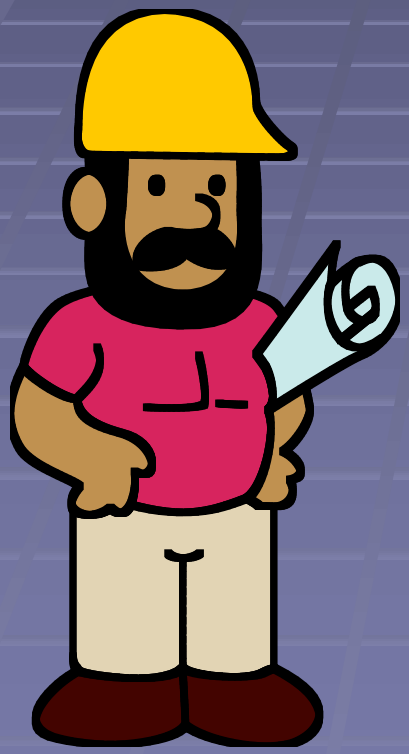
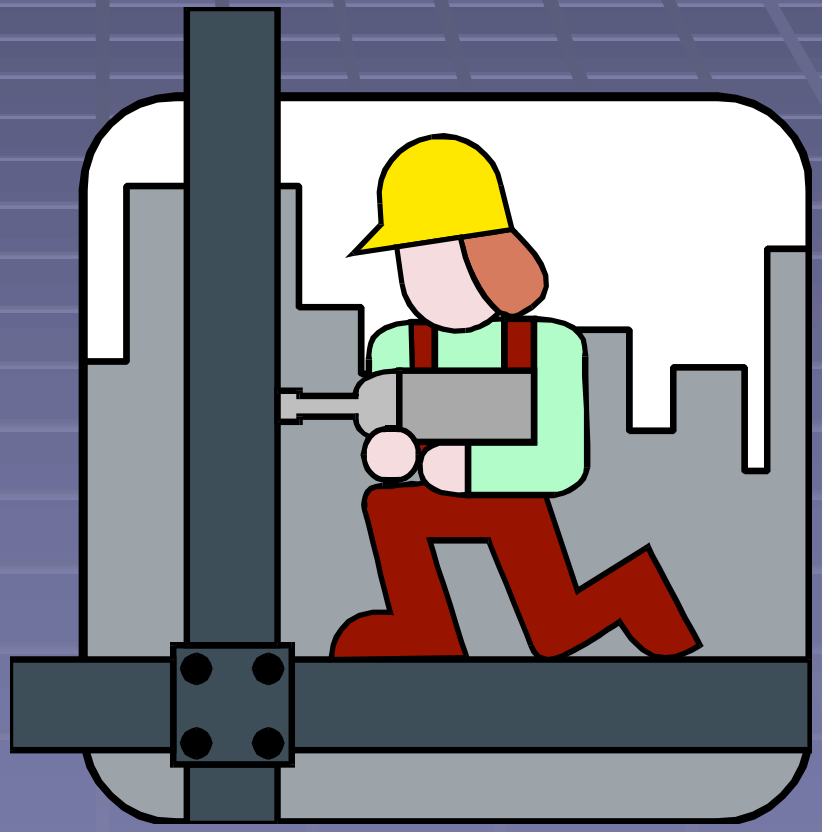
Homepage Building for the Savvy Language Professional





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:
- **bold**
- *italic*
- <p>paragraph break
- E-Mail (an e-mail link)
- a href="http://www.stands4.com/">Stands4.com (a web link)

```
<!DOCTYPE html PUBLIC "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>

  <meta http-equiv="Content-Type"
 content="text/html; charset=iso-8859-1">

  <meta name="FORMATTER" content="Microsoft FrontPage 2.0">

  <meta name="GENERATOR"
 content="Mozilla/4.73 [en]C-{C-UDP; Fortune-Renewal}  (Windows NT 5.0; U) [Netscape]">
  <title>Glossaries</title>
</head>
  <body background="textur1.jpg" nosave="" stylesrc="index.htm"
 bgcolor="#ffffff" text="#000000" link="#0000ee" alink="#0000ee"
 vlink="#551a8b">

<center><b><font color="#cc0000"><font size="+3">Frank Dietz, Ph.D.</font></font></b>
    <br>
        <a href="Frank_Dietz4.jpg"><img src="Frank_Dietz4.jpg"
 style="border: 0px solid ; height: 240px; width: 301px;" title=""
 alt="">
      </a></center>

<hr size="4">
<center>
<p><b><font size="+1">ATA-Accredited Translator (English-German)</font></b>
    <br>
        <font size="+1">1407 Charolais Drive, Austin, TX 78758</font> <br>
```

…and this is what it looks like in your browser

Frank Dietz, Ph.D.

