TAPFLARE / RESEARCH & PRACTICAL GUIDANCE

Website Translation vs Localization Cost: Scope Sheet

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Executive Summary

Adding a second language to a Webflow or Framer marketing site is better bought as a set of separate work items than as one undefined "translation" line. The World Wide Web Consortium (W3C) defines localization as the adaptation of a product, application or document content, and notes that it is often a substantially more complex issue than translation alone (www.w3.org). In practice, a quote for "translation" can hide at least five different purchases: approved target-language copy, a review of that copy, visual adaptation (layout and text-bearing images), platform configuration, and the act of publishing.

Three findings shape the budget. First, platform fees are only the base layer. Webflow documents that its Localize add-ons are charged per locale and that add-on billing follows the Site plan's cycle (help.webflow.com). Framer's pricing page lists a translation locales add-on at $20 per locale, with prices described as monthly and billed according to the chosen cycle (www.framer.com). Framer also draws AI translation from a shared monthly credit allowance, so access to a locale and the cost of machine drafts are separate lines. Second, no source consulted publishes a universal translation rate; the American Translators Association (ATA) says translation is often charged per word, that most translators have a minimum charge, and that marketing work may be billed hourly (www.atanet.org). This report therefore leaves every rate blank in its budget template. Third, publishing authority differs by platform and plan. Framer separates content permissions from Deploy permission (www.framer.com), and Webflow states that locale access applies to editing only (help.webflow.com).

Layout is a scoped task, not a padding percentage. W3C's text-size article states that text will normally expand, but also that smaller translations can be as problematic as bigger ones (www.w3.org). Its guidance is to allow reflow and avoid tight fixed containers. Text inside images is a separate item: W3C advises supplying graphics with text on a separate layer (www.w3.org).

The report's original contribution is an itemized quote-and-responsibility sheet for a hypothetical SaaS marketing site, a budget formula with blank inputs, and a worked post-launch change request in which an approved English headline changes. Automation can produce drafts, but a named person still reviews the target text and a named person releases it. A design and build subscription can implement supplied copy and adapt layouts; language review, international search strategy and market-entry decisions belong with specialists.

Introduction and Background

The query "website translation vs localization cost" likely comes from a buyer who already has a working English marketing site and wants to add one language without rebuilding it. The decision is rarely "which tool". It is closer to: which deliverables should the current web provider quote, which work must be supplied by a language professional, who is allowed to publish, and which costs continue after launch. This report is written for SaaS and startup marketing leads, founders and agency project managers on Webflow or Framer, and it is current to November 2026.

The difference between the two words in the query matters for quoting. W3C describes localization as adapting content for a particular target market or locale, and describes internationalization as the design and development of content that enables easy localization (www.w3.org). Translation is one input to localization. Reading dates, currency, imagery, navigation and legal pages as part of the same job is how a "translation" quote becomes a larger project. This report keeps a narrower scope on purpose: one additional language, a defined list of pages, and no regional market-entry strategy, copywriting, legal translation or language-quality certification.

Where a design and development subscription fits, it is a proportionate option for some of the work. Tapflare, the publisher of this report, offers a design and development subscription, so it has an interest in this option; treat this as a disclosure, not as evidence. Work of this kind can include implementing supplied copy and adapting layouts and graphics on a platform such as Webflow or Framer. It does not include translation, international SEO or copywriting. Those limits are stated here so that the responsibility sheet later in the report assigns language review and strategy to the appropriate specialists.

Guides that compare software options and licence costs also exist, such as one showing an update date of 24 September 2026 (get-lantis.com); this report does not adopt their prices, and it treats a platform fee as only one input. Evidence limits apply throughout: where a plan detail could not be confirmed from the pages read, the text says so. Prices appear only where a vendor's own page shows them, and no third-party price estimate is adopted.

Defining Scope: Language, Region and the First Release

The first purchase decision is the inventory. Before asking for quotes, the buyer lists the pages and components that will exist in the second language on launch day, and states what happens to everything else. No documentation consulted promises that an arbitrary subset of a site can be published in a locale without side effects, so partial releases must be checked against the actual project.

