

100%
HUMAN



B LAB US & CANADA

HOW WE CAN HELP YOU BUILD A
SUCCESSFUL MULTILINGUAL WEBSITE



DEAR JULIA AND TEAM:

Thank you for inviting us to take part in this RFP. We're delighted to have the opportunity.

It's clear from the information you provided that your primary goal is to build a regional website for B Lab US & Canada focused on driving user experience and engagement. While we work with clients to develop engaging online experiences based on their marketing goals, our area of expertise is in developing websites for multicultural audiences.

We understand that your intent is to build a website that can also provide a multilingual experience for your Canadian French audience in the short term and potentially US Spanish audiences in the longer-term. The design decisions that you make now will impact your ability to do that going forward.

While we can and do have development capabilities, our hope in responding to this RFP is to help set you up for success for your multilingual website goals in the future. As such we've kept our response as high level and visual as possible covering off:

- Why considering multilingual UX matters
- How we can help + directional pricing
- Some background about us and our capabilities

We're here to help you.

Yours sincerely,
Jenna Harding, Senior Director, Customer Success, Wordbank

2021 WEBSITE RFP

YOU ARE LOOKING FOR...



A web development company to build a WordPress website that educates and informs prospective customers about B Corp Certification and the B Impact Assessment, and to share your thought leadership on racial equity, climate justice, and stakeholder capitalism.



A WordPress site that supports database-driven content, 100-120 pages including blog functionality, FAQs, a media gallery, resource library and functional site search, a tiered, password-protected permissions structure for editors and administrators, 301 redirects from old site pages, as well as:



A custom UX and UI journey to support the various companies who are interested in becoming B Corp certified



A responsive design and SEO-friendly site architecture



Clean URLs and easily-accessible metadata



News & Events section, e-news sign-up and contact form functions



B Corp member highlight and list features



Social media and newsletter integrations



Feature to support a multilingual experience to meet the requirements of Canadian law and user demand



English and French language versions of the new site



MULTILINGUAL WORDPRESS WEBSITE BLUNDERS

WHAT WE HEAR FROM CLIENTS

“We were coming up against our site launch deadline and still weren’t at a point where we could translate the content on the new pages. Our web developer recommended an MT plug-in that was compatible with our CMS; it translated the pages automatically just in the nick of time. Since then, we haven’t seen the traffic or engagement we were hoping for on the localized sites. I’m worried poor or nonsensical language is to blame.”

“WE USED AN MT PLUG-IN.”

“OUR WEB AGENCY DIDN'T KNOW HOW TO INTERNATIONALIZE OUR SITE CORRECTLY.”

“Our web agency doesn’t have international experience and really struggled with ‘internationalizing’ our site. We’ve had to manually copy & paste all of the translated content into our CMS, and now I’m concerned our users aren’t even able to access the correct language version of the website based on their browser settings.”

“WE USED TRANSLATED KEYWORDS.”

“Our web agency recommended that we optimize our site by translating our list of English SEO keywords that were working in the US. However, we still aren’t seeing the level of engagement, traffic or conversions we expected on our localized sites.”



BUILDING AN EFFECTIVE WEBSITE - WHY A LOCALIZED UX MATTERS



MARKETING LOCALIZATION

WAIT, WHAT EXACTLY IS LOCALIZATION?



GLOBALIZATION

The range of activities necessary to prepare a website for multilingual multicultural audiences.

=



INTERNATIONALIZATION

The design of a website so that it can be localized easily.

+



LOCALIZATION

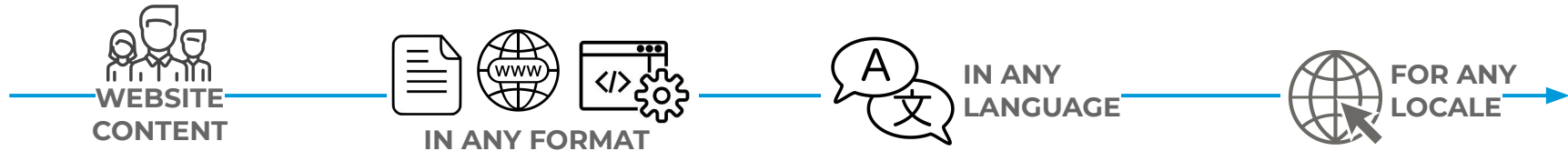
The process of adapting a website for international audiences.

+



TRANSLATION

The process of adapting words or text on a website from one language to another.



INCREASED BRAND ENGAGEMENT

THE CASE FOR A LOCALIZED EXPERIENCE

Understanding if and how multilingual users engage with your website is critical to architecting a relevant and engaging experience for those users. On average, **international + multicultural customers won't convert on an English website 27% of the time**. And user behavior varies by English proficiency:

32%

WON'T ENGAGE
PROFICIENT IN ENGLISH

65%

WON'T ENGAGE
LIMITED ENGLISH

87%

WON'T ENGAGE
NO ENGLISH

Providing a targeted, in-language online experience for domestic multicultural consumers will increase engagement with your message. Studies show this leads to increased awareness and traffic for brands with previously unlocalized sites.

