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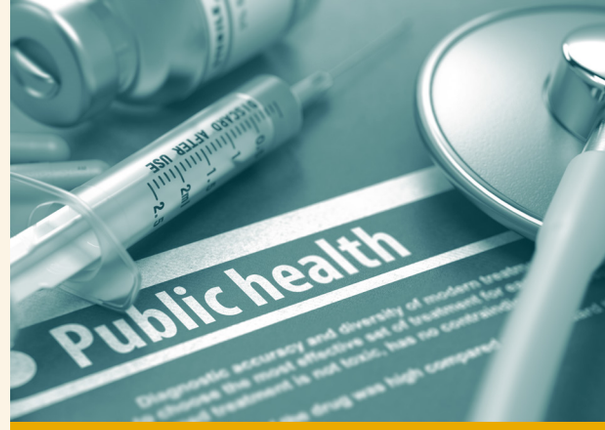
empathy beyond words

Strategizing Website Translations and Accessibility to Alleviate Risks and Cost



– Summary –

A California Health Plan Provider revamped its website for a milestone company anniversary. As a result, they needed to complete translations into their threshold languages, Hmong and Spanish, and ensure conformance with CA government code section 508 and WCAG digital accessibility standards. **Avantpage worked with them on a localization plan to meet linguistic and accessibility compliance, provide meaningful communications to target members, and strategize resources to maximize available budget on a strict timeline.**

– Scope –

This organization required **instructions to implement translations, linguistic and functional testing to confirm usability, and accessibility guidance to ensure compliance with WCAG accessibility standards.** Since they already had an in-house development team for updates and general maintenance, they needed a partnership to support staff for final project needs on a strict deadline for the launch. Without maintaining an appropriate accessibility and localization strategy, the organization **risked not meeting legal requirements, compromising trust between the organization and members, and ultimately losing out on potential target members.**

– Solution –

Avantpage leveraged high-quality linguistic resources and accessibility subject matter experts to provide guidance to this client throughout the localization and accessibility phase of their website launch. Through this solution, Avantpage took carefully detailed reports to identify, document, and recommend website fixes. The in-house development team then used reports provided by Avantpage as a roadmap to implementation. To maximize functionality, quality, and resources, Avantpage focused on the following key areas:

- **Completeness of layout and content in target languages**
- **Functionality and usability of site interactive items**
- **Keyboard, captioning, font, and screen readability accuracy**

These reports provided the client with detailed descriptions regarding necessary fixes, where documented items are located, with examples and full descriptions. This left the essential tools in place to have their in-house development team implement required fixes. To mitigate risks of incorrect usages and ensure the integrity of the website, an additional second review was implemented to confirm linguistic and functional implementation accuracies.

– Outcome –

The final outcome meant that this organization was able to meet linguistic and web accessibility standards and expand resources and information to their Limited English Proficient (LEP) constituents through more meaningful communication. **The client increased the number of webpages on their site and added a total of 320 new documents to the site.** By providing these additional communication options, the organization may have a higher impact reach through:

- Increase website traffic
- Better user experience
- Enhance brand recognition
- Remove legal risks
- Improve member turnout

By teaming with the client as a full partnership, Avantpage worked as a part of their team to strategize implementation and maintain their website release date.

To learn more about our website localization solutions, email us at: info@avantpage.com | or visit https://avantpage.com/our-services/localization-services/