Language, region and tag

A locale is a language, optionally combined with a region. The primary locale is the language the site is built in, and Framer describes locales as the languages a website can be translated into (www.framer.com). Language tags follow IETF BCP 47, and W3C's guidance is to keep the tag as short as possible and to add a region subtag only when it contributes needed information (www.w3.org). A buyer who writes "Spanish" in a brief has not yet specified whether the audience is regional or general, and that choice changes the review brief, the URL path and the tag.

Page inventory for the first release

The hypothetical SaaS site used in this report (Hypothetical Example) has a homepage, one solution page, a contact form, shared navigation and footer, one content management system (CMS) collection (a blog) and several images that contain text. Each of these is a distinct line in the quote because each behaves differently:

- **Static pages** inherit content from the primary locale in Webflow when a secondary locale is added (help.webflow.com), which means the second-language page exists as soon as the locale does, whether or not its text is approved.
- **Shared navigation and footer** are components whose labels and wrapping must be checked in both locales.
- **CMS collection items** are per locale. Webflow states that each locale has its own set of Collection items (help.webflow.com), so each item needs its own translation and status.
- **Contact form** labels, validation messages and confirmation text are language content that a visual review will not necessarily surface. They should appear as explicit rows in the sheet.
- **Images containing text** are not covered by a text translation pass at all. The ATA notes that scanned, non-editable files take longer to translate and may raise the cost (www.atanet.org), which is the same dynamic as a flattened image.
- **Page metadata and URL paths** are separate fields. Titles, descriptions and slugs must be translated and entered, and the sheet lists them separately.

The buyer decides which of these are in the first release. For example, the blog collection may stay English-only at launch, and the consequences for the locale switcher and fallback behavior must then be tested. Framer, for instance, describes a fallback language that displays when translations are missing (www.framer.com); whether an untranslated page should show English text or be absent is a decision to record, not a default to accept.

Separating the Work Items

A second-language website is the sum of several work items with different suppliers. The cleanest way to avoid scope disputes is to name each item and its supplier before work starts.

The five items

- **Approved language content.** The target-language text that the business accepts as its own. This may come from a professional translator, an agency, an in-house bilingual employee or a machine draft that a qualified person then reviews.
- **Language review.** A second check of the target text. The European Commission's translation service describes revision as a bilingual process in which a second person compares the translation with the source text, and review as a monolingual check focused on clarity, tone and suitability (translation.ec.europa.eu). A quote should say which of these is included.
- **Visual adaptation.** Layout adjustment for longer or shorter strings, scripts with different heights, and replacement of text-bearing images. This is design work and can be quoted as such.
- **Platform implementation.** Locale setup, URL paths, language switcher, metadata fields, the translation mode, and the roles and plan required.
- **Release.** The named person who may publish, and the evidence they check before doing so.

Who can supply which item

Table 1 below maps each item to realistic suppliers. It names the supplier types rather than any one vendor, apart from the design and build option described in the introduction, and it flags what each supplier should not be asked to do.

Supplier type	Typically supplies	Do not assume it supplies	Evidence to request
Freelance translator	Target-language copy for supplied source text; may offer hourly or per-word pricing	Platform entry, layout checks, publishing access	Delivered text file keyed to source item and revision; stated review step
Translation agency	Project management, translation and a stated checking step; ask for the revision and review steps separately (translation.ec.europa.eu)	Webflow or Framer configuration, design changes	Quote that separates translation, revision, review and any desktop-publishing or layout support
In-house bilingual reviewer	Review of machine or vendor drafts in context; terminology decisions	Capacity for every future change unless time is allocated	Named reviewer, turnaround expectation, sign-off record
Platform AI translation	First drafts inside the platform. Webflow counts AI-translated words toward plan word limits (the monthly allowance is pooled across the site's locales, according to Webflow's help article; confirm the exact allowance for the purchased locale tier); Framer draws on shared AI credits	A guarantee of fit, tone or accuracy; a reviewed result	Status of each string (Framer's Localization view can track which translations have been reviewed)

Supplier type	Typically supplies	Do not assume it supplies	Evidence to request
Design and build subscription (for example the publisher, Tapflare)	Implementation of supplied copy, layout adaptation, text-bearing image variants, locale configuration and QA screenshots on the chosen platform	Translation, language review, international search strategy, market-entry advice	Before and after layouts at agreed widths; export or source files for revised images
Translation management connector	Workflow between the CMS and a language provider, where separately scoped	Free of charge; Smartling states its Webflow connector is a paid product (help.smartling.com)	Connector configuration record, project mapping, who holds the credentials

Table 1 shows that no single row covers all five items. A design and build subscription is a reasonable supplier for the visual adaptation and platform implementation columns, and the platform's own tooling can produce drafts, but language content and language review need a named language-qualified person. That person can be a freelancer, an agency contact or an employee, and the sheet in the next section records which.

