Homepage Building for the Savvy Language Professional

Online copy of this talk: www.frankdietz.com
Will I Need a Professional Web Designer?

- Probably not. If you decide to hire a designer, try to find someone who has worked with freelancers/small businesses and who realizes you have an international audience.
- Remember – you must provide the content!
- Make sure to proof your site before it goes live
- Arrange for regular updates
The DIY Route

- **What is HTML?**
  - HTML stands for hypertext markup language. It basically consist of a series of commands that control what text looks like on the Web and which function it has.

- **Examples:**
  - `<b>`bold`</b>`
  - `<i>`italic`</i>`
  - `<p>`paragraph break`</p>`
  - `<a href="mailto:fdietz20@hotmail.com">E-Mail</a>` (an e-mail link)
  - `<a href="http://www.stands4.com/">Stands4.com</a>` (a web link)
Frank Dietz, Ph.D.

ATA-Accredited Translator (English-German)

1407 Charolais Drive, Austin, TX 78758
...and this is what it looks like in your browser

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E-Mail
How Do I Generate HTML?

- You could simply use a text editor such as Notepad, but there are much more comfortable ways:
  - HTML Editors
  - WYSIWYG HTML editors
<font face="arial, helvetica, sans serif" color="#0000ff">John Q. Public</font>
<br/>
<hr align="center">

john@elobonia.org

Enter values for tag attributes

Email address:
john@elobonia.org

Link description text:
john@elobonia.org

OK  Cancel
Other Freeware or Shareware HTML Editors

- EZPad ([http://www.mmedia.is/ezpad/]())
Commercial Tools

- Coffee Cup (http://www.coffeecup.com/html-editor/)
- Microsoft FrontPage
- Macromedia Dreamweaver

- For what most of us want to do, this is like cutting butter with a chainsaw!
This is a free program.
The user interface is like a word processor, but you can easily add links and other web elements. It is easy to insert tables:
Netscape Composer

- Part of Netscape version 7.x
  - http://browser.netscape.com/ns8/download/archive.jsp
- It cannot compete with the professional programs, but then it is free
- Contains a simple *Publish* function to get your files on the Web
I Have Created a Website – What Now?

- Find space on the Web:
- Through your ISP
- Through free communities (Yahoo! Geocities, Tripod)
  Through paid communities (ad-free versions Geocities or Tripod, hundreds of others)
- Your own domain
My Site Is Online – How Will They Find Me?

- Metatags are invisible to visitors, but tell search engines what your site is about. Example:

  ```html
  <HEAD>
  <title>Frank Dietz: German Translation & Software Localization</title>
  
  <meta http-equiv="Content-Type"
  content="text/html; charset=iso-8859-1">

  <meta name="Description"
  content="German translation and software localization, (computer hardware and software, consumer electronics, computer and video game translation)">

  <meta name="Keywords"
  content="German translation, German software localization, computer game translation, video game translation, computer game localization, video game localization, localization consulting, technical translation, Texas, Austin, localisation">
  
  </HEAD>
  ```
Improve Your Metatags

- You can find a free metatag builder at: http://www.scrubtheweb.com/abs/builder.html
- Include relevant terms, but avoid *keyword spamming* (using hundreds on non-related terms to drive search traffic to your site)
Register With Search Engines

- The major search engines are **Google**, **Yahoo!** and **MSN**
- These allow free submissions
- There are numerous Websites that will submit your site to hundreds of search engines. Their value is dubious.
Exchange Links

- Links to and from other Websites help your search engine rankings
- You might want to exchange links with similar or related Websites
- Avoid so-called *link farms* that only consist of links
Put Your URL Everywhere

- Set up your E-mail signature to include your URL
- Put it on your professional correspondence
- Use it on your business cards
- Put it in your signature block (sig) when using an online forum
Rankings Are Important

- People will go through a few pages of search engine results, but being on page 50 of Google is useless.

- You might want to place a free site meter on your Website (http://www.sitemeter.com) to see how many visitors you have.
Video **Game Globalization**: An interview with the author of The Game ...

One interesting example is a **game** localized into **German**. It was a WWII flight simulation where the player could either be American, British, or **German** ...

bytelevel.com/global/game_globalization.html - 14k - Cached - Similar pages

**Gamasutra - Features - “The Game Localization Handbook”**

Actual **game** content can also create some issues for localized versions. ...

set caused some concern when the **game** was localized into **German** and Japanese. ...

www.gamasutra.com/features/20050105/chandler_01.shtml - 60k - Cached - Similar pages

**Frank Dietz**: **German Translation & Software Localization**

I am an experienced English-**German** translator specializing in technical ...

(weekly experience in the field of computer **game localization**). ...

www.frankdietz.com/ - 4k - Cached - Similar pages

I can offer complete **German** translation services for a **localization** project,
Choosing Your Domain Name

- Choose a unique name that is easy to remember
- Research your options carefully, including the URL ending: .com .net .org .us .info
- Avoid location-dependent names
- Avoid subject-dependent names
Examples for Names

- www.translations.com
- www.spanishtranslations.com
- www.wordplay.de
- www.tomatotranslations.com
- www.friedadot.com
- www.spanishbusinesstranslations.com
- www.newyorktranslations.com
- www.bettytranslates.com
- www.russiantranslations.com
- www.johnsmith.com
- www.sabineleutheusserschnarrenberger.com
Structuring Your Site

index.html

services.html
- index.html
- customers.html
- projects.html
- contact.html
- leistungen.... GermanSam

customers.html
- index.html
- services.html
- projects.html
- profile.html
- contact.html

projects.html
- index.html
- services.html
- customers....
- profile.html
- contact.html
- projekte.html

profile.html
- index.html
- services.html
- customers....
- projekte.html
- profile.html
- kontakt.html

contact.html
- index.html
- kunden.html
- projekte.html
- profil.html
- kontakt.html

deutsch.html
- leistungen....
- kunden.html
- projekte.html
- profil.html
- kontakt.html
- index.html

18thcentury...
- http://en.com
- testrig.html
- wedding.html
- reception.html
- GermanSam

http://net.org
- http://eb.com
- http://ajit.org
- http://iety.org

mailto...I.com
Using a Website Application
Tracking Your Visitors

- There is a difference between:
  - number of visitors
  - number of hits
Content

- Main page: use as teaser, but keep it simple
- Examples for other pages:
  - Description of services
  - Background information (education etc.)
  - Samples of past projects
  - List of customers and customer quotes
  - Contact information
  - “Request a Quote” form
- Include pictures (including one of yourself), make sure to keep them in balance with the text
Important Points to Keep in Mind

- Make sure the pages are easy to navigate
- Do not use any advertisement pop-ups
- Political and charity ads are not recommended (unless they are tied to your specialty/area or expertise)
- Ask for permission before you post samples done for translation agencies
- Before you “go live”:
  - Have all text checked by friends/colleagues
  - Also get additional opinions on the appearance once your Homepage is ready to be uploaded to the Web
Examples for Websites

www.hungariantranslation.com/contents.html
www.indianscripts.com
http://copethecenter.tripod.com/stc/index.html
http://hazemazmy.8m.net
http://pages.globetrotter.net/pemmann
www.personal.kent.edu/~mallcorn/index.html
www.jrdias.com/jrd-infogram.htm
www.lbooffice.de/english/index.html
www.korintra.com/int.htm
www.impertro.de/impertro_03.html
www.multidok.de/start/index.php?page=0
www.fernandaley.com
www.truespanish.com/about.htm
www.czechtranslations.com
www.lighthousetranslations.com
www.berndohm.de/index_en.html
http://christopherfield.com