

Content Prioritization Template

Content prioritization is a practice that allows you to categorize your content for different translation approaches and optimize the resources you dedicate to each task.

This way you achieve higher quality translations while saving money and time.

The following factors should be considered while determining the priority level:

Sensitivity

Can machine translation deliver accurate results for this content?

Visibility

How many of your visitors view/consult this content?

Obligation

Are you legally obligated to translate this content?

Tolerance

Can you leave this content in the source language?

Who are we?

Weglot is a no-code website translation solution that allows you to launch a multilingual website instantly.

It detects, translates and displays the content of your website removing the pain of having to manage multiple websites for multiple markets.

WEGLOT

Ready to start your website translation project?

Start your 10-day free trial

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On the right we present a generic content prioritization table as a reference. However, you should do your own assessment based on the number of prioritization factors you check and create a content prioritization table for your business by filling the empty template on the following page.



On average, Weglot users edit just 30% of machine-translated content.

GENERIC CONTENT PRIORITIZATION TABLE

PRIORITY	CONTENT		TRANSLATION METHOD
	High	Medium	
	Homepage Marketing Content FAQ Page Pricing Page Terms and Conditions	Product/Service Pages Account Pages Search Filters Testimonials Sitemap	"Page not found" page Thank you page Store Locator
			THE ADVANCED MODEL
			THE ROUTINE MODEL
			THE BASIC MODEL

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1. THE BASIC MODEL



ADVANTAGES

Fast and easy



DISADVANTAGES

Unreliable and carries the possibility of translation errors



First layer of machine translation



Publishing



Second layer of fine-tuning

2. THE ROUTINE MODEL



ADVANTAGES

Accurate and reliable



DISADVANTAGES

Limited and rigid



First layer of machine translation



Second layer of fine-tuning



Publishing

3. THE ADVANCED MODEL



ADVANTAGES

High-quality translations and optimal performance



DISADVANTAGES

Time consuming and requires expertise



First layer of machine translation



Second layer of fine-tuning



Third layer of localization



Publishing



First layer of machine translation

The automatic translations provided by your website translation solution using neural machine engines like DeepL, Google Translate, etc.



Second layer of fine-tuning

The post-editing process done by humans.



Third layer of localization

The improvement process done by humans to make the content more culturally relevant to the target audience.



Publishing

The displaying of the translated pages under subdomains/subdirectories.