Translator or agency

The choice is mostly about what the quote must include. The International Organization for Standardization describes ISO 17100 as setting requirements for the core processes, resources and other aspects necessary for the delivery of a quality translation service, and excludes raw machine translation output plus post-editing from its scope (www.iso.org). Asking whether a provider works to a stated process is therefore a fair procurement question. The European Commission's translation service adds that, for every translation project, the potential impact of translation errors is identified and the likelihood of such errors assessed (translation.ec.europa.eu). This report does not certify any provider, and language-quality certification is outside its scope.

The Itemized Quote-and-Responsibility Sheet

Table 2 below is the report's original sheet. It describes a hypothetical SaaS marketing site (Hypothetical Example) and one target locale. Every cell that reads "Buyer to fill" or "Unknown" is intentionally blank: the sheet does not assume a supplier, a price or a permission. The columns follow the fields a buyer should record for each item: source item and revision, target locale, approved language content, visual adaptation, platform implementation, reviewer, publisher and evidence expected. The target locale is a single tag for every row, chosen by the buyer using the tag guidance above.

Item	Source item, revision, target locale	Approved language content	Visual adaptation	Platform implementation	Reviewer	Publisher	Evidence expected
Homepage	Page URL, copy revision date, tag: buyer to fill	Supplier: buyer to fill. Hero heading, subheading, calls to action	Check headline and button wrapping at agreed widths; reflow, not fixed boxes	Locale inherits source content until overridden; translation mode confirmed	Named language reviewer: unknown	Named person with deploy rights: unknown	Reviewed text file, screenshots, published URL check
Solution page	As above	Supplier: buyer to fill. Feature lists, headings	Check longest list items and tables; vertical room for taller scripts	Page settings and slug entered separately	Language reviewer; product owner checks claims	Unknown	As above plus metadata fields
Contact form	Form name, field labels, error and success messages, revision	Supplier: buyer to fill. Labels, placeholders, validation, confirmation	Check label wrapping and error messages in the narrowest layout	Form text, notification email language and the destination inbox: unknown	Language reviewer plus a test submission by a bilingual tester	Unknown	Test submission record
Shared navigation and footer	Component name and revision	Supplier: buyer to fill. Menu labels, legal links, language switcher label	Menu overflow and wrapping; switcher placement	Component text per locale; layout handling across locales to be confirmed with the vendor	Language reviewer	Unknown	Screenshots of header and footer in both locales
CMS collection (blog)	Collection name, item count in first release, tag	Supplier: buyer to fill. Decide: translated, hidden or English-only at launch	Template check with the longest title in the first release	Per-locale items and status	Language reviewer: unknown	Unknown	Item list with status per locale
Images containing text	Image file, editable source file and revision	Supplier: buyer to fill. Text extracted from the source file	New image version with text on a separate layer (www.w3.org)	Per-locale asset replacement (help.webflow.com) or Framer locale image; alt text entered	Language reviewer for the image text	Unknown	Before and after exports; alt text check
Metadata and URL paths	Title, description, slug per page	Supplier: buyer to fill	None	Localized paths (www.framer.com); conflicts flagged	Language reviewer	Unknown	Published URL list

Item	Source item, revision, target locale	Approved language content	Visual adaptation	Platform implementation	Reviewer	Publisher	Evidence expected
Language switcher and fallbacks	Component and rules	Label text only	Placement at agreed widths	Only published locales shown in Webflow's locale list; Framer fallback	Unknown	Unknown	Walkthrough of switcher on live site

Table 2 should be read as a negotiation document. Each row's "Unknown" cells are the questions a vendor must answer in writing. Three observations follow from it. First, the Publisher column is empty on purpose because publishing authority depends on plan and role, as the platform section explains. Second, the Evidence column asks for artifacts (reviewed text keyed to a revision, screenshots at agreed widths, a published URL check) rather than a statement that work was done. Third, the sheet carries no prices; the budget section shows how to attach them without inventing rates.

