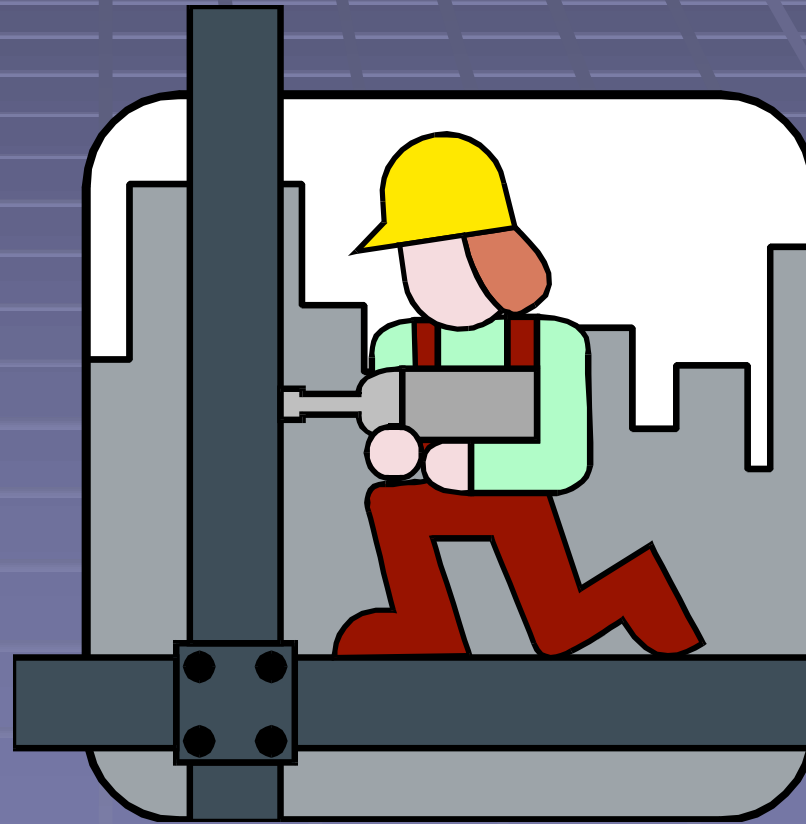
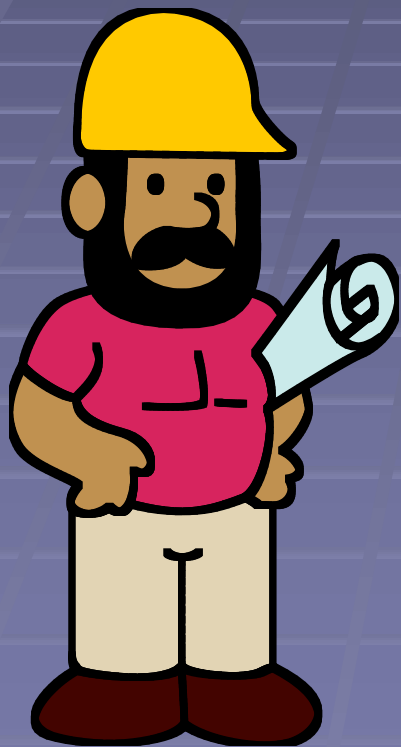


Homepage Building for the Savvy Language Professional



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`
 - `<i>italic</i>`
 - `<p>`paragraph break
 - ``
E-Mail`` (an e-mail link)
 - ``Sta
nds4.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">
    </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)

The screenshot shows the NoteTab Light application window titled "NoName01.txt". The menu bar includes File, Edit, Search, View, Modify, Document, Favorites, Tools, and Help. The toolbar contains various icons for file operations and editing. The tab bar shows several open files: Readme.txt, Readme.otl, WhatsNew.txt, index.html, and NoName01.txt. The main editing area displays HTML code:

```
<FONT FACE="Arial, Helvetica, Sans Serif" COLOR="#0000FF">John Q.
Public</FONT>
<BR>
<HR ALIGN="center">
john@elobonia.org
```

