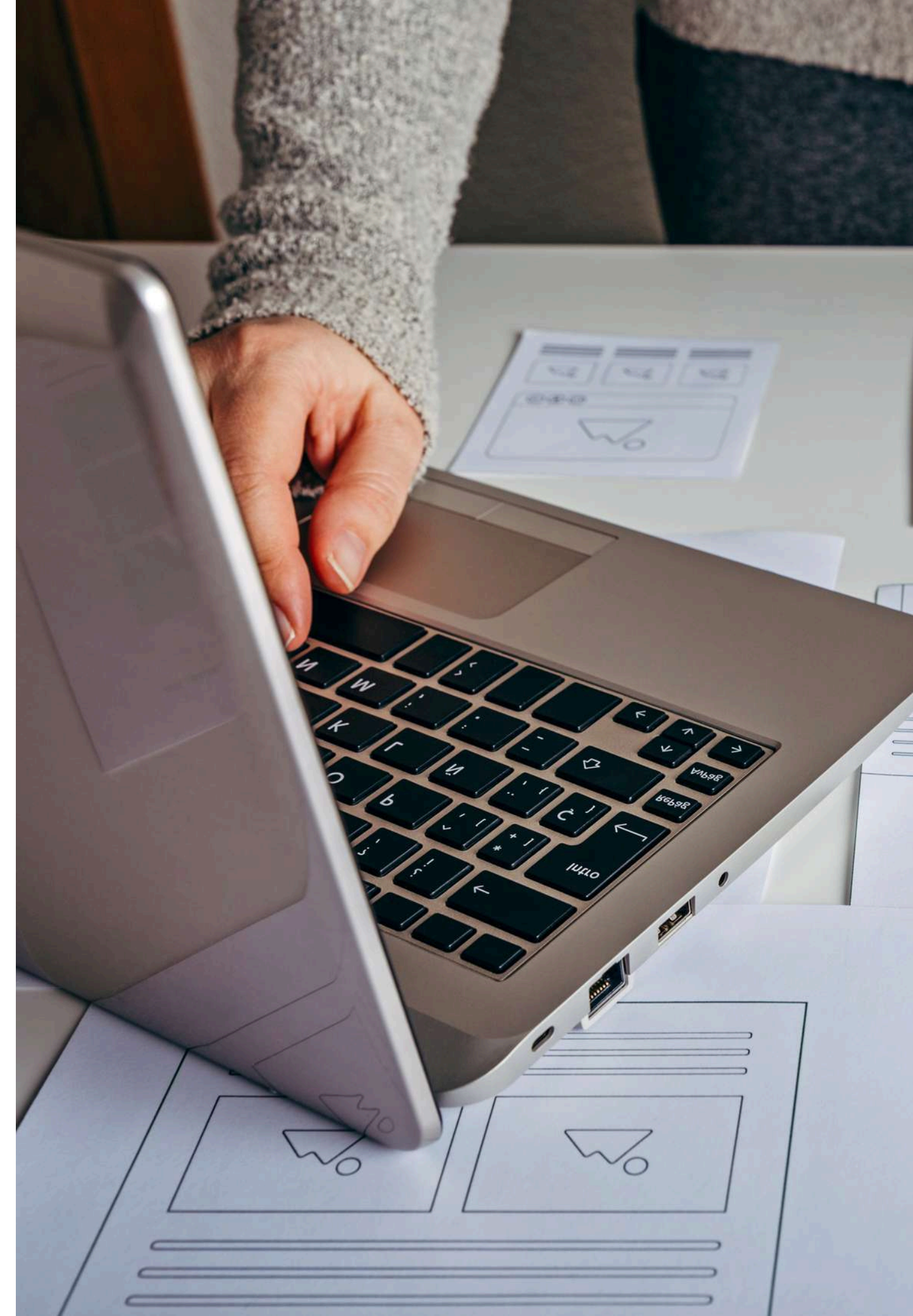


[creative words]

**Translating websites
with connectors**

 **PAPER**



1. Introduction
2. What is a connector?
3. Why use connectors?
4. How do you make use of connectors?



Introduction

An accurately localised multilingual website is essential for gaining credibility on an international level.

