motionpoint

The Pros and Cons
of Human and Machine Website Translation

You can tackle website translation in two primary ways—with translations provided by humans, or with machine translation. Both have advantages and disadvantages. **It's important to find the balance between nuance, trust and efficiency.**

Machine Translation

The advantages to translating your website with machine translation include:

- ⊘ It's inexpensive
- ⊘ Hundreds of webpages can be translated very quickly

The disadvantages, however, quickly pile up:

- ⊗ Simplistic word choice
- ⊗ Lack of context
- ⊗ Off-brand messaging
- ⊗ Hidden costs for reviewing and revising subpar translations

Human Translation

The advantages of human translation **address most of the cons of the machine approach:**

- ⊘ Better translation
- ⊘ Captures your brand voice
- ⊘ Creative styles, including wordplay and wit, are preserved
- ⊘ SEO benefits

The Hybrid Option

The best way to address website translation costs is to **combine both approaches using a turn-key solution.**

Reserve human translation **for high-trafficked pages** where nuance, messaging and context are crucial. Machine translation can then be used **for less brand-sensitive content** such as product pages, where word choice is not as important.