The "MailTo" dialog box is open, titled "MailTo". It contains the following fields and buttons:

- Enter values for tag attributes**
- Email address:** john@elobonia.org
- Link description text:** john@elobonia.org
- OK** button
- Cancel** button

The left sidebar shows a tree view of HTML elements:

- HTML**
- Anchor Elements**
 - Bookmark
 - Hyperlink
 - Hyperlink = description
 - Hyperlink to bookmark
 - Hyperlink with image
 - MailTo**
- Block Formatting**
 - Address
 - Blockquote
 - Center
 - Div
 - Font
 - Line break
 - H? header
 - Horizontal line
 - Paragraph block
 - Preformatted text
- List Elements**
 - Definition list
 - Ordered List
 - Unordered list
 - Add list item
- Information Elements**
 - Acronym
 - Citation

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 [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

german game localization

Search

[Advanced Search](#)
[Preferences](#)

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,

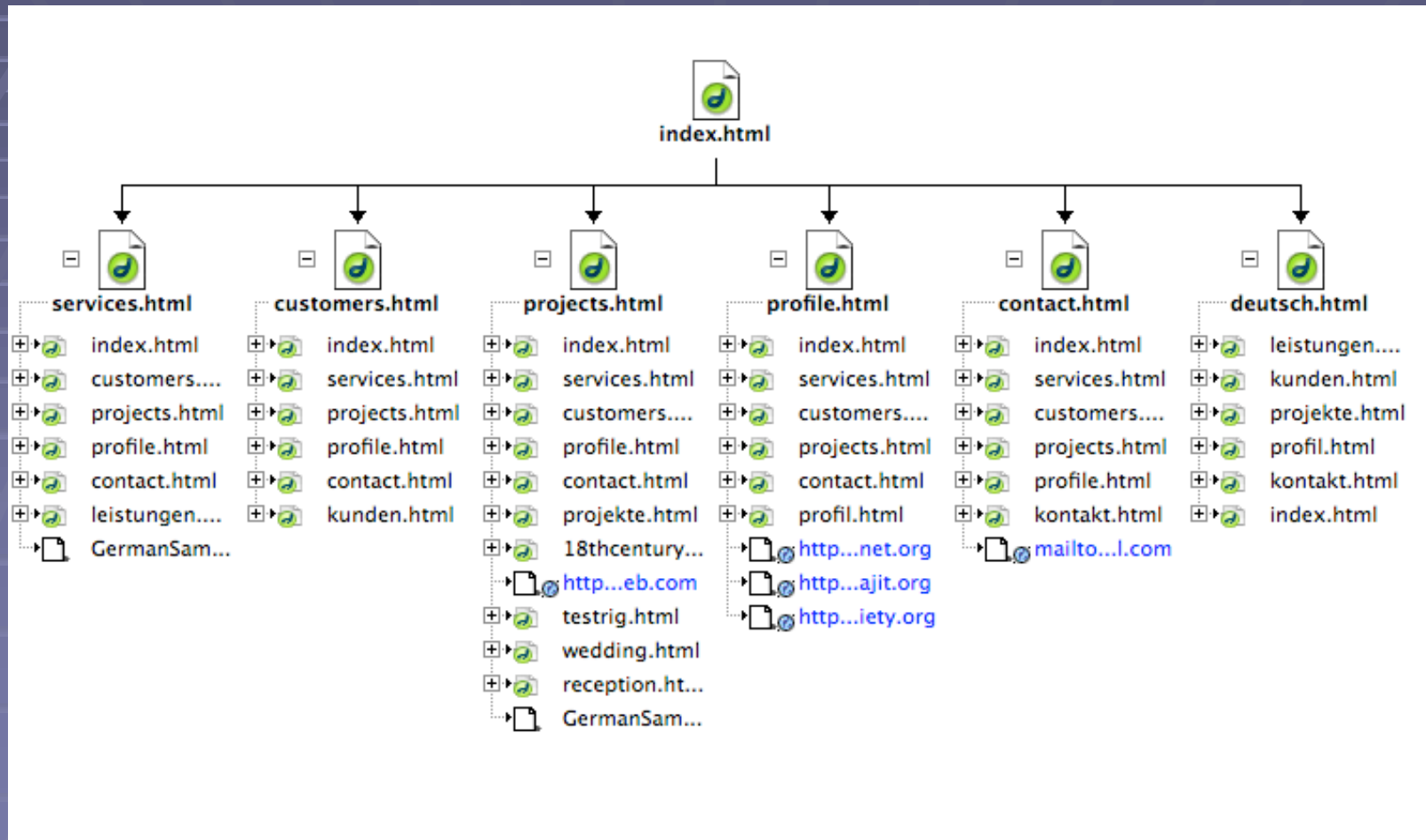
Choosing Your Domain Name

- 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

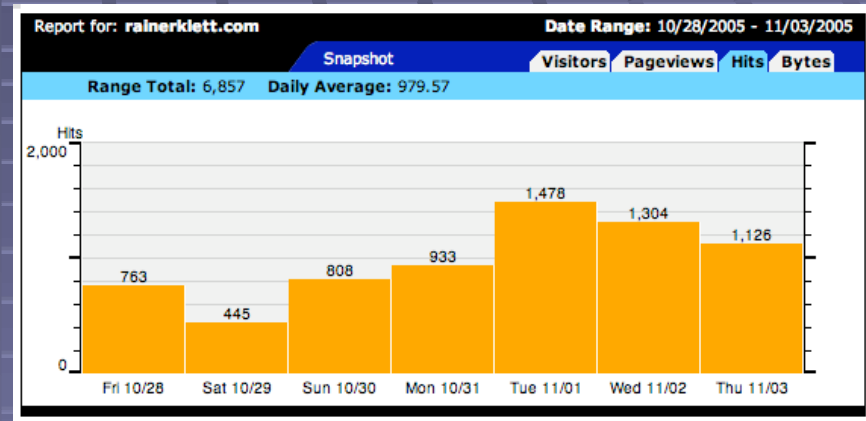
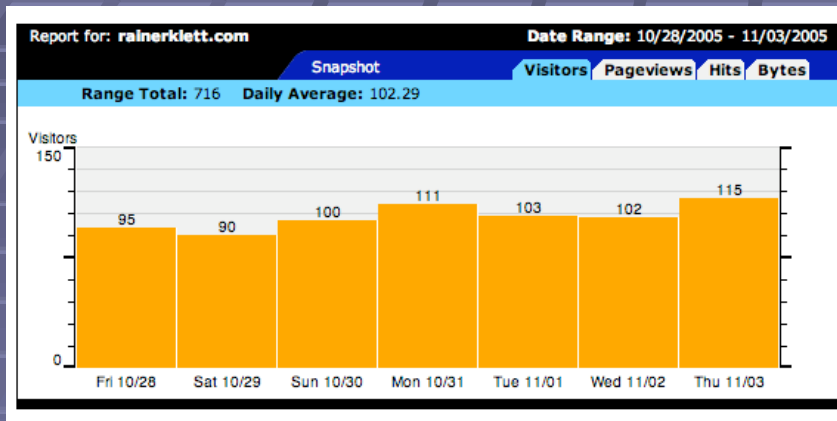