Layout Expansion and Text in Images

W3C's text-size article is the primary design reference for this part of the brief. Its general message is that text will normally expand in translation, but it also states that smaller translations can be as problematic as bigger ones if they leave too much white space on the page. It does not give a single multiplier that fits all languages, and this report does not adopt one. Older third-party posts that circulate expansion percentages should be treated as historical context, not as a specification.

What the guidance supports

- **Character count is not width.** W3C's example notes that a Japanese string with one fewer character will typically take up much more horizontal space (www.w3.org).
- **Height matters too.** The article states that it is very common for non-Latin text to have much taller characters than Latin text.
- **Flexibility is the remedy.** The article advises designing layouts as flexibly as possible and allowing text to reflow (www.w3.org).

The buyer's brief should therefore ask the design provider to test the real strings, particularly the longest labels, buttons and headings, in the real target script, at agreed widths. No consulted source supports a rule that a fixed percentage of padding will suffice, and automated translation does not guarantee that text fits. Right-to-left languages need separate treatment: W3C calls support for right-to-left scripts essential (www.w3.org), and an RTL project may need specialist review beyond this basic second-language example.

Accessibility checks that interact with translation

The Web Content Accessibility Guidelines (WCAG) 2.2 contain several tests that translated layouts can fail even when the English layout passes. The page language must be programmatically determinable, and W3C's practical guidance is to use a language attribute on the html element; Framer states that it manages that

attribute automatically, while for Webflow the publishing checklist says to confirm that the attribute is output. Text can be resized up to 200 percent without assistive technology, and content must reflow at a width equivalent to 320 CSS pixels without two-dimensional scrolling (www.w3.org). Content must also adapt to changes in line, word, letter and paragraph spacing.

Text inside images

Images of text are the item most likely to be forgotten. WCAG asks for real text rather than images of text except in listed cases (www.w3.org), and the Understanding document notes the requirement does not cover text that is part of a picture containing significant other visual content (www.w3.org). Even where an image of text is acceptable, translation is harder: W3C notes that text on complex backgrounds or in restricted spaces can cause considerable trouble for the translator (www.w3.org). The brief should ask for the editable source file, a separate text layer and a replacement image for each locale, with alt text supplied through the platform. A recent academic chapter on localisation-oriented accessibility evaluation, published online on 31 August 2023 (www.cambridge.org), cites the W3C text-size article in a footnote (www.cambridge.org) (doi.org). That is an observed reference use, not evidence of demand; the chapter concerns health websites, and its findings are not transplanted to marketing sites here.

Platform Constraints: Webflow and Framer

Both platforms host localized content natively, and both have features that change what a quote should include. The facts below come from each vendor's own documentation, read in November 2026. Details can change, and the buyer's selected plan should be confirmed before signing.

Webflow

- **Add-on structure.** Localize add-ons are charged per locale, and add-on billing follows the Site plan's billing cycle (help.webflow.com). This report does not quote a Webflow price because the monthly or yearly display of add-on prices could not be confirmed from the page read.
- **Currency and basis.** The pricing page states that prices are in US dollars, per site, plus applicable taxes added at checkout (webflow.com).
- **Publishing needs the add-on.** Publishing to a secondary locale, or adding more than one, requires a Localize add-on (help.webflow.com).
- **Translation mode.** Switching to continuous translation can replace existing translations (help.webflow.com), whereas in one-time mode an existing translation stays unchanged until it is updated or reset (help.webflow.com). The mode the project uses must be written into the scope.
- **Roles.** Restricting which locales a member can edit is documented as available only on specific Enterprise plans (help.webflow.com), and locale access applies to editing only (help.webflow.com).
- **Ecommerce and primary locale.** Native Localize does not support Ecommerce Site plan features (help.webflow.com), and the example site is a marketing site, not a store. Confirm with Webflow before locking the primary locale; this report makes no claim about whether it can be changed later.