Every content on a professional multilingual site should be translated, so as not to compromise the **user experience**. But how can the entire site be translated quickly and without omitting important parts of text?



90% of users prefer consulting websites available in their own native language.

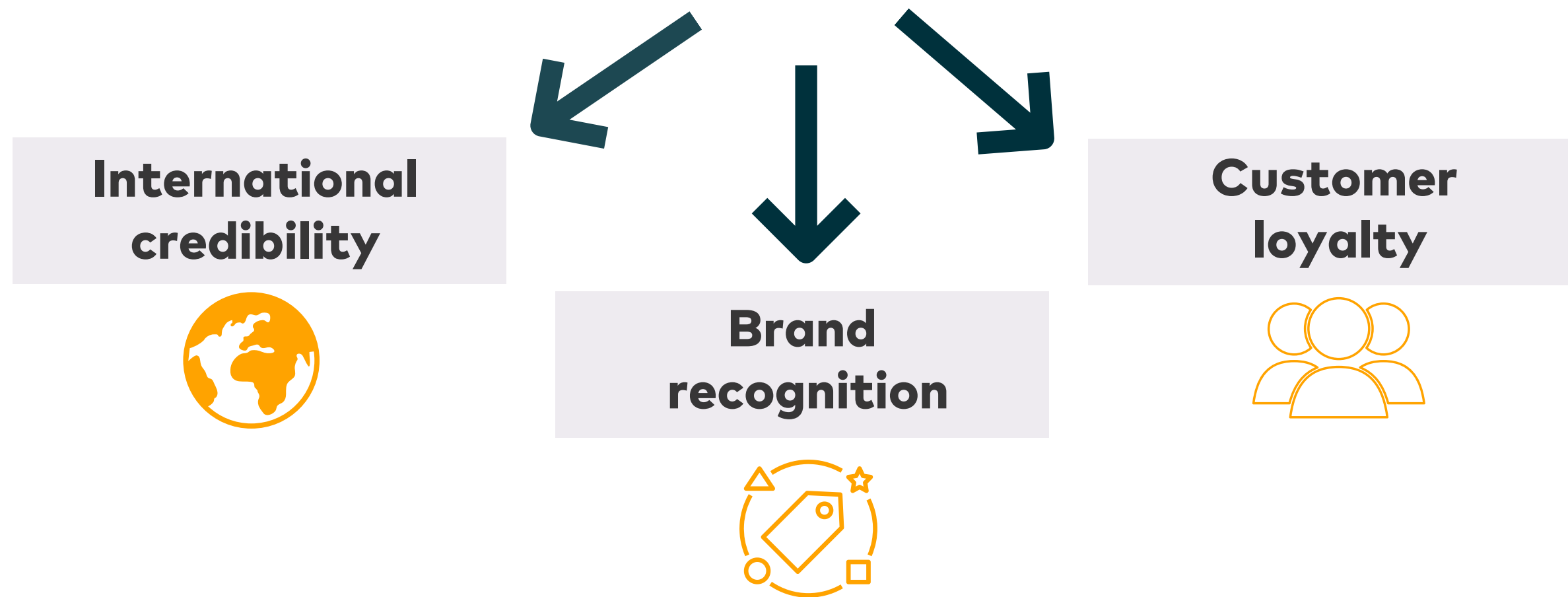


50% of users state not being able to find the information they want from websites published only in foreign languages.

Allowing users to browse in their native language increases **customer loyalty**, and these customers feel more at ease as a result; they inevitably appreciate the thoughtfulness the company shows them towards their own language and culture.

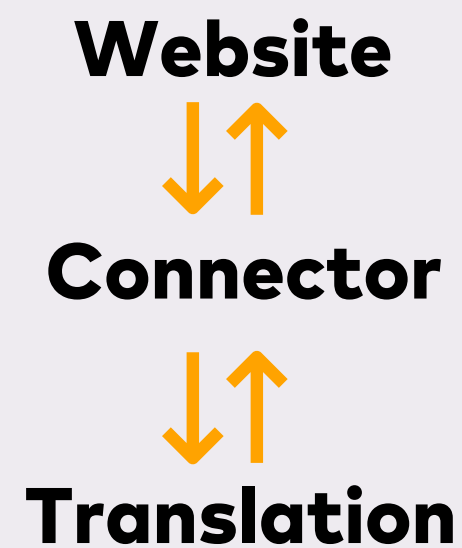


Multilingual website



What is a connector?