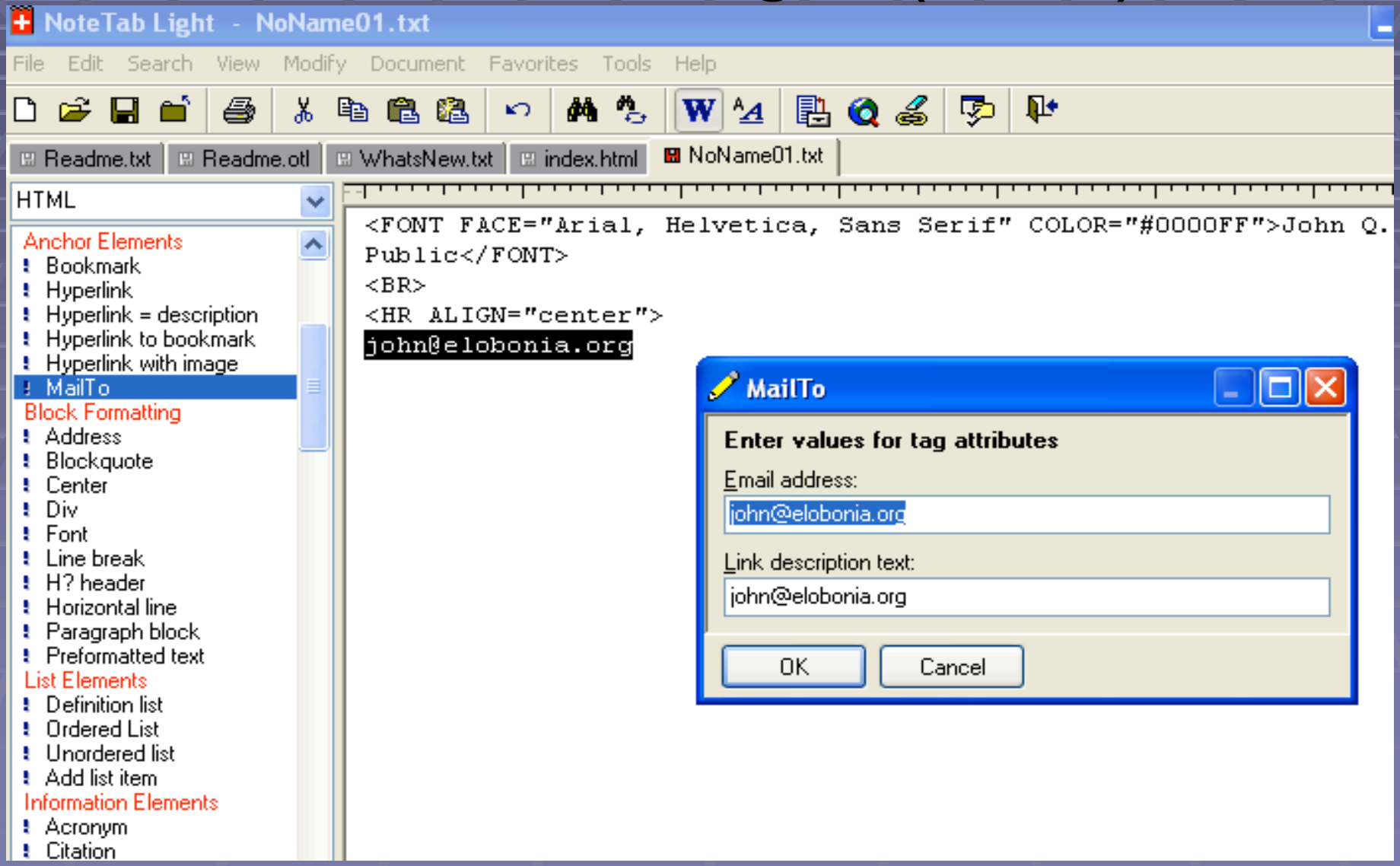
ATA-Accredited Translator (English-German)
1407 Charolais Drive, Austin, TX 78758
Tel. 512-491-6069 / Fax. 512-491-6086