Framer

- **Locale add-on.** The pricing page lists a translation locales add-on at $20 per locale and states that all prices are monthly and billed according to the chosen billing cycle (www.framer.com). The text read does not name a currency beyond the dollar sign, and the add-on's cadence must be confirmed at checkout before any annual figure is calculated. Whether the default language counts as a paid locale was not established, so it is not counted here.
- **AI credits are separate.** Generating AI translations consumes AI credits from the plan (www.framer.com), so access to a locale and the cost of machine drafts are different lines.
- **Automatic updates.** When auto translate is enabled, any new or updated content on the Canvas is immediately translated (www.framer.com), and manual edits take priority over auto-generated translations (www.framer.com).
- **Roles.** The content permission covers CMS content and localization (www.framer.com), while only members with Deploy permission can publish directly to the live site when staging is off (www.framer.com). Which permissions are available may depend on the plan, so the actual project configuration must be verified instead of assuming that a translator can publish.
- **Paths.** Each locale can have its own page path (www.framer.com); verify paths on the published site, as the sheet's evidence column requires.

Table 3 below condenses the points that most affect a quote.

Question for the quote	Webflow (documentation read Nov 2026)	Framer (documentation read Nov 2026)
Is publishing the second language a paid add-on?	Yes, a Localize add-on is required to publish a secondary locale	Locale add-on listed per locale; the free plan lists one free locale to try
What limits machine drafts?	Translated words count toward plan word limits; the monthly allowance is pooled across the site's locales, so confirm the exact allowance for the purchased locale tier (Webflow help)	Shared monthly AI credits; manual translation needs none
What happens when English changes?	Depends on continuous or one-time mode	Auto translate re-translates updated content when enabled; manual edits take priority
Who can change content versus publish?	Locale access governs editing only; restriction is Enterprise-only	Content permission separate from Deploy; verify plan and role
How are images handled?	Replace an asset per locale; localize alt text	A locale can use a different image
Who owns layout?	Confirm with the vendor how layout is handled across locales	Confirm which pre-publish checks the plan includes; test text expansion on real strings

Table 3 does not rank the platforms. The same buyer question has a different answer in each, and several answers (role restrictions, permissions, translation mode) change who can act and what the vendor must configure. A third-party connector adds another layer: Smartling states its Webflow connector is a paid product,

that a Localization add-on must also be purchased from Webflow, and that setup uses one dedicated Smartling project per Webflow site (help.smartling.com); a service user with Site Manager as the minimum role is required (help.smartling.com), and a preview route allows testing with one additional, unpublished locale (help.smartling.com). A translation management system is an example of separately scoped language infrastructure, not a requirement.

Worked Example: One Post-Launch Source-Copy Change

Assume the second-language site is live. The English hero heading on the homepage is approved to change from one phrase to another. The new phrase is hypothetical; the point is the sequence of responsibilities. The hero image also contains the old heading as text.

1. **Record the source revision.** A named person at the buyer approves the new English heading and logs the item (homepage hero heading), the previous and new revision, and the date.
2. **Confirm what the platform does with the change.** On Webflow, the project's translation mode determines whether the existing translation is left unchanged until reset or replaced (help.webflow.com). On Framer, if auto translate is enabled, updated Canvas content is translated immediately (www.framer.com), and the buyer should confirm in a draft how a heading with an existing manual edit behaves, since manual edits take priority over auto-generated translations. Neither result is assumed here.
3. **Obtain approved target-language text.** The supplier named in the sheet provides the target heading, or a platform draft is accepted as a draft only. Google's guidance on AI-generated content is to manually fact-check and review it before publishing (developers.google.com), a reasonable control for machine drafts generally.
4. **Review in context.** The language reviewer checks the target text in context on a draft or staging view, not in a spreadsheet.
5. **Adapt the visual.** The designer receives the editable image source, replaces the text layer (www.w3.org), exports the new locale image and checks the heading at the agreed widths with the new string length (www.w3.org). If only the English image changes, the secondary locale image may now be stale; the sheet's image row catches this.
6. **Release.** A named person authorizes release. On Framer, that depends on Deploy permission (www.framer.com); on Webflow, locale access governs editing, not publishing. Automation can update drafts, but the sheet must still say who takes responsibility for review and publishing.
7. **Capture evidence.** Screenshots of the live page at agreed widths, the reviewed text keyed to the new revision, and the new image export are filed. The review cost is the quoted review rate multiplied by the changed-content inventory, as the budget section shows.