It's a tool that allows you to swiftly extract and allocate contents from your website to language service providers while maintaining layout, formatting and original graphics throughout all the translated pages.




The translated texts can later be reviewed by your team or published directly on your website.



Why use connectors?

Manual extraction of texts from a website can be very costly in terms of time, and it's subject to a rather high margin of human error.

With **copy-and-paste**, you run the risk of excluding some parts of the text from the translation, from both the front end and also the back end of the website.



The text of each page is contained in various parts of the back end. This makes it particularly complicated to find the texts to translate.

```
+ ✎ ✕  
Codice HTML  
<h2 itemprop="name"><a itemprop="url" href="/linea-accessori/">  
Brand</a></h2> <blockquote itemprop="description">Una linea di accessori con  
un nuovo concetto di gioiello che da puro ornamento decorativo si trasforma  
in prezioso ed originale modo di esprimersi</blockquote>  
  
Bianca D'aniello, crea una linea di accessori con un nuovo concetto di gioiello che da  
puro ornamento decorativo si trasforma in prezioso ed originale modo di esprimersi e  
comunicare bellezza.  
  
La sua passione per la ricerca continua di nuovi spunti creativi, unitamente ad un  
innato gusto per i vecchi monili di famiglia fa nascere in lei la voglia di creare un gioiello  
capace di far convivere al suo interno classico e moderno.  
  
Ogni pezzo, realizzato esclusivamente a mano e in edizione limitata, nasce ispirato  
da stati d'animo, sensazioni o ricordi.  
Animazione CSS: none Color scheme: Inherit
```

Titolo
60 caratteri. La maggior parte dei motori di ricerca utilizza un massimo di 60 caratteri per titolo.

Descrizione
0 caratteri. La maggior parte dei motori di ricerca utilizza un massimo di 160 caratteri per descrizione.