71%

OF QUEBEC'S POPULATION
ARE NATIVE FRANCOPHONES

21%

OF THE US POPULATION
WILL BE HISPANIC BY 2030

14%

AVERAGE INCREASE IN
TARGET MARKET TRAFFIC ON
LOCALIZED WEBSITES



MAXIMIZING THE MULTILINGUAL OPPORTUNITY

MARKETING LOCALIZATION ROADMAP

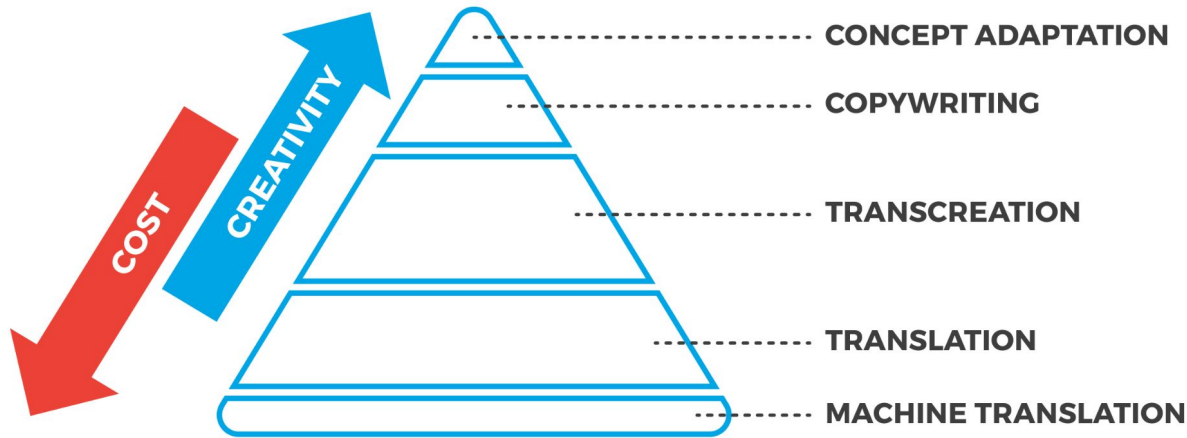
International and domestic multicultural growth potential are achieved by connecting the dots between traditional language delivery and local marketing best practices to drive results. Companies that focus on customizing and optimizing user experience in multilingual markets double their rate of user engagement.¹



¹ McKinsey & Company, 2010

MULTILEVEL LINGUISTICS TO SUIT YOUR CONTENT

EFFICIENCY MEETS QUALITY



One-size-fits-all translation achieves cost or quality goals, but rarely both. Multilevel linguistics are about pairing your content with the right service and language expertise to achieve your quality objectives while staying on budget.



MACHINE TRANSLATION (MT) PLUGINS

PROS & CONS



FAST: Machine translation (MT) allows you to provide multilingual content almost instantly. Dynamic website content such as daily posts, blog articles, and news stories can be translated on-demand.



MAJORITY WINS: Algorithms set up by MT plugins like Google Translate leverage the most common translations found across the web. If your message or brand is nuanced in any way, this can present issues. MT works best for very simple or very technical content but isn't great for creative, aspirational or marketing messaging.



LOW MAINTENANCE: Assuming you use a dynamic MT website plugin it's clear to the user that machine translation is what's on offer. This lowers their expectations of the quality of your content, and takes the pressure off of you to maintain that quality.



NOT SEARCH-FRIENDLY: MT plugins don't account for search terms or local search behavior that are critical to ensuring your website can be found by multilingual users.



LOW COST: MT plugins present a budget-friendly option for providing a multilingual experience.



POOR QUALITY: While one of the pros of MT is that it's low maintenance and lowers user expectations of quality, that's also a con. Poor quality content can lead to decreased user trust and brand confidence, high bounce rates, and decreased site traffic and user engagement.



MULTILINGUAL WEBSITES THAT DRIVE ENGAGEMENT

WORDPRESS TOOLKIT

Our WordPress expertise enables us to support our customers' multilingual website needs and global user engagement goals, ultimately driving lasting growth and measurable results. From WordPress system and internationalization consultancy, to website, microsite, and landing page development, SEO and content strategy execution, and website localization, we've crafted and executed successful digital strategies for several notable brands. **We recommend using the WordPress Multilingual Plugin (WPML) to streamline website localization needs.** WPML enables a seamless duplication of your English web pages and automated export / import of page content for translation.