Recurring work should therefore be quoted per change rather than assumed free. Each change touches four parties (the English owner, the language reviewer, the designer and the publisher), and no consulted source establishes turnaround for such a change, so none is promised.

Publishing Checklist: URLs, Language Tags and Search

Search configuration is a platform task, but a buyer should still know what to verify. This report does not offer international SEO strategy, and no ranking effect is promised.

- **Separate URLs.** Google recommends using different URLs for each language version of a page (developers.google.com). Both platforms use locale paths: Webflow gives each locale a URL slug that defaults to the language code (help.webflow.com) and Framer lets each locale have its own page path.
- **Visible content must be translated.** Google uses the visible content of a page to determine its language (developers.google.com), recommends a single language for content and navigation on each page (developers.google.com), and cautions that translating only boilerplate text can give a bad experience (developers.google.com).
- **hreflang annotations.** Each language version must list itself as well as all other versions (developers.google.com), and annotations must be reciprocal (developers.google.com). Webflow's auto-generated sitemap lists only locales with publishing enabled (help.webflow.com), and Google's Search Console help states that it will continue to support and use hreflang tags (support.google.com). Framer states that the lang and hreflang tags are managed automatically (www.framer.com). The buyer should still check the published pages, because an unpublished or mis-pathed locale breaks the set.
- **No automatic redirects by assumption.** Google cautions that redirecting users by presumed language could prevent users and search engines from viewing all the versions of a site (developers.google.com). Whether automatic routing is enabled is the buyer's decision, and it should be tested on the live site.
- **Switcher, fallback and duplicates.** Google suggests hyperlinks to other language versions of a page (developers.google.com) and a fallback page for unmatched languages (developers.google.com), and treats localized versions as duplicates only if the main content remains untranslated (developers.google.com), which is another reason a half-translated page is a risk.
- **Language declaration.** W3C advises always using a language attribute on the html element to declare the default language (www.w3.org). The platforms' own settings should be checked to confirm the attribute is output for each locale.

Data Analysis and Evidence

No independent benchmark of how a multilingual project's cost divides between translation, design and platform fees was found, and none is invented here. What can be assembled is the verified inputs, the formulas that connect them and the remaining unknowns.

Verified platform inputs as of November 2026

Webflow's add-ons are charged per locale, as noted above, and the exit sequence for removing a locale should be asked about before purchase. Framer lists $20 per locale (www.framer.com), and its free plan lists one free locale to try. The monthly or yearly display of Webflow add-on prices was not resolved from the page read, so no Webflow dollar figure is used.

Budget formulas

These definitions use only quantities the buyer or vendor must supply; every input below is a hypothetical example or a blank.

- **Incremental first-year cost** = confirmed incremental platform and localization fees + implementation and design + initial language review + agreed allowance for updates.
- **Ongoing language review (per period)** = actual changed-content inventory × quoted review rate, where both inputs come from the buyer and the vendor.
- **Platform and add-on line** = confirmed per-locale fee × number of paid locales × billing periods in the plan cycle. The number of paid locales is confirmed with the vendor, because the pages read do not say whether the default language counts. The billing period is read at checkout.

The template below is deliberately free of prices.

- **Platform fees:** blank until the plan and locale count are confirmed at checkout.
- **Initial language content:** blank; word count of the first-release inventory × the supplier's quoted basis (per word, per hour or fixed), subject to any minimum charge (www.atanet.org). The ATA adds that hourly rates are possible for creative marketing translation (www.atanet.org) and that translators usually charge a rush fee for quick turnaround (www.atanet.org).
- **Initial language review:** blank; quoted separately from translation, with the review type stated.
- **Implementation and design:** blank; locale setup, layout adaptation, image variants and QA captured as separate rows in *Table 2*.
- **Update allowance:** blank; the buyer states how many changes per period are expected.
- **Hypothetical change inventory for one period:** one heading, one subheading and one text-bearing image; the review rate is left blank.

The formulas deliberately avoid a fixed markup on the monolingual build cost, an assumed words-per-hour rate and a guaranteed launch date, because none of those is supported by a primary source.

