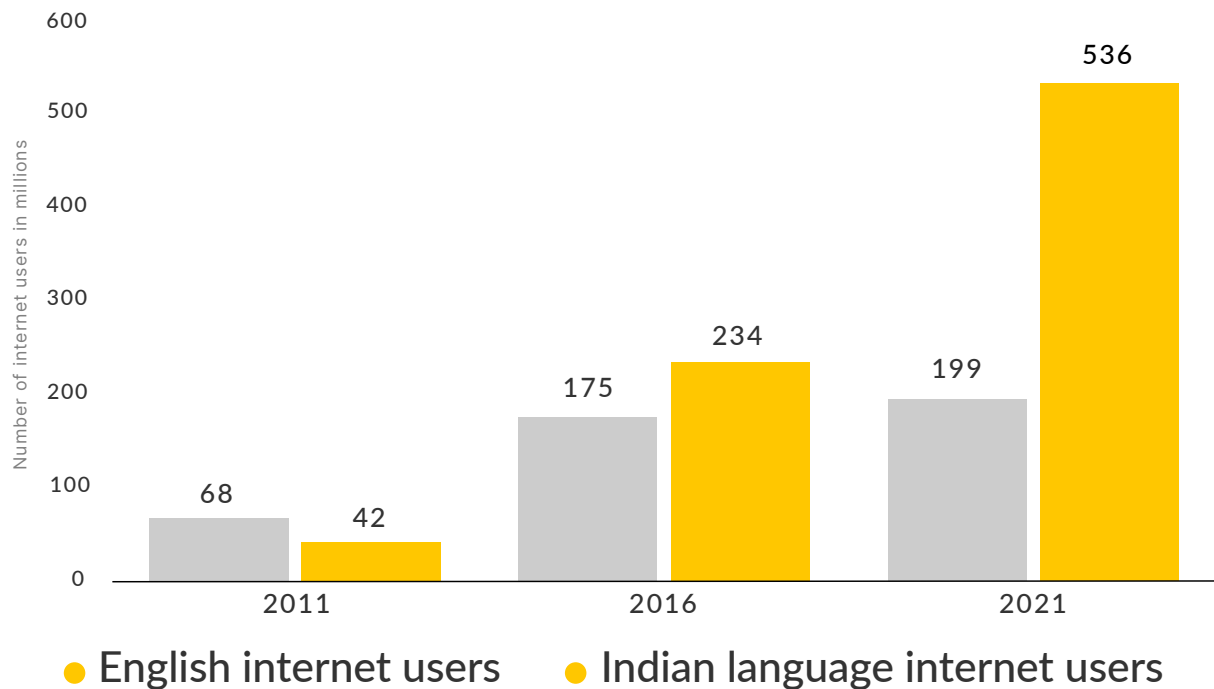
Businesses encounter a large gap while reaching out to people as most of the communication channels for showcasing the products and services use English.

20%
English speaking users

80%
Non-English speaking users
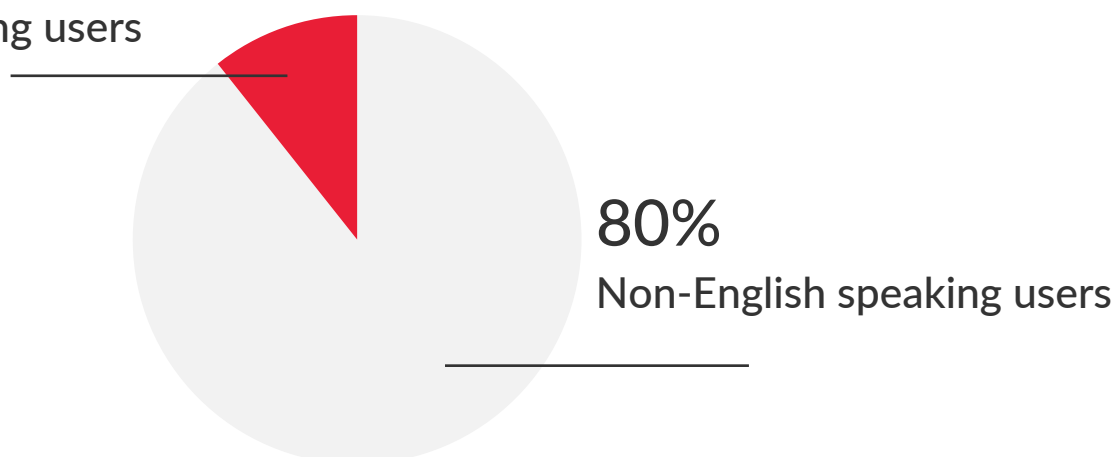
Out of the 1.3 billion Indians, there are no more than 100 million that speak English.