INTERNAL EXPERTISE, GLOBAL EXECUTION



HUMAN TALENT TO DRIVE RESULTS



118 COUNTRIES | **4,000 MULTILINGUAL RESOURCES** | **200 LANGUAGES**

LINGUISTS • COPYWRITERS • DIGITAL MARKETERS • DESIGNERS • RESEARCHERS

Managed by our in-house staff of 68 marketing localization professionals, our global resource network comprises native-speaking professional, international, and US-based freelancers with subject-matter expertise fully aligned to marketing and communication goals; connected directly with your local content stakeholders wherever needed.

INTERNAL EXPERTISE, GLOBAL EXECUTION

YOUR DEDICATED ACCOUNT TEAM



Our people stick with us for the long haul, which means a better customer experience for you. Meet your US account team; we have over 40 years of combined experience with Wordbank!



Jenna Harding
Customer Success

Customer
Relationship +
Strategy Lead;
Day-to-Day
Primary Contact



Toriya Walzer
Client Services

Operational
Strategy + Project
Management Lead



Clayton Warwick
Digital + Creative

Digital Strategy +
SEO Lead



Matt Eldridge
Interactive
Developer

Web development +
WordPress Lead



Warren Jarm
Localization
Engineer

Interactive File
Engineering +
WPML Lead



Michelle Finn
Resourcing &
Quality

In-Country
Resource
Onboarding +
Quality Lead



INTERNAL EXPERTISE, GLOBAL EXECUTION

CANADIAN FRENCH + US SPANISH

CANADIAN FRENCH

- Requests for localizing this language has increased by 54% in the last 3 years
- 42 professional linguists with technical and creative ability, including translators, editors, proofreaders, copywriters, designers and digital marketers



US SPANISH

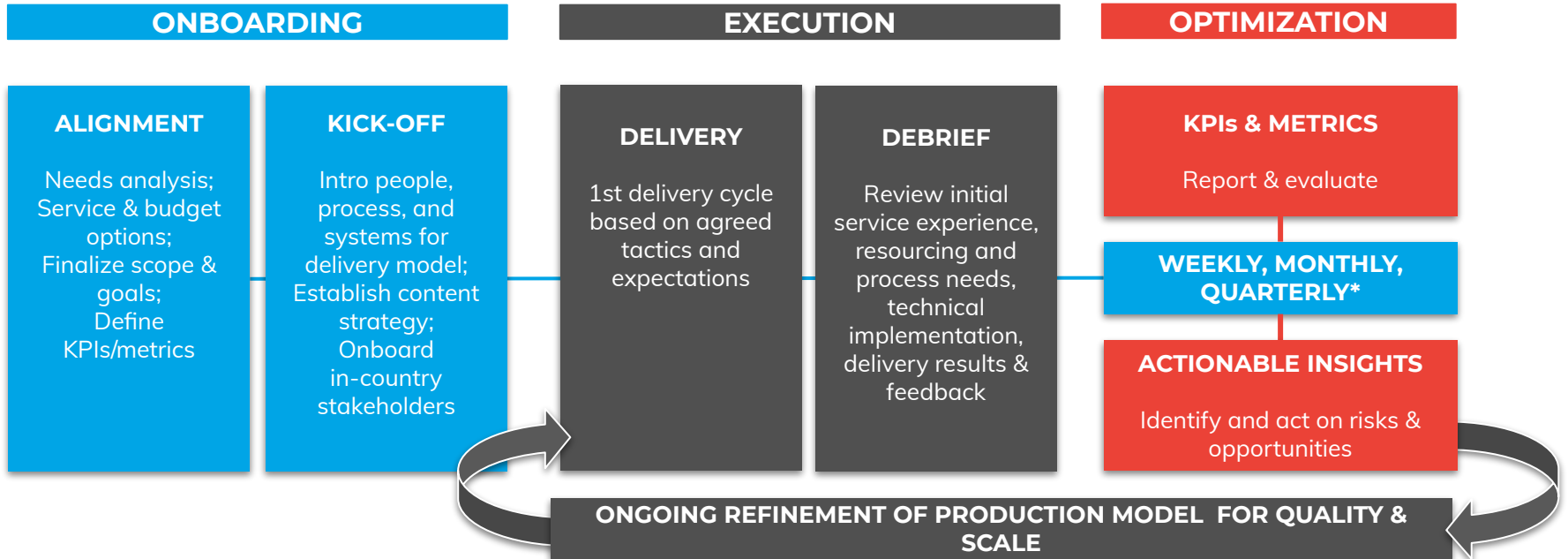
- 5th fastest growing requested language for marketing content
- 69 professional linguists with technical and creative ability, including translators, editors, proofreaders, copywriters, designers and digital marketers



CUSTOMER SUCCESS + CONTINUAL IMPROVEMENT

OUR PROVEN PROCESS

Effective localization is about aligning execution with your evolving business goals. Our proven process delivers measurable results and lasting value based on continual improvement and partnership.



