

TRANSLATE.COM'S WEBSITE LOCALIZER MAGENTO INTEGRATION

Reference Manual

Translate.com's Website Localizer for Magento works by crawling the HTML of all the pages on a website and retrieving all the text on them. We then take that text and perform translations on it, storing the translations on our servers and sending them to visitors on demand. This all happens through a Javascript script that is on each page of the website.

When someone visits a page that we're localizing, we check to see what the language settings are on the visitor's browser. If the website owner has included that language in their plan, we download the appropriate translations as a JSON file via AJAX into the site, replacing the original text chunks with the translations. We also store these translations in the user's browser cache for 30 days for faster access later.

Users of our website localizer can also choose to display a front-facing language selector widget that we've designed. This is a small, floating HTML element that sits above the page's normal content in the bottom left or bottom right corner of the page. The widget allows visitors to the site to manually switch the displayed language of the website, should their preferences be different than the detected language settings.

After installing the website localizer plugin from the Magento Marketplace, new users follow a simple onboarding flow to get their Translate.com account setup and connected to their Magento site. After this onboarding, all further management and customization of translations happens through the customer portal at www.translate.com.

By default, websites are translated initially with automatic machine translations, however we encourage all our users to make the investment in professional human translations, a process made easy through their translate.com customer portal. While machine translation can be adequate in some cases, most of the time the quality suffers enormously and the experience for users speaking different languages is poor as a result. Human translations create a better experience and case studies shows they boost engagement and conversion. Our plugin provides an accessible, end-to-end solution for making professional human translations attainable.

Any questions or concerns can be sent to support@translate.com.