

**About GE Group:**

Global Enterprises Group is a registered migration agency and service clients with their Australian family, skilled, business and regional skills visa applications.

Its vision was initially conceived in Tianjin, China in 2007 and then registered 2 years later in 2009 and now runs from Perth Western Australia with business networks extending from Australia throughout Asia.

Global Enterprises Group is now running through the conception phase for the development of businesses stretching from the construction industry, all the way through consulting, workplace training, tourism development, retail and hospitality, which is also a commission company that supports workers and professionals on the field in the 10/40 window.

**Requirements:**

Our client has designed the website using a Joolma interface before. And he has clear expectations for the localization part: This website should be a trilingual one of English, Simplified Chinese and Tamil (we take care of the Chinese website first). This needs not only translating the webpage contents into the target language, but also understanding of the Mainland China market to make the target texts attractive to local people. So this part goes beyond a simple translation work.

After finishing the localization of the website, our client also wants CCJK Technologies to help them to improve the overall ranking of the website on Baidu / Google search engine results and other ones which are popular in China.

**The CCJK solution:****For the web localization**

As the website has been [translated to Chinese](#) by google translation before, which means the localization, was in very poor quality and there were still many words remaining to be translated. CCJK chose to assign a team of translators and reviewers to redo the translations from the beginning.

As we know, there is an accuracy rate of around 50% for translations done by machines, due to the basically equivalent grammar and expressions between the language-pairs. Therefore it is some vendors' practice to do initial translations by machine, and then make some changes

as necessary by a human translator. The readers may experience the text as "mechanical", awkward and in short of literary grace when reading such kind of machine translations.

But poor translations will put you in embarrassing situations and will present your company in a bad light. If your clients complain about bad quality and wrong translations, you might end up losing your clients.

CCJK never uses machine translations to save time and manpower. To assure of the highest translation quality, we have assigned the best and most skilled translators who has abundances of experience in the translation of visa application materials for mandarin translation in our office. Just as we promised this our clients, to ensure top quality, we have assigned not only one translator, but at least 3 translators for the translation. We translate from scratch by a linguist, then pass the translated documents to another editor for reviewing, and finally to a 3rd proofreader for polishing the translation and to eliminate any errors.

After translation is done, CCJK assigned most professional Joomla website developers to replace the old Chinese texts with the updated ones. The engineers have made the revision accordingly until the client feels totally satisfied.

**Read Also:** [Some tips to Traditional Chinese Translation](#)

**For the search engine optimization:**

In the process of working now, SEO engineer Benjamin and Carl who have had plenty of experiences in several successful projects similar to this one, are responsible for this part.

The following is the the Globalenterprisesgroup.com web site we are involved with its and localization and development based on Joomla CMS platform.

It is known that Joomla is a content management tool built on the foundations of Mambo (and some of its developers). Joomla is more user-friendly than Drupal and more open to developers than Wordpress, which is considered one of the top three most popular CMS in the world.

The Joomla CMS is a free open source project our clients could easily download and install on their servers and running their web site free of charge. Tutorials and supportive forums are available for free on the web.



Should you need any assistance with setting up a Joomla web site, we can always provide you with our services ranging from a simple consulting assistant to a complete service solution; we will assist you with every step during the process of setting up your own Joomla web site.

**About CCJK:**

Founded in the year 2000, CCJK of highly skilled professionals from around the Asia-Pacific region has formed an elite engineering group that is youthful, dedicated, knowledgeable and deeply rooted in the sense of responsibility. CCJK always insist that winning the clients' trust and confidence in this manner is of paramount importance to the very existence of an organization. CCJK is dedicated to customizing its services to meet the needs of each individual client. For every project, no matter it is large or small, sophisticated or trivial, the whole team is committed to work synchronized to make the project mutually successful, both for the client and CCJK.

Take a look at how we helped our client by localizing their project for Chinese language.

[Click here](#) to read the complete case study