HOW WE CAN HELP:

**BUILDING AN EFFECTIVE
MULTILINGUAL WEBSITE**



DIRECTIONAL PRICING

ALIGNING QUALITY WITH VALUE



- We are different in our industry because we are proponents of fair-trade translation. We partner with our clients to get the results you need within your budget. We pay our linguists fairly and in return receive a high level of quality and loyalty to both us and our clients. We are proud of our value-for-money service.



- Competitive per-word rates for multi-stage translation provided by human talent skilled in marketing content.
- Hourly rates for in-house expertise in media, creative, R&D and digital marketing.
- All of our pricing is inclusive of project management.



- Project-level and global-account-level discounts that deliver a win-win for our clients and our mother-tongue linguistic resources.



RAMPING UP FOR SUCCESS

A PHASED APPROACH

PHASE 1

INTERNATIONALIZE

Work with B Lab and the selected web developer to **consult on internationalization best practice**, and map out an internationalization strategy, if desired. Wordbank can also install and test the WordPress Multilingual plugin (WPML), if required.

KEYWORD RESEARCH

Conduct **SEO keyword research for French (Canada)**, leveraging approved English (US) keywords for reference. The approved list of local keywords will then be leveraged in Phase 2 to optimize the website concurrent with translation.

PHASE 2

LOCALIZE + OPTIMIZE

Once the English site is nearing the end of the Build phase, Wordbank will export the content for translation using WPML. **Our in-country, native-speaking marketing linguists will then translate and edit all on-page and metadata content while concurrently optimizing it for organic search** leveraging the approved, local keywords from Phase 1. The localized and optimized content will then be imported into B Lab's new WordPress instance for QA testing.

PHASE 3

QA TESTING

Working with B Lab and the selected web developer, **our in-house engineers and in-country QA linguists will work together to test** and validate everything from linguistic accuracy, to display and brand effectiveness, to localized site functionality and browser + device compatibility.

PHASE 4

LANGUAGE UPDATES

Translation memory software can be utilized to streamline ongoing website updates in Canadian French (and English, if desired). B Lab will never pay to translate the same word twice.

WEBSITE MANAGEMENT

Our in-house team can take care of the general oversight and management of the new, multilingual website's health, including scoped updates to code, functionality, content, and creative, as well as monthly reporting.



PHASE 1

INTERNATIONALIZATION

Think of **internationalization** as **readiness for localization**. Internationalization is a design process that ensures a product or website can be adapted to various languages and regions without requiring engineering changes to the source code.

Focused on removing barriers to localization, internationalization typically includes efforts such as:

1. Enabling the use of Unicode to support all languages
2. Avoiding embedded code within string values or images
3. Adding code to support bidirectional text and non-Latin characters
4. Number formats, calendars, measurements, date and time formats, form fields, currencies are built flexibly to support regional preferences



PHASE 1

WHY INTERNATIONALIZE?

Upfront, proactive internationalization means:



Your website is easier to adapt to multiple languages + locales



A single, internationalized source code is used for all versions of the website



It adheres to international standards



You see reduced time + cost for localization efforts



Higher-quality code architecture throughout your site



You see reduced, ongoing time and cost for website maintenance



DIRECTIONAL PRICING

INTERNATIONALIZATION

We would be happy to support B Lab US & Canada's goal of launch a multilingual website however we can.

If that means a call or a meeting with the web developer you select to help them understand WordPress internationalization best practices, we'd be happy to do so pro bono.

If you'd prefer to have a more involved partner to support your web developer as they build out the new website so when it comes time to localization there are no surprises, we're here to help as well.

We can scope out an engagement that works best for you.

CONSULTING

\$175 PER HOUR

WPML INSTALL + SETUP

\$625 ONE-TIME



PHASE 1

SEO KEYWORD RESEARCH

Organic search trends are specific to the market in question. Consumers in Canada, for example, can have different search behaviors for the same product, brand or topic than consumers in the United States. **Because different terminology, online research behaviors, and cultural preferences all affect the way people search, translated keywords are not enough.** The initial research and planning phase is a crucial first step to inform successful on-page optimization at the local level.

After being onboarded to your brand and the goals of your website, **in-country, native-speaking search professionals research relevant, market-specific terms for use in on-page and metadata optimization.**

Once the local keywords are approved, **our specialists then map the in-language keywords to priority pages on your website,** for use in the on-page optimization efforts in Phase 2 of the rollout plan.

If needed, our team can recommend which pages to prioritize for SEO based on general best practice and local search trends.

EXAMPLE: WEEKEND GETAWAYS IN FRANCE
LOCAL KEYWORD RESEARCH

Going beyond basic translation keyword research provides a more strategic, market-specific approach to generating the most relevant & high volume keywords for your brand. For example:

- ASSUMPTION**
Because only **39% of the French speak English**, it would make sense to use the French translation of Weekend **"fin de semaine"** as a primary keyword.
- INSIGHT**
In fact, **Weekend** is one of the unique terms in France where the English variation is commonly used.
- KEY RESULT**
Using translated keywords versus the insights exposed by Local Keyword Research would have **lost over 46X the search volume** for weekends in France.