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

Note Tab Light (Free)



Other Freeware or Shareware HTML Editors

- EZPad (http://www.mmedia.is/ezpad/)
- Arachnophilia (http://www.arachnoid.com/arachnophilia/index.html)
- Note Tab Light (http://www.fookes.com/notetab/index.php)

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!

A Free WYSIWYG HTML Editor

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:

- <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

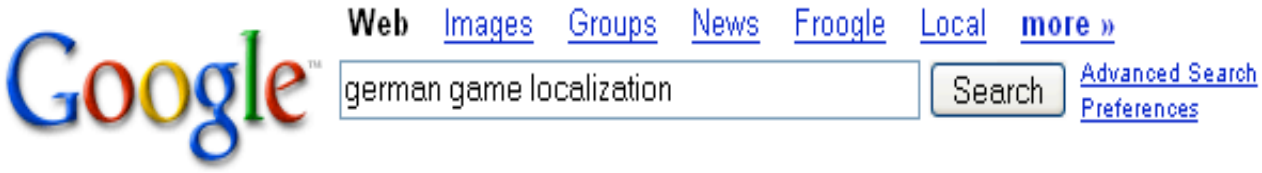
Put Your URL Everywhere

- 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

Google Results



Web Results **1** - **10** of about **269,000** for **german game localization**

Video **Game** Globalization: An interview with the author of The **Game** ...
One interesting example is a **game** I **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 ...
(with extensive experience in the field of computer **game localization**). ...
www.frankdietz.com/ - 4k - Cached - Similar pages

localize.htm
I can offer complete **German** translation services for a **localization** project,