**English internet users** ● **Indian language internet users**

According to Statista, the number of English internet users in 2016 across India stood at about 175 million and was projected to increase to 199 million in 2021.

For Indian language users, this number was about 234 million users in 2016, projected to reach around 536 million in 2021.

These figures indicate that India has a high internet penetration rate and an increasing demand for regional language content consumption by Indian internet users.

As the Indian language user base grows, more and more online businesses need to effectively communicate with the right message to the right user across all messaging channels in their preferred language.

However, what does that mean for businesses in terms of effective communication?
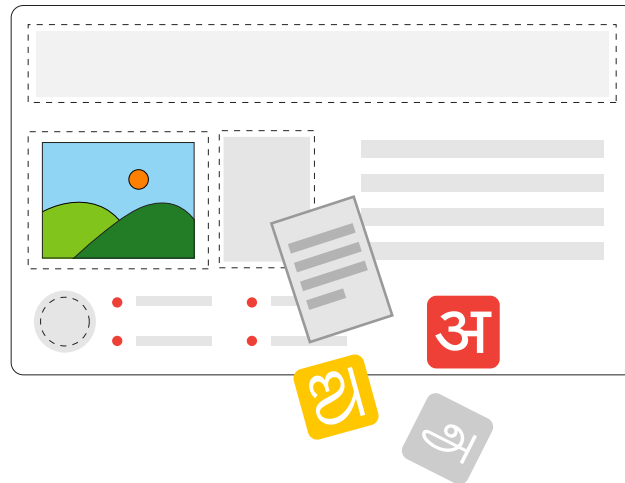
It's the language, a systematic form of communication. Therefore, it is essential to translate content, localise product's communication into Indian languages.

The customer's primary interaction that makes or breaks their decision with your brand is the website - the face of your brand and one of your strongest digital assets. That rose to the importance of website localisation.

As a marketer, if you are looking to tap various growth opportunities in India's dynamic market, It is imperative that you start offering localised content in the customer's language of choice. Having a localised website proves that you understand and respect different user bases. This creates an authentic and personalized connection that goes a long way.

3. Localisation is a vast space: Here is where to begin-

As a marketer, if you are a fledgling in the Indian market or localising your existing website, make sure to ask high-level questions at this stage that includes:

- What are your competitors doing?

- Which market is similar to yours in cultural terms?

- How do you need to adjust the offering to meet the demands?

- What are your measurable objectives?

- What are your roll-out priorities?

While exploring these questions, you understand the Indian buyers, their emotions, and identify your current baselines.

The whole point of website localisation is adapting the content for a specific demographic while keeping your core message and identity intact.
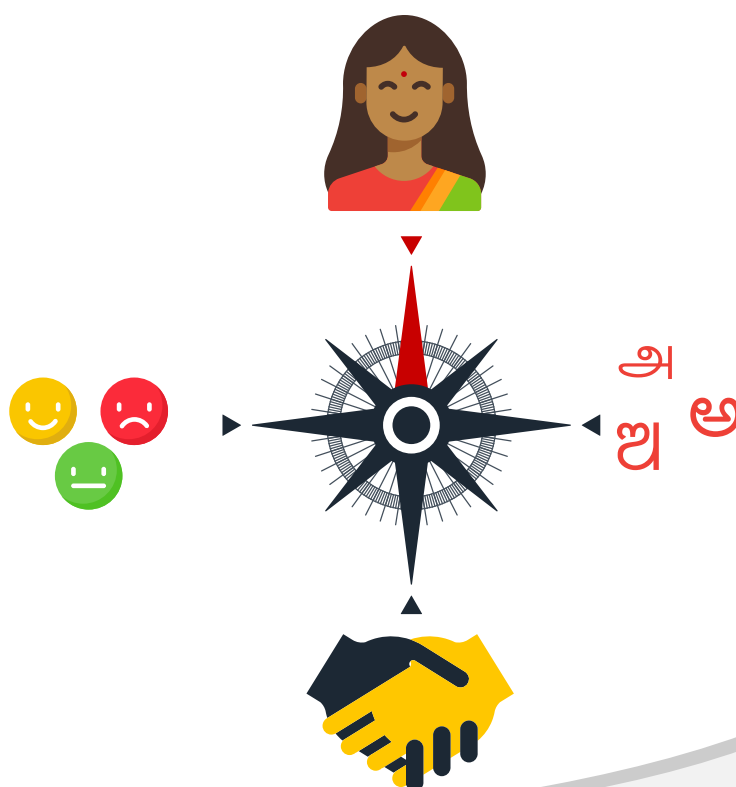
4. 5 steps for effective website localisation

4.1 Be aware of the challenges in the traditional website localisation

Traditionally, dynamic or static website localisation and content management in Indian languages comprise these six processes that are time-consuming when done manually:

- Extracting static English content from the source English website.