DIRECTIONAL PRICING

KEYWORD RESEARCH



To ensure your new website can be found based on organic searches by francophones in Canada, local SEO keyword research is recommended.

KEYWORD RESEARCH

Keyword research to develop a list of 500 unique search terms on Google in French in Canada, with the top 75 prioritized, leverageable for up to 50 pages.

\$1,200 ONE-TIME COST

(ACTUALS BASED ON THE FINAL, AGREED KEYWORD LIST LENGTH.)

KEYWORD MAPPING

Researched, in-language keywords are then mapped to priority pages on the new B Lab US & Canada site.

\$600 ONE-TIME COST

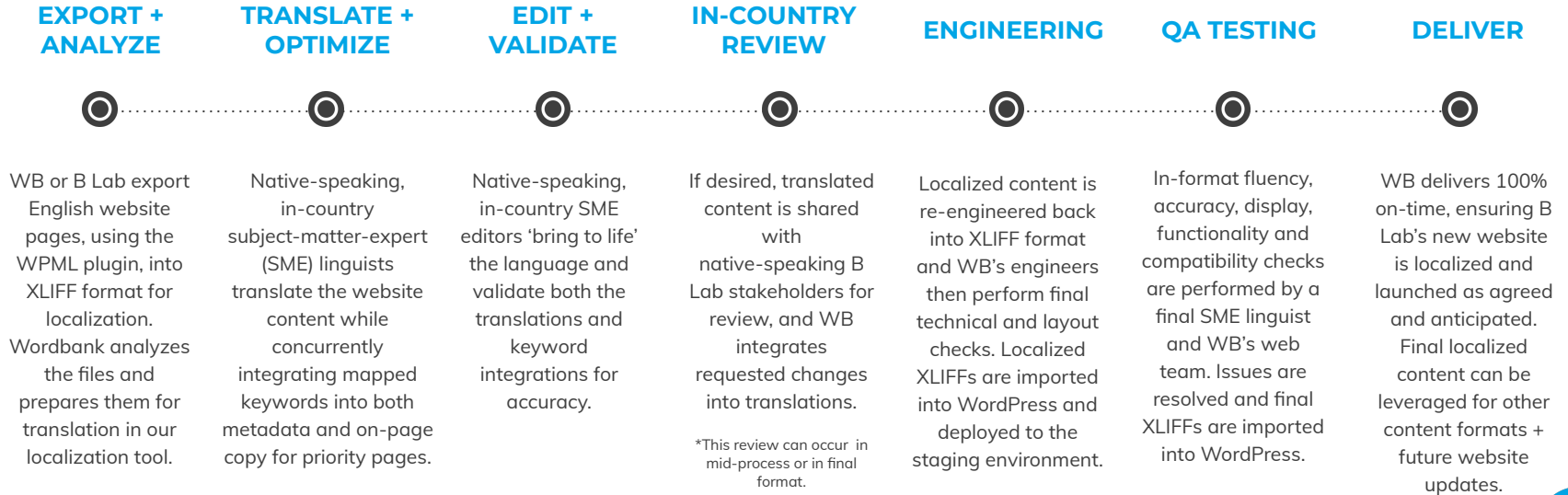
(COSTS ASSUME KEYWORDS WOULD BE MAPPED TO 50 PRIORITY PAGES. ACTUALS BASED ON FINAL # OF PRIORITY PAGES.)



PHASE 2

LOCALIZATION + OPTIMIZATION

Multilingual, on-page SEO can be carried out independently on already-translated content, or concurrently with translation or copywriting. For B Lab, we recommend integrating SEO for the Canadian French market into the broader localization process to yield process, timeline and cost efficiencies.



DIRECTIONAL PRICING

LOCALIZATION + OPTIMIZATION

CANADIAN FRENCH PER WORD RATES		
NEW WORDS	FUZZY MATCHES	REPETITIONS + EXACT MATCHES
\$0.22 per word	\$0.17 per word	\$0.09 per word
ON-PAGE + META-DATA OPTIMIZATION		\$112.50 per page

Anticipating that B Lab US & Canada’s new website will utilize a mix of aspirational yet direct business-focused content and engaging calls-to-action, **we recommend a creative translation service.** We will work with native Canadian French marketing linguists familiar with the B Lab brand and mission, who will bring to life the content on the localized website.

The per word translation rates above are volume rates for a 2-stage process (translation and combined edit/proofread, each phase completed by a different, in-country SME linguist) applied to a creative linguistic service using professional human talent.