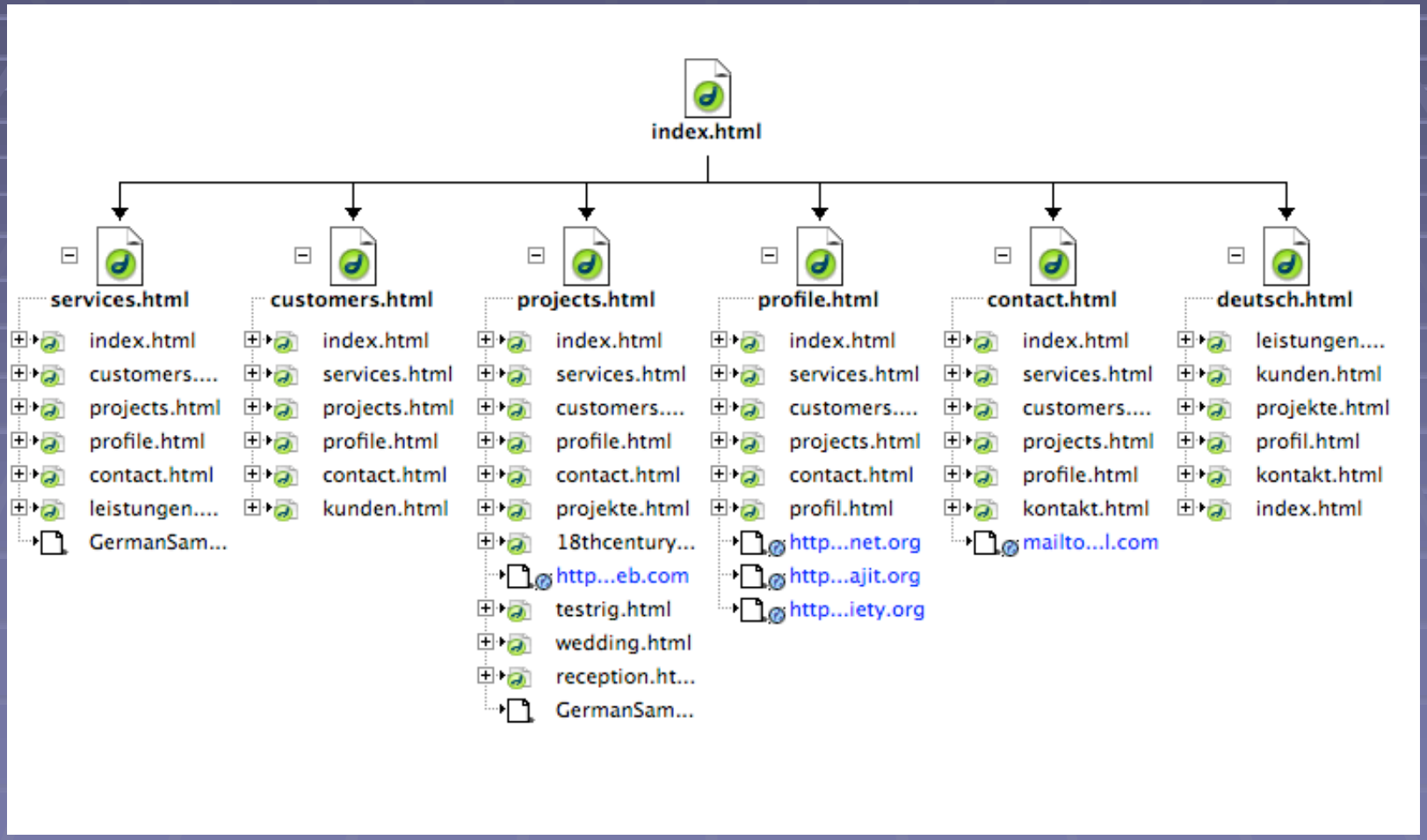
Choosing Your Domain Name

- 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

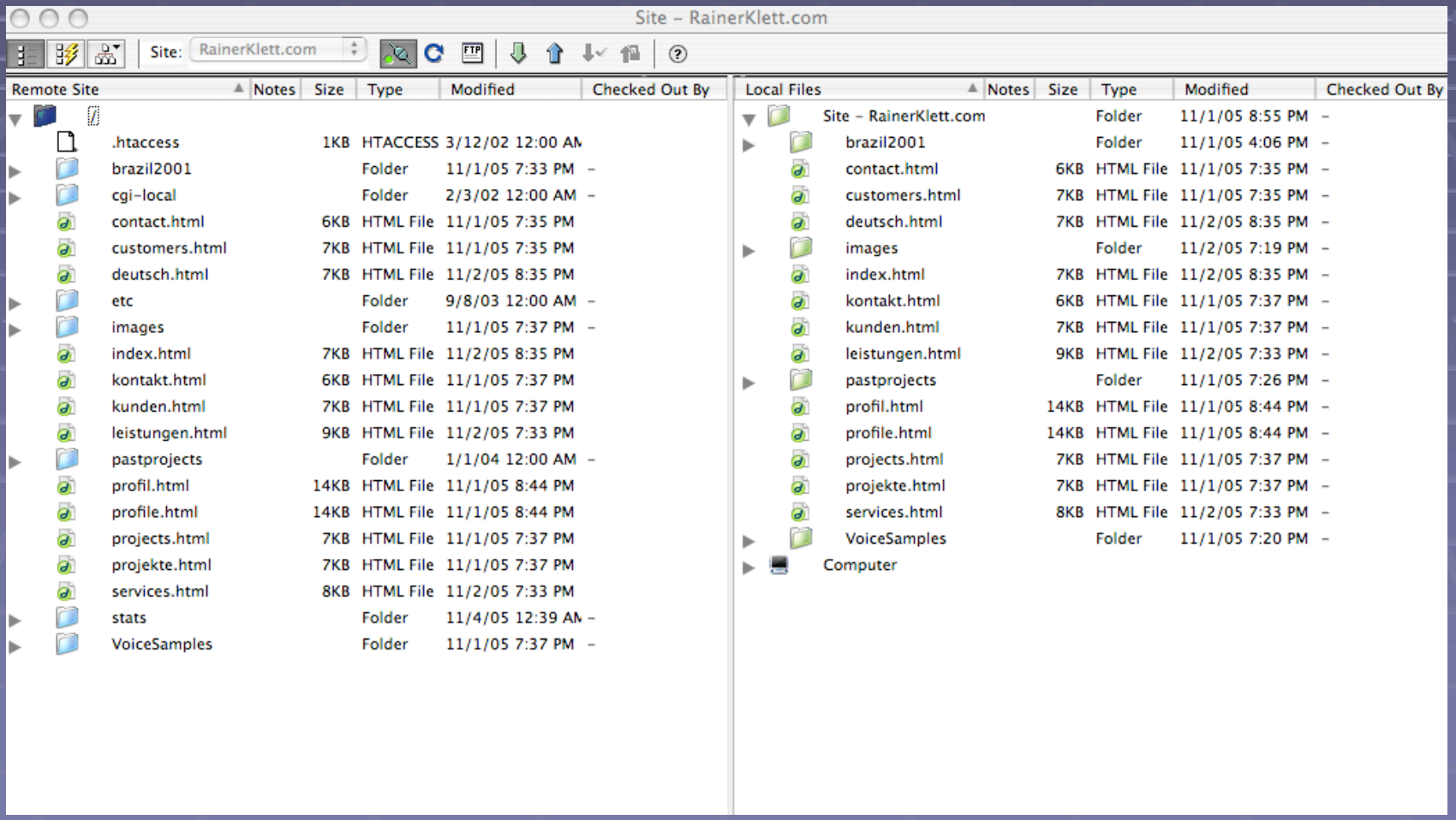
Examples for Names

- 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

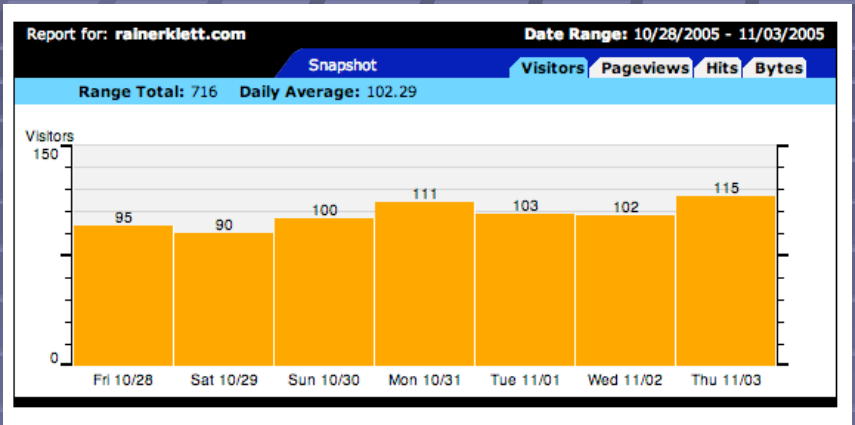
Structuring Your Site

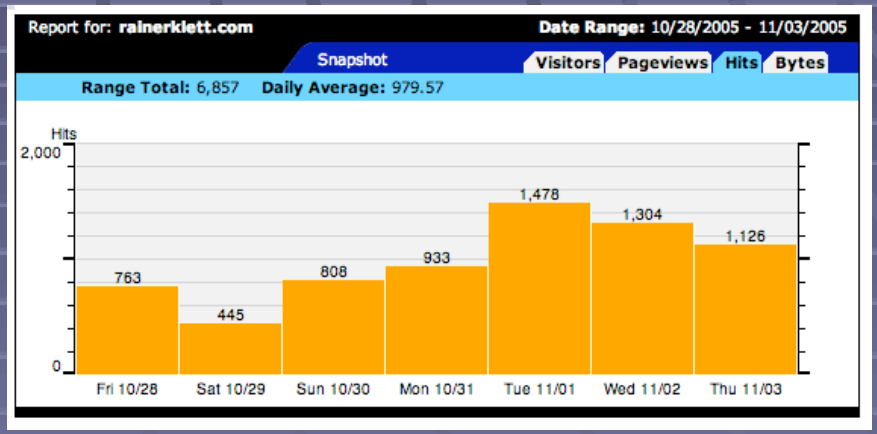


Using a Website Application



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.lboffice.de/english/index.html
www.korintra.com/int.htm
www.impertro.de/impertro_03.html
www.multidok.de/start/index.php?page=0
www.fernandalevy.com
www.truespanish.com/about.htm
www.czechtranslations.com
www.lighthousetranslations.com
www.berndohm.de/index_en.html
http://christopherfield.com