- Maintaining a spreadsheet of all the English content that needs to be converted.

- Deploying and hosting websites in each Indian language on different servers and migration challenges.

- Once the website is hosted, the localised content needs to be updated on each of the individual websites.

- All the content fetched from the database or backend would have to be manually localised.

- Going live with these multilingual websites and managing SEO for each website, individually.

These process-filled pain points of traditional website localisation are time-consuming and costly, specifically when it comes to Indian languages, where complexities are high.

Let's take an example, the English word

Play → खेलो बजाओ

"Play" has multiple potential translations in Hindi, including खेलो and बजाओ. While खेल is relevant for sports, बजाओ is relevant for music. Context ultimately decides which translation to pick.

Another example, Burger King should give you बगर कंगा in Marathi, and not बर्गर राजा. These are few instances that highlight the complexities involved in Indian language translation and localisation.

Also, while hiring high-priced localisation experts for each language, this will have a writer, editor, reviewer, etc., thus adding to your long-term business overhead costs. Moreover, there will be a lack of workflow transparency or the inability to track the website translation progress, higher turnaround time, and more prone to error.

Hence, any changes in the English source website will have to be tracked through a manual effort for all languages, leading to localisation bugs.

4.2 Technology is key to multilingual website localisation management

With so much on the line, the first step towards successful website localisation starts with accurate language technologies facilitating language localisation.

To be accessible and accurate for the Indian language user base, website localisation necessitates the use of unique language technologies.
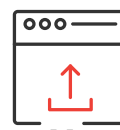
A multilingual website localization platform will assist you in streamlining the process in these four key areas:
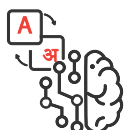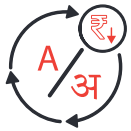
Localising

Hosting

Publishing

Launching

Compared to the traditional approach, a user-friendly website localisation platform can provide you with the following:

continuous localisation in real-time at a lower cost

quicker turnaround time

greater flexibility

Stay ahead of the competition by following these five (5) steps to get your website localisation started.

a. Analyse your target market:

Determine your localisation strategy before spending on localising your content. Start identifying the target region where your product or services will be more successful, and ask the following simple questions about your target market:

- What is the growth rate of the target market?

- What is the literacy rate?

- Is there an interest in your product?

- How much is the competition?

- What are the preferred languages?

- What are consumer's buying habits?

Exploring these questions will help you decide on a cost-effective website localisation strategy. Website localisation ROI depends significantly on how well the local users accept your localised message with the same wit and wisdom that your original message contains. At the preliminary stage, start with 1 or 2 languages to see the performance of your multilingual website.

## b. Chalk out your multilingual SEO strategy:

After identifying your target market and language, the next step is coupling your localisation efforts with a robust multilingual SEO strategy. Since each language has its own set of words, expressions, and phrases, you must choose the right keywords and avoid the exact translation of keywords, as this leads to a higher risk of misinterpretation of the website message.

For example, the banking industry uses terms such as the fund, the loan, the deposit, the account statement, and so on. When translated into other Indian languages, these terms have different SEO values and versions. Therefore, your content should be tailored to the local audience and the way they communicate. With the rise in popularity of voice searches, which are more conversational than desktop searches, it's more important than ever to choose the right keywords, keeping your target market in mind.

Customers are constantly searching for websites that speak their native language, so it's important to keep fine-tuning your SEO strategy. Assign a local SEO specialist to prepare keyword lists and provide your linguistic translators with a comprehensive glossary of the keywords for translation into the local languages in the right context.

c. Choose the right localisation partner:

The most crucial step in the entire process is choosing the right localisation partner to enable your website localisation process to be faster and more budget-friendly. How will you evaluate which localisation path to take? Here are the paths for you to choose:
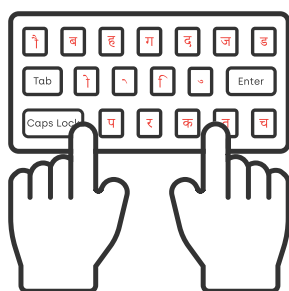
1. Manual Localisation:

Many businesses believe that getting a localisation team in-house is both convenient and cost-effective. They can respond to immediate and last-minute changes due to their understanding of organisational needs.