“Fuzzy” and “exact” match rates refer to the use of translation memories, which allow you to identify repeated text and leverage previously-translated content for future website updates. Content that is 75%-94% the same as previous translations is charged at reduced “fuzzy match” rates for editing and proofreading. Repeated content, and content that is 95% or more the same (“exact matches”) are checked purely for contextual accuracy at the reduced rate of \$0.09 per word,

All pricing is inclusive of project management and results in polished, publishing-ready translated text. Discounts may apply.



PHASE 3

QA TESTING

Our QA testing options align to your site functionality, quality needs, budget and timeline, to ensure the localized versions of your multilingual site receive as much care and attention as your English site pre-launch.

LEVEL 1

Language only.

Native-speaking, in-country SME linguists review all language content in the staging environment, correcting issues such as:

- Character corruptions
- Typos or punctuation errors
- Bad line breaks and spacing issues
- Truncated or untranslated text

They also validate the fluency of the localized site, ensuring it reads in a natural and authentic way in the target language.

LEVEL 2

Language, display, basic compatibility and limited functionality testing.

In addition to checking linguistic elements, Wordbank's linguists and in-house engineers also QA for display issues in creative and content, dynamic content issues, link and navigation functionality, encoding and CSS issues while also performing form action tests, basic boundary tests, and compatibility tests on the top mobile and desktop browsers in the target country.

LEVEL 3

Language, display, brand testing, full compatibility testing and extended functionality testing.

In addition to the QA checks included in Levels 1 and 2, our team performs full compatibility testing, including resolution, sizing and speed tests, brand testing to ensure adherence to style and/or brand guidelines, and extending functionality testing across code, metadata, images and dynamic applications, as well as extended boundary testing.



PHASE 3

QA TESTING

LEVEL 1

Language only.

\$70

PER 1000 WORDS

LEVEL 2

Language.

\$70

PER 1000 WORDS

Display, basic compatibility and limited functionality testing.

\$37.50

PER PAGE

LEVEL 3

Language.

\$70

PER 1000 WORDS

Brand testing.

\$17.50

PER PAGE

Display, full compatibility testing and extended functionality testing.

\$75

PER PAGE



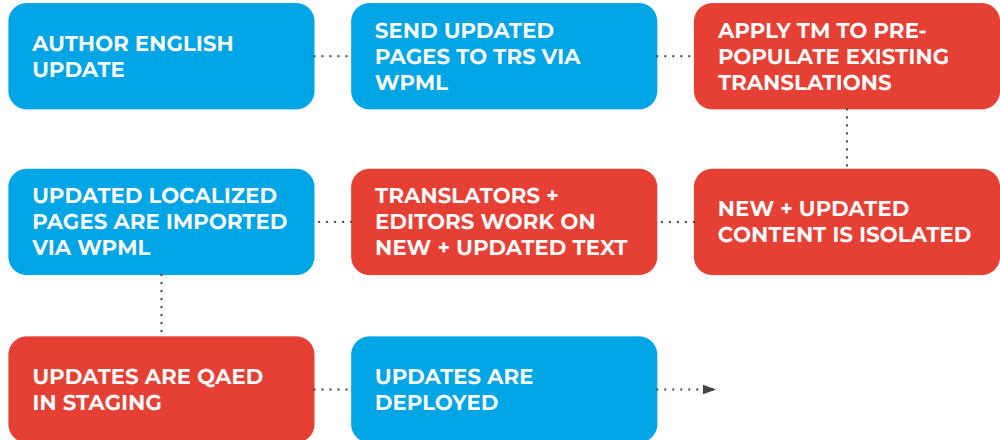
PHASE 4

ONGOING LANGUAGE UPDATES

Through the use of WPML and translation memories, **reconciling content updates on your multilingual website can be managed in a streamlined, cost and time efficient manner**, while yielding ongoing language consistency and quality over time.

TRANSLATION MEMORIES (TMs) are industry-standard, database-driven tools designed for multilingual content reuse for consistency in quality over time, as well as cost and time savings, both within a single project and across multiple projects.

Properly, strategically managed, TMs can be a powerful tool for brand consistency. Tailoring TM strategy for the content is critical to effective marketing localization strategy.



PHASE 4

ONGOING WEBSITE MANAGEMENT

Proactive management of a newly-launched website is critical to growing and maintaining web traffic, ultimately driving a return on your investment.

