

The translation profile

The translation profile is the site-specific part of the instructions given to the AI service. It decides whether the translation sounds like your website — or like any website. You find it in the options, tab "Translation profile".

The fields

- **About the website.** Whose website is this? One or two sentences, for example: "Website of an IT service provider for small businesses in the Rhine-Main area."
- **Audience.** Who is this written for? Say: "Owners of small businesses without their own IT department."
- **Tone.** The desired tone of the translation. Empty means: factual and clear, close to the original.
- **Glossary.** Terms that are *never* translated — one per line or comma-separated.
- **Additional instructions.** Free text for everything the fields above do not cover.

Take the glossary seriously

The glossary is for your company name, your product names and third-party brands. Without it the model also translates well-meant things: a company name with a descriptive part becomes an English description, "Backend Booking" becomes a lower-case "backend booking". Everything that is a proper name belongs on the list.

Profile changes retranslate the whole stock

Every change to the profile — even a single glossary entry — makes the **whole stock count as changed**: the next run retranslates all articles, in batches up to the configured limit. That is intended (the old translation was made without the new instruction), but with token-billed providers it costs money. Settle the profile early and change it only deliberately afterwards.

For the same reason the approval is bound to the profile: after a profile change, the next real run requires a freshly reviewed sample.

[Deutsche Fassung](#)

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