However, this comes with many complexities. For example, you plan to manage your website localisation in-house. In that case, you should consider creating a centralized setup and workflow that translates and manages day-to-day operations to make your localisation process quick and accurate.

Since this is a manual process, it requires resources, effort, and expertise. If the translation infrastructure, the right resources, or the right technologies are lacking, this will contribute to the delay and less than optimal experience of the website.

Another scenario, you have voluminous content to localise, but your in-house team is unfamiliar with the target audience or the industry. As a result, It will be difficult for the team to resonate with the local market. It also leads to a higher margin of error in localised content because localisation requires a deep understanding of both culture and industry.

To meet your business demand, you will employ high-priced localisation experts in multiple Indian languages, which will add up to long-term business overhead costs. Furthermore, as project complexity rises, adherence to deadlines, ensuring work quality, and staying within budget will become exceedingly challenging.

Once your multilingual website is live, the process does not end. Website localisation is a continuous process that occurs in real-time alongside with the website development and content updates; for example, when the source site receives new content, the localised site must be updated in real-time as well.

As a result, manually carrying out the localisation processes is an expensive and ongoing effort. You'd see a rise in turnaround times and costs as well. Since localisation is such a complex job, finding gaps at any given time will trigger a delay in publishing the localised website. Hence, having a scalable and automated solution would assist you in addressing the manual localisation challenges.
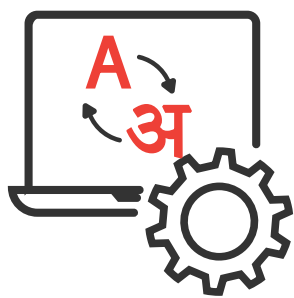
2. Website localisation management platforms:

After understanding the complexities of manual localisation, you should be looking for a method that will enable you to scale your entire localisation process faster and easier. Since website localisation is an investment, the localisation path you choose should act as a process coordinator to coordinate, monitor, and automate the localisation workflow.

Localisation with language technologies allows your website to become more personalised, effective, and accurate with your target user base on their own terms, thanks to advanced language technologies.

Language technologies include the ability to simplify translation and localisation processes while remaining culturally responsive. You can easily translate, create, and manage localisation with AI-enabled language solutions.

Using the power of language technologies, an integrated website localisation platform can help you develop, launch, and optimise your website in multiple languages faster. The following are some of the unique features of an integrated website localisation platform:

- A typically integrated website localisation platform helps reduce the website translation time to one-third of the time taken to traditionally translate content in Indian languages.

- The platform can reduce the dependency on IT, with no coding required to launch new languages.

- Unlike on-demand Indic language plug-ins, an integrated platform ensures SEO compatibility for localised webpages, which means that a company's localised website will start showing up in search queries as Indians increasingly search in their language.

- Localisation of dynamic content such as ecommerce sites, social media feeds, real-time news feeds, stock updates, etc., is possible on the fly with an integrated platform.

- As and when a site or a page is being rendered, its newly visible content will also be localised accordingly.

- This type of localisation is easy to adopt. It happens on the browser side, without depending on server calls, which means that it is faster for businesses to go multilingual now more than ever.

- Language-wise, in-depth analytics with the custom timeline is now available as well.

Reverie's Anuvadak does all this and more. Anuvadak's capabilities are described in detail in the forthcoming sections.

3. Test before

The final step is to test your localised website and linguistic content before it is launched. Localisation testing is to verify the accuracy and functionality of a localised version of the website of your region. The testing includes (but this is not limited to inspecting):

- Date and time formats (including numeric formats),

- Interactive text input based on different locales,

- Color schemes, symbols, and icons supporting various regions,

- Text and graphics appropriateness.

The objective of this testing is to ensure that various components of the website are region-specific.

Another testing is linguistic testing that verifies the context and language attribute to ensure that the words fit your target audience perfectly. The testing includes (but this is not limited to inspecting):

- Typographical errors,

- Grammatical mistakes,

- Presence of cultural taboos,

- Inappropriate texts,

- Misuse of keywords,

- Usability of the UI,

- Untranslated strings.

These testing processes make it possible to gauge the results and take the necessary steps if the target business objectives are not met. The aim of website localisation is to meet the cultural, visual, social, and linguistic needs of customers at the local level.

4. Track tangible metrics on your multilingual website:

Once you have effectively localised your website, the next step is to track your audience engagement and navigation across your multilingual website.

