



Turnkey francization of Web sites

Background

Just like commercial advertising in paper form (e.g., a brochure), commercial content on a website or social media page of a company with a location in Quebec (regardless of its size) that is intended for the Quebec market must at least be in French. Such content contravenes section 52 of the Charter of the French Language if it is not in French. The company is therefore responsible for the information of a commercial nature that is presented on its website or on its social media page.

Companies employing 50 or more people must ensure that French is widely used at all levels, including in information technology and external communications. Companies with 50 or more employees that do not use French on their website or social media page risk delaying their francization certificate or violating their obligation to maintain the widespread use of French in their operations after obtaining their certificate.

Obstacles

In order to comply with the law, a company that needs to francize its website deals with several obstacles, including :

- To determine the content to be francized ;
- To translate the textual content in accordance with French writing standards;
- To find the right terminology related to the company's field;
- To translate graphic content (images and icons)
- To master the HTML language, CSS3 and Javascript;
- To determine the tree structure of the website;
- To translate URLs into French.

Proposal

We simultaneously master the legal process of a Quebec-based company's obligations, professional translation and all aspects of website development. Our team includes specialized translators using terminology from different fields as well as Web developers mastering different technologies. The DataFranca.org team is also responsible for adapting artificial intelligence and quantum computing terms into French. Our lexicon contains 5,000 terms and concepts.

We therefore offer a turnkey solution for the francization of websites that will relieve the company of the burden of undertaking the complex steps of the entire francization process. We are available to meet with you to evaluate your needs.