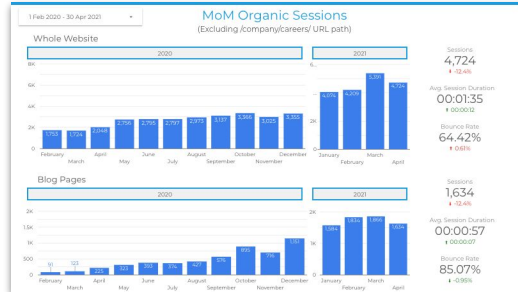
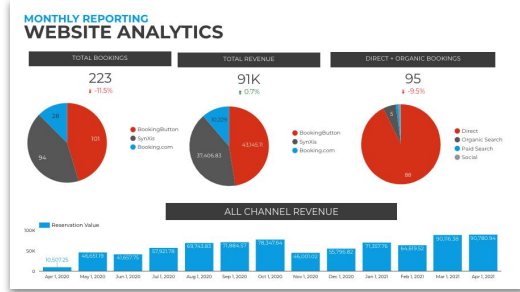
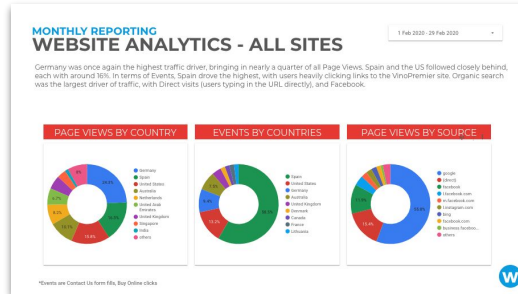
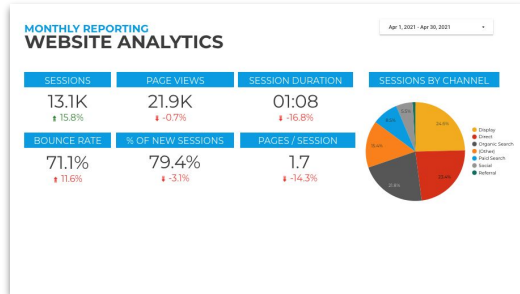
A monthly website management engagement typically includes:

Site Health: Monitoring KPIs like page speed to ensure optimal performance + UX

Server Management: Managing relationships with your hosting provider and resolving any issues at the server level

Site Improvement: Resolving any bugs, spinning up new landing page, refining conversion tracking, etc.

Reporting: Analyzing, reporting and developing optimizations to improve performance KPIs like bounce rate, time on site, and MoM traffic growth



DIRECTIONAL PRICING

ONGOING ACTIVITIES

LANGUAGE UPDATES

TRANSLATION MEMORY CREATION

Adding approved, translated content into a translation memory database for reuse on future projects.

\$285 MINIMUM FEE

(ACTUALS BASED ON VOLUME OF CONTENT BEING USED TO CREATE THE TM.)

AD HOC LANGUAGE UPDATES

Translating new or updated text on an ad hoc basis.

\$238 MINIMUM FEE

(ACTUALS BASED ON VOLUME OF CONTENT FOR TRANSLATION. MONTHLY RETAINERS ARE ALSO AVAILABLE TO AVOID MINIMUMS.)

WEBSITE MANAGEMENT

ONGOING MULTILINGUAL SITE MANAGEMENT

A retainer of monthly website management hours provides time needed to monitor site and server health, manage plugins, prevent and/or act on downtime quickly, and report on website performance statistics on a monthly basis. Any remaining hours built into the retainer can be utilized for ad hoc projects, such as new page builds, technical optimizations, and tracking implementation and refinement.

\$900-\$1800 PER MONTH

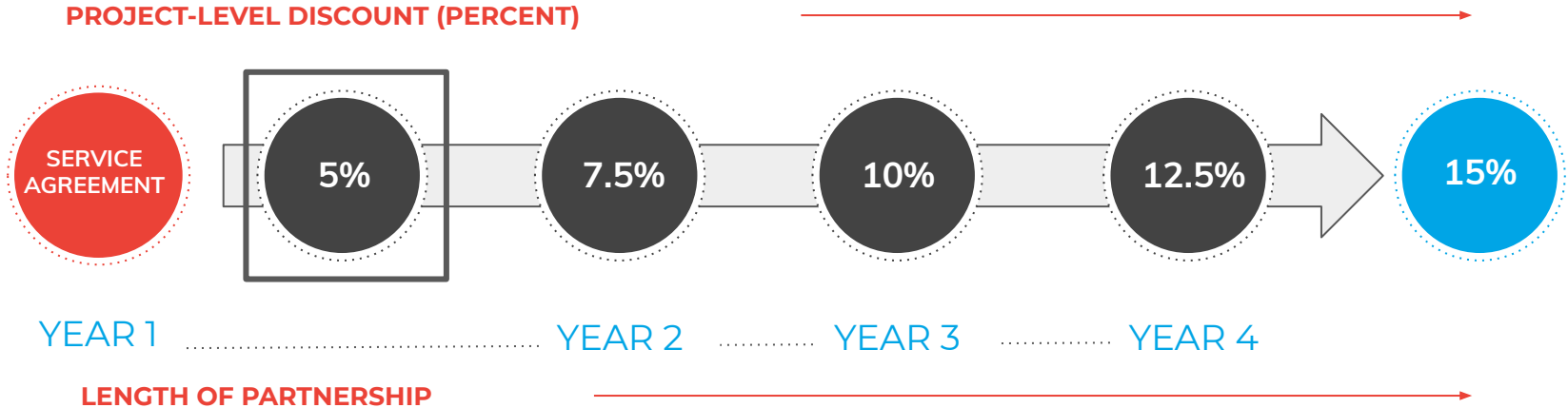
(ACTUALS BASED ON AN AGREED NUMBER OF MONTHLY HOURS.)



