

Localize email content

Follow these steps to get approval and localize email content.

Step 1: Get approval for localization

1. Email our team's localization contacts, Kriti (ksondhi@) and localization-help@, with the following details:
 - Number of subject and body snippets
 - How the subject and body snippets will be batched (see [Step 2](#) below).
 - Scope of the changes or if it's a new