Using a Website Application

The screenshot displays a web application interface for 'RainerKlett.com'. It features two side-by-side panels: 'Remote Site' and 'Local Files'. Both panels show a list of files and folders with columns for 'Notes', 'Size', 'Type', 'Modified', and 'Checked Out By'. The 'Remote Site' panel lists files such as .htaccess, brazil2001, cgi-local, contact.html, customers.html, deutsch.html, etc, images, index.html, kontakt.html, kunden.html, leistungen.html, pastprojects, profil.html, profile.html, projects.html, projekte.html, services.html, stats, and VoiceSamples. The 'Local Files' panel shows a similar structure, including a folder named 'Site - RainerKlett.com' and files like brazil2001, contact.html, customers.html, deutsch.html, images, index.html, kontakt.html, kunden.html, leistungen.html, pastprojects, profil.html, profile.html, projects.html, projekte.html, services.html, and VoiceSamples. The interface also includes a browser address bar at the top showing 'Site: RainerKlett.com' and various navigation icons.

Remote Site	Notes	Size	Type	Modified	Checked Out By	Local Files	Notes	Size	Type	Modified	Checked Out By
▼ .htaccess		1KB	HTACCESS	3/12/02 12:00 AM		▼ Site - RainerKlett.com			Folder	11/1/05 8:55 PM	-
▶ brazil2001			Folder	11/1/05 7:33 PM	-	▶ brazil2001			Folder	11/1/05 4:06 PM	-
▶ cgi-local			Folder	2/3/02 12:00 AM	-	▶ contact.html		6KB	HTML File	11/1/05 7:35 PM	-
▶ contact.html		6KB	HTML File	11/1/05 7:35 PM	-	▶ customers.html		7KB	HTML File	11/1/05 7:35 PM	-
▶ customers.html		7KB	HTML File	11/1/05 7:35 PM	-	▶ deutsch.html		7KB	HTML File	11/2/05 8:35 PM	-
▶ deutsch.html		7KB	HTML File	11/2/05 8:35 PM	-	▶ images			Folder	11/2/05 7:19 PM	-
▶ etc			Folder	9/8/03 12:00 AM	-	▶ index.html		7KB	HTML File	11/2/05 8:35 PM	-
▶ images			Folder	11/1/05 7:37 PM	-	▶ kontakt.html		6KB	HTML File	11/1/05 7:37 PM	-
▶ index.html		7KB	HTML File	11/2/05 8:35 PM	-	▶ kunden.html		7KB	HTML File	11/1/05 7:37 PM	-
▶ kontakt.html		6KB	HTML File	11/1/05 7:37 PM	-	▶ leistungen.html		9KB	HTML File	11/2/05 7:33 PM	-
▶ kunden.html		7KB	HTML File	11/1/05 7:37 PM	-	▶ pastprojects			Folder	11/1/05 7:26 PM	-
▶ leistungen.html		9KB	HTML File	11/2/05 7:33 PM	-	▶ profil.html		14KB	HTML File	11/1/05 8:44 PM	-
▶ pastprojects			Folder	1/1/04 12:00 AM	-	▶ profile.html		14KB	HTML File	11/1/05 8:44 PM	-
▶ profil.html		14KB	HTML File	11/1/05 8:44 PM	-	▶ projects.html		7KB	HTML File	11/1/05 7:37 PM	-
▶ profile.html		14KB	HTML File	11/1/05 8:44 PM	-	▶ projekte.html		7KB	HTML File	11/1/05 7:37 PM	-
▶ projects.html		7KB	HTML File	11/1/05 7:37 PM	-	▶ services.html		8KB	HTML File	11/2/05 7:33 PM	-
▶ projekte.html		7KB	HTML File	11/1/05 7:37 PM	-	▶ VoiceSamples			Folder	11/1/05 7:20 PM	-
▶ services.html		8KB	HTML File	11/2/05 7:33 PM	-	▶ Computer					
▶ stats			Folder	11/4/05 12:39 AM	-						
▶ VoiceSamples			Folder	11/1/05 7:37 PM	-						

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/~mailcorn/index.html

www.jrdias.com/jrd-infogram.htm

www.lboffice.de/english/index.html

www.korintra.com/int.htm

www.impetro.de/impetro_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>