SCALING COSTS

NON-PROFIT PARTNERSHIP DISCOUNT

We believe in partnerships. Our goal is to help our clients find the sweet spot between cost and quality, kicking off our relationship with competitive pricing that aligns your service needs with your content goals, and then committing to project-level discounts that increase with each year of our relationship moving forward.



ABOUT WORDBANK



An aerial, high-angle photograph of a large, diverse crowd of people walking on a checkered floor. The people are dressed in casual attire, and the scene is captured from a top-down perspective, showing the movement and density of the group. The floor consists of large, light-colored square tiles arranged in a grid pattern.

**We know words; we know words inspire, inform, entertain and move people.
We know people; we know people act on personal, timely and meaningful words.
We are Wordbank, specializing in marketing localization since 1988.**



WORDBANK

A UNIQUE BLEND

We offer a unique blend of traditional localization and marketing capabilities; we think beyond translation service delivery and help our clients to get **business results** in market by engaging local audiences and driving action.



LOCALIZATION AGENCY



W



MARKETING AGENCY

Translation and localization providers rarely think strategically about marketing goals.

Domestic marketing agencies rarely have the infrastructure to support strategic localization.

CONNECTING ON VALUES

WORK THAT MATTERS

We stand up with other companies who operate with triple-bottom line standards of people, planet, and profit. **We believe in the B Economy and that treating people and the planet well inspires a cycle of positive change and drives sustainable business results.** This approach is built into who we are, how we work, and who we do business with.

WALKING THE WALK ON IMPACT

- Promote longevity-based **fair trade human translation in our industry, leading to economic sustainability** for our global resource network and better quality results for our clients.
- Commitment to **equal pay for equal work.**
- **Celebrate diversity and partner with low-income** (52% of our global network) **and underrepresented women** (63% of our global network) **& minorities around the world** to help promote sustainable practices and alleviate poverty.
- **Volunteer at local nonprofits** supporting hunger & homelessness relief, education, and healthcare.



**WE BELIEVE IN A
BETTER WAY OF
DOING BUSINESS.**



**TRANSLATORS
WITHOUT BORDERS**
SILVER Sponsor



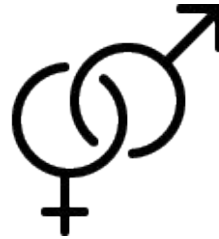
MAKING AN IMPACT

OUR CSR IMPACT LAST YEAR



CIVIC ENGAGEMENT

- Volunteered 126 hours with 15 non-profits
- 100% voter turnout & participated as election protection volunteers
- Increased our local spend by 23% last fiscal year



JEDI

- 90% of managers are women
- 40% of new hires were from underserved populations
- 53% of staff are fluent in 2+languages, 18% are non-native English speakers



HEALTH & WELLNESS

- Increased wellbeing levels by 16% in a 6 month period
- Provided ergonomic chairs, desks, standing-desk converters, wrist wrists, monitor stands, headphones, and webcams for home offices.



ENVIRONMENT

- 100% remote, saving ~203,443 commuter miles last year
- Shifted to cloud-based servers



MAKING AN IMPACT

OUR CSR PROGRAMS



HOLISTIC + GOAL-DRIVEN

OUR CAPABILITIES

STRATEGY

- In-country resourcing
- Online marketing strategy
- UX & design
- Content strategy
- Style & terminology
- TM strategy
- Marketing centralization
- Workflow solutions
- Process engineering

LINGUISTICS

- Copywriting
- Concept adaptation
- Transcreation
- Translation
- Linguistic QA
- In-country Review
- Translation memory
- Glossary management

MEDIA

- Graphic design
- Print collateral & ads
- Product packaging
- Event marketing
- Website creation & localization
- Landing pages & microsites
- Mobile sites & apps
- Video & animation
- eLearning
- Online QA
- Voiceover & subtitling

MARKETING

- International PPC
- Multilingual SEO
- Keyword research
- Display & programmatic
- Social media
- Video marketing
- Email marketing
- Analytics & tracking



EXPERIENCE YOU CAN COUNT ON

THE COMPANY WE KEEP

In our 32 years, we've helped more than 700 global brands go international with their marketing communications. Valuing clients large and small, from startups to established businesses, B2B, B2C and non-profits, below are a few of the companies we've worked with.



Herman Miller





Please let us know if you have any further questions.
We look forward to hearing from you.

JENNA HARDING

Senior Director, Customer Success

jenna_harding@wordbank.com

+1 720.359.1633