

Appendix 6 Foreign Language Website Strategies

www.cepf.net/fr and www.cepf.net/jp are the French and Japanese language websites. They are **not** exact mirrors of the English site. Their current purpose is to provide targeted information to their specific language-speaking audience. The French site has about 200 monthly visitors, 95% from French-speaking countries. And the Japanese site has about 40 monthly visitors, 75% from Japan.

Ideally, the French and Japanese websites would be exact mirrors of the English website. Also, there would be a Spanish mirror. If there are translation and quality assurance resources, this will be pursued.

If the resources are not available, priority pages will be identified for translation and QA. Foreign language pages will link to their English mirrors and vice versa.

French Website

SHORT TERM

- Add new drop-down menu
- Add interactive map (possibly create a French-language version)
- Edit current pages
 - Add factual updates
 - More professional wording
- Create French Documents/Resources page
- Coordinate with RITs that produce French-language newsletters
 - Review article selections and identify articles to re-publish on the French website.
 - Select 1-3 articles per month

LONG TERM

- Translate the Compliance and Safeguard pages
- Translate Hotspot and/or Region pages
- Translate Results page (Facts and Figures)
- Publish original story content
 - Interviews with recent grantees
 - French Lessons Learned
- Translate the Newsletter
- After full website English content is edited, translate to French

Japanese Website

SHORT TERM

- Add new drop-down menu
- Add a CI-Japan seminar information page
- Coordinating with CI-Japan to provide them with a timeline of potentially relevant stories for their audience

LONG TERM

- Re-write and translate About CEPF pages to be more streamlined and professional
- Translate info-graphics
- Translate Hotspot and Region pages

Translation Time and Costs

- Average page is about 750 words
- French site
 - Secretariat or third-party vendors
 - 1-7 business days
 - 12-15 cents per word
 - Minimum \$90 per 750-word page
- Japanese site
 - CI-Japan or third-party vendors
 - 2-7 business days
 - 30-50 cents per word
 - \$225-\$375 per 750-word page