NOINDEX per questa pagina/post

NOFOLLOW per questa pagina/post

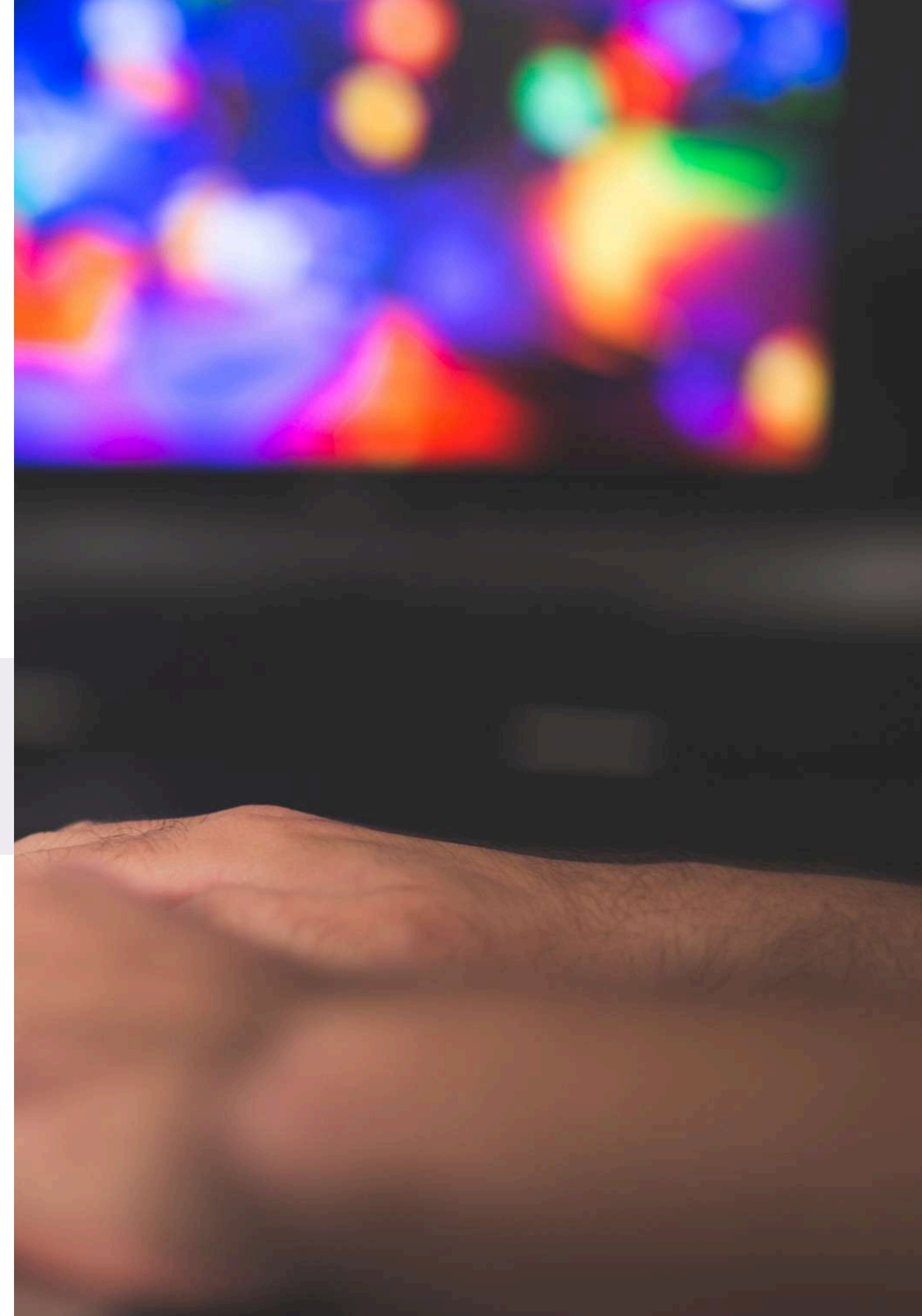
Disattiva su questo articolo/pagina

Connectors make it possible to automatically recognise the texts to be translated, minimising the chances of omitting important parts of the text from the translation.

How do you make use of connectors?

To use connectors, first of all, it's necessary to install a **plug-in** for the multilingual management of the website, such as WPML for sites in WordPress.

Afterwards, the actual connector is installed and it will generate a code that will make it possible to link the language service provider to the website.





Code to be shared with the language service provider.

It's possible to save the translated content as a draft so it may reviewed or published directly.

Hide Connector settings ▲

Memsources Connector authentication token :

3645f4d549540b23

[Generate new token](#)

Import posts with the following status:

publish
 draft

Set status for exported posts to:

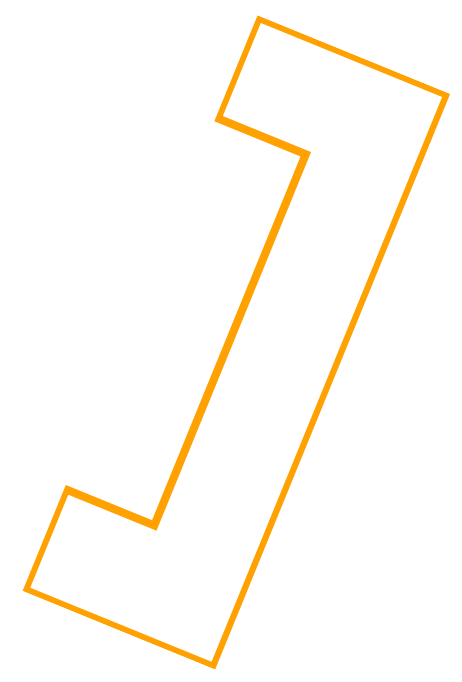
publish
 draft

You can decide whether to import just the content already published or also what's available as a draft.



**To learn more about how to
internationalise your website, contact us.**

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