Implications and Future Directions

First, scope the release by item, not by site. Publishing status is managed per locale for CMS items in Webflow and fallback behavior is configurable in Framer, so the brief should list exactly which pages, components and CMS items go live and test everything left out.

Second, treat language review as a recurring operating role. Framer can translate updated content immediately when auto translate is enabled, and Webflow offers continuous translation that can replace existing translations. The speed of a draft says nothing about its approval, and Google's guidance on generated content stresses reviewing it before publishing (developers.google.com).

Third, plan for plan-dependent controls. Webflow's per-locale editing restrictions are documented for specific Enterprise plans, so a smaller team relies on process: the sheet's Publisher column and a release checklist.

Keyword demand, search ranking effects and conversion outcomes for localized SaaS sites were not measured here, and no claim is made about them. Accessibility commissioning and the ownership transition for a website handed between providers are outside the scope of this report. Re-verify plan, role and locale count on the day of purchase, because platform documentation keeps changing.

Frequently Asked Questions (FAQs)

What is the difference between website translation and localization for cost purposes?

Translation produces target-language text. Localization, as W3C defines it, adapts content to a target market or locale. For quoting, that means separate lines for text, review, visual adaptation, platform work and release.

What does website translation cost per word?

No consulted primary source publishes a universal per-word figure. The ATA says translation is often charged per word (www.atanet.org), so ask each supplier for its basis and minimums on a sample of your actual content.

How do I build a multilingual website on an existing marketing site?

Define the language and first-release inventory, name a responsible person for each item, configure the locale, supply approved copy, adapt layouts and images, verify URLs and language tags, and release through a named publisher. The sheet in this report is a template.

What is the website localization process, and what does multilingual development cost?

Scope the locale and pages, produce and review language content, adapt layout and images, configure the platform, test and publish. Cost is the sum of platform fees, implementation and design, initial language content and review, and an update allowance, each quoted separately.

How should a multilingual layout handle text expansion?

Use flexible layouts, test real strings in the real script and avoid fixed-width boxes. This report does not adopt a single padding percentage.

Who publishes a translated website, and should a buyer hire a translator or an agency?

Whoever holds publishing permission and is named in the sheet; on Framer that is Deploy permission when staging is off, and on Webflow locale access applies to editing only. Choose a translator or agency by what the quote must include (second-person check, project management, terminology), and keep revision and review as separate lines.

What belongs on a hreflang and publishing checklist?

Separate URLs per language, self-referencing and reciprocal hreflang annotations, translated visible content, a declared page language, a working language switcher and a published-site check of every path.

Conclusion

A second-language website is a set of purchasable items, and the useful question is who supplies each one. Platform fees for a locale are documented by each vendor and quick to check, but they sit beside language content, language review, visual adaptation, implementation and release, each of which has a different supplier and a different recurring cost. The itemized sheet in this report records, for each page, component and CMS group, the source revision, target locale, approved language content, visual adaptation, platform implementation, reviewer, publisher and expected evidence, and leaves unknown responsibilities visibly unknown.

Layout is handled by testing real strings at agreed widths, in line with W3C's advice to allow reflow, not by a universal padding percentage. Publishing authority is handled by naming a person and verifying the role and plan on the platform. A post-launch change, even a single hero heading, involves the English owner, the reviewer, the designer and the publisher, and the quote should say how it is handled.

Before accepting a quote, a buyer should resolve these questions in writing:

- Which pages, components and CMS items are in the first release, and what appears for everything left out?
- Who supplies the approved target-language text, and who reviews it, with revision or review stated separately?
- Which translation mode or auto translate setting is configured, and what happens to an existing translation when English changes?
- Which images contain text, and does the vendor have the editable sources?
- Who may publish, on which plan and role, and what evidence do they check first?
- Which platform fees, credits or word allowances continue after launch, and what is the cancellation sequence?
- What is the quoted rate for a post-launch change, and who staffs the review?

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

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THE PUBLISHER

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How it works

Each subscriber has a dedicated project manager who learns the brand, assigns every request to a senior specialist in that kind of work, and reviews the result before it is delivered. Requests are submitted and discussed in the Tapflare portal, each plan includes a daily allotment of design or development time, and the client keeps full ownership of the export and source files.

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