You can analyse some of the important tangible metrics like:

- Language-wise usage,

- Translation progress,

- No. of visitors,

- No.of pageviews,

- No.of word count, and more.

These metrics help you to identify user insight comparison across localised pages and analyze how each language's user base is being served and what can be done to improve their experience.

For example, If a language has lower engagement across pages, it may need better, more personalised content for its users.

The data collected through analytics can perpetuate your market research, improve website user experience, reduce bounce rates, and increase your conversions.

5. How to localise hassle-free: Anuvadak - multilingual website localisation platform

Localisation is vast. It is overwhelming. But it does not have to be complicated. Anuvadak simplifies your website localisation with minimal IT involvement and no coding

Talk to your customers in the language they understand.

To reach the **536 million** Indian language users, **Reverie** has introduced a multilingual website localisation platform called **Anuvadak**.

It is a platform that simplifies the process of localising, hosting, publishing, and launching a website in multiple Indian languages. It handles the grueling task of managing digital content across multiple Indian languages, allowing users to make changes (including in real time when needed), and even build an SEO presence in Indian languages.
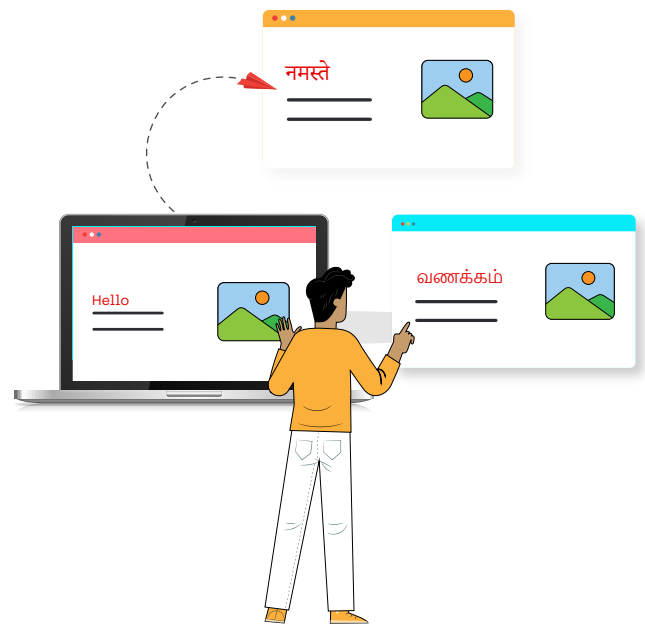
The platform can scale down website localisation time by 40% and save as much as 60% of the localisation and content management costs.

Anuvadak is a user-friendly platform that automates repetitive tasks involving translating, hosting, and scaling localised websites. As and when new content is appended, it is reflected in the localised versions after translation.

It is making the platform flexible enough to fit the requirements of the publisher.
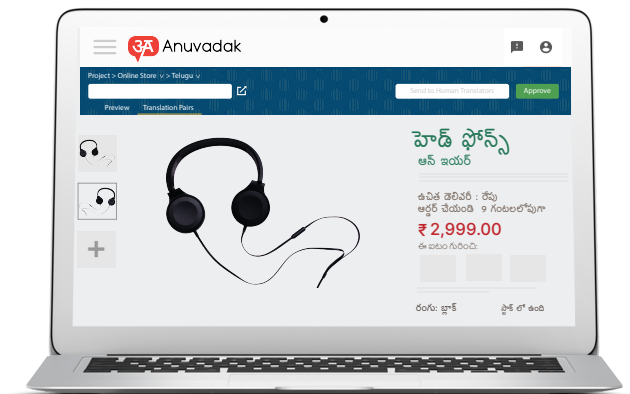
Anuvadak can be integrated with any translation management platform and neural machine translation (NMT) engine such as:

- Reverie NMT,

- Prabandhak,

- Google NMT,

- Microsoft NMT,

- or it can also work with manual translators.

Users also have access to detailed analytics via Anuvadak, as well as the power of Reverie's own neural machine translation engine for rapid localisation and the services of Prabandhak, Reverie's unified translation management system on request.

As an automated platform, Anuvadak is user friendly and functions with minimal user intervention, helping platforms keep their localised Indian language presence up to date with changes and user requirements.

Automated dynamic website localisation with Anuvadak: an overview

With Reverie's Anuvadak 2.0, the entire user journey across dynamic websites like ecommerce sites can now be localised:

- Anuvadak's ability to integrate with AI-enabled translation management platforms reduces the website translation time to one third of the time taken to traditionally translate content in Indian languages.

- With Reverie's own proprietary Indic fonts built-in, translations delivered through Anuvadak will be visually more appealing.

- Anuvadak reduces the dependency on IT, with no coding required to launch new languages.

- Unlike on-demand Indic language plug-ins, Anuvadak ensures SEO compatibility for localised webpages, which means that a company's localised website will start showing up in search queries as Indians increasingly search in their own language.

- Localisation of dynamic content such as ecommerce sites, social media feeds, real-time news feeds, stock updates, etc., is now possible on the fly.

- As and when a site or a page is being rendered, its newly visible content will also be localised accordingly.

- This type of localisation is easy to adopt and happens on the browser side, without depending on server calls, which means that it is faster for businesses to go multilingual now more than ever.

- Language-wise, in-depth analytics with custom timeline is now available as well.

6. Here is Anuvadak 2.0 in detail

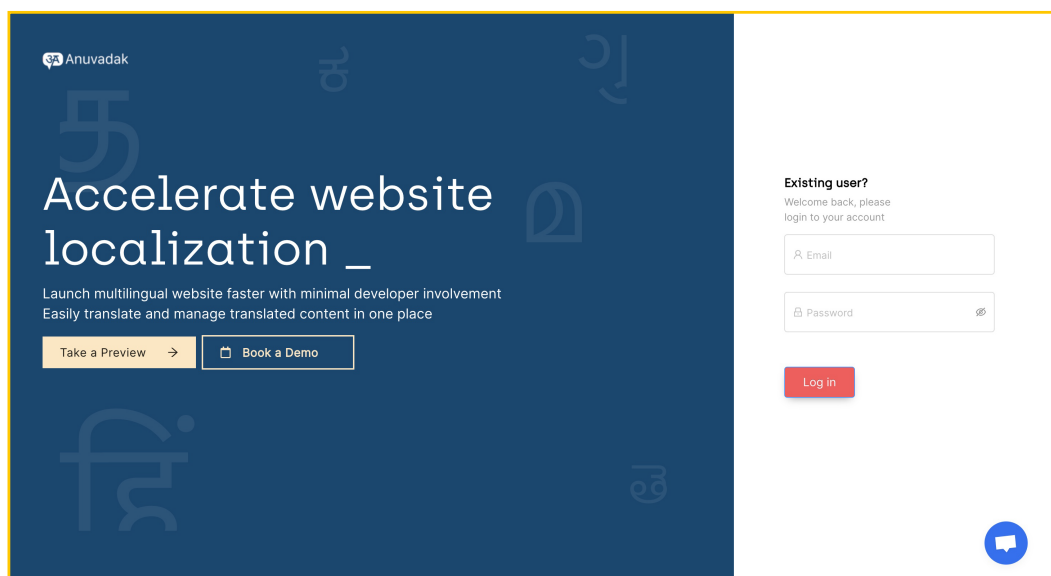Easily manage your website projects and streamline localisation

Image 1: Anuvadak - User login screen

Anuvadak's most important role is also its most basic: it provides a streamlined, unified platform for handling localised web content across a website project.

A project can have hundreds or even thousands of discrete pages, each with its own content. Blocks of content strings are displayed matched to their translation pairs, allowing for an interlinear comparison of text.

Since all the content across languages is in one place, changes can be made right from the Anuvadak platform, with the appropriate level of customization and tweaking required.

Anuvadak stores translations and delivers localised content when pages are visited on subdomain or directory. Each localised variant controlled separately, meaning that changes to your Assamese pages can be made without affecting Malayalam pages.

For example, if Gujarati pages require specific changes based on the requirements of its user base, these can be made without affecting pages in other languages.

Pages can be previewed before they go live as well, to ensure that all the content is in order. Anuvadak also employs cache for faster page load times.

6.1 Sync localised content with source language in real time

Image 2: Preview of localised web page

Anuvadak also functions in real time, allowing changes made to pages and/or content to be swiftly reflected on their localised variants.

Any new URLs added to the project will have their content added to the local-isation queue, and pushed live. Content edited on existing pages will be added to the queue, and updated once finished.

This keeps the project running up to date without any serious mismatch in content across languages, without any disruptive break in delivery.

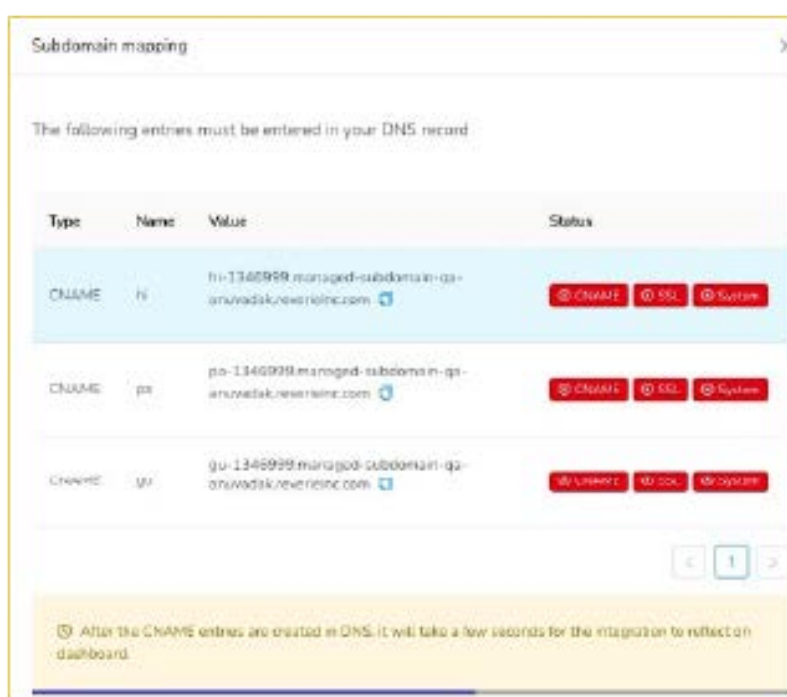## 6.2 Be easily discoverable online in any language with multilingual SEO

Image 3: Subdomain mapping - Hosting service provider's panel

Over time, a website builds a certain SEO presence, driven in large part by SEO tags including title tags, image alt text, keywords within content, meta description tags, and more.

However, these tags are incorporated within original English language pages, and do not apply to any of their localised variants.

Anuvadak enables capture of meta titles, descriptions, tags, and alt text for localised websites, which eventually translates to better SEO in respective languages

These localised pages managed by Anuvadak will now show up in Indian language searches, provided that other necessary factors such as domain authority, content relevance, etc., are in place.

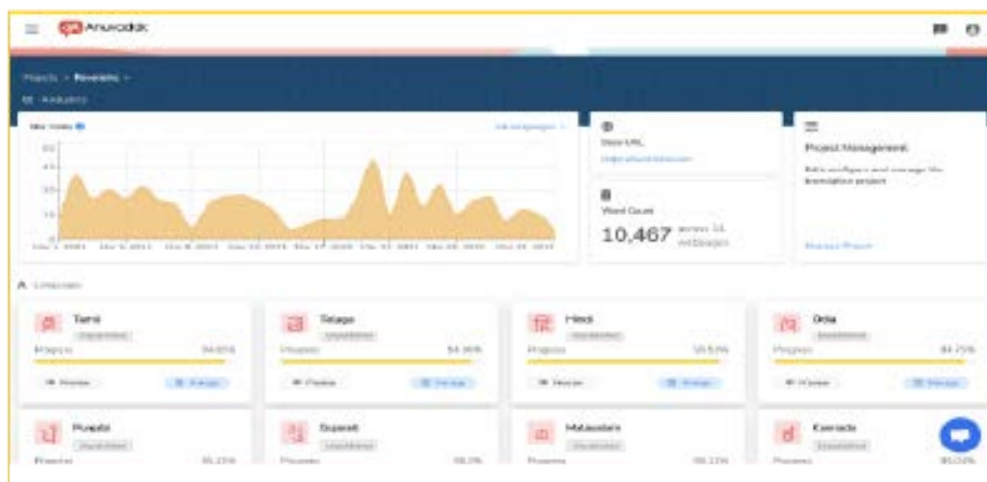# 6.3 Make informed decisions by leveraging actionable analytics

Image 4: Dashboard view of a localised website

The performance of a platform's pages localised via Anuvadak can be viewed from the analytics dashboard. An overview of page views, impressions, and other such data points is provided, and it is all filtered and arranged by language.

This allows user behavior to be observed on the basis of language. In other words, each localised variant can be analyzed individually.

This also offers the opportunity of user insight comparison across localised pages, allowing website owners to better analyze how each language's user base is being served, and what can be done to improve their experience.

For example, if a language has less engagement across pages, it might need better, more tailored content for its users.

6.4 Integrate with any automated translation management platform or go manual

Image 5: Source & target language translation pairs

One of Anuvadak's major advantages is its synergy with two powerful tools for translating English content into high quality Indian language content – Reverie's neural machine translation engine, as well as Prabandhak, an AI-powered translation management system for Indian language content.

Both platforms are complementary and work in cohesion to ensure that localization job is getting done for the website owner thoroughly.

Machine translation is instantaneous and context sensitive, trained using Indian language datasets. It can be used if new localised content needs to be made ready in real time. Changes made to English language pages can be synched in regular intervals, immediately translated and published to the localised pages.

On the other hand, Prabandhak relies on a pool of experienced translators to bring specialized manual translation with a human touch, ideal for more sensitive content and proofreading.

Changes made to the original English page are sent to Prabandhak, updated after they have been worked on by translators, and then published to the localised pages.

This results in a streamlined content addition – translation – upload flow, where new content is added to a site, translated via NMT and expert manual translation on Prabandhak, automatically mapped to its corresponding translation pair on Anuvadak, uploaded, and updated on the final localised page for users to view.

In addition, Anuvadak can be integrated with any NMT engine, such as Google NMT, Microsoft NMT, etc.

Further, you could also go in the direction of manual translation without any automation as well. Anuvadak can be customised according to your business needs and budget.

6.5 Reduce IT and resource overhead

Crucially, Anuvadak also drastically reduces dependence on both external stakeholders and internal effort. Since localised content is hosted on Anuvadak, changes to both individual pages as well as broader projects can be made right from the platform, without any assistance required.

This is in stark contrast to making these changes manually to the backend or CMS, across multiple localised pages.
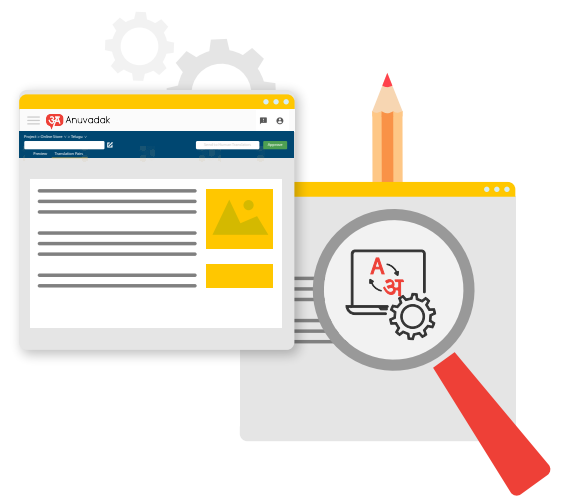
In addition, automation also ensures that translation pairs map onto one another, removing human error from the equation.

Content publishing or content delivery is handled by Anuvadak, rather than requiring close supervision and double checking to see if everything remains in its intended place.

By allowing users to make changes to content directly, Anuvadak ensures faster results and rapid scaling up of localised websites.

This in turn allows your platform to go to market quicker, keep up with changes in consumer requirements and messaging, and even gain a decisive competitive edge over other platforms.

Anuvadak also saves precious time, effort, expertise, and labor, which can then be redirected and reallocated elsewhere, instead of locking scarce organizational resources in the whole process of updating localised pages and content.

Key takeaways

In India, there is an increasing demand for local language content, with 90% of new internet users consuming content in regional languages. This upward trend is expected to continue, so localising your digital assets would help your business in meeting immediate market needs.

The first step toward efficient localisation is to choose the right localisation partner who can leverage the best translation and automation technologies while remaining cost-effective.

Here are the key takeaways from this ebook that will help you start on your website localisation journey:

- Analyse and determine whether localisation is right for your business.

- Understand the first-mover advantage of adopting website localisation.

- Know where to get started in the vast localization space.

- Learn different localisation strategies in detail for your business.

- Comprehend the difference between manual localisation and automated localisation for your website.

- Save overhead costs by enabling the right website localisation technology.

- Explore Anuvadak, a multilingual website publishing platform, that can localise your website hassle-free.

Ready to capitalise on the vast Indian market? Plan your localisation journey today!

To see how Anuvadak can benefit your own website and make it accessible to Indian language users:

Take a live demo here

About Reverie

Reverie Language Technologies offers businesses and governments a wide range of language technologies for both text and voice interfaces.

These include machine translation, speech-to-text and text-to-speech conversions, search and discovery, Indic fonts, etc. Our technologies and solutions power digital assets like websites, applications (mobile/web), chatbots, IVRs and more.

With a dedicated team of highly-experienced experts focused exclusively on Indian languages, we offer cutting-edge solutions to both government and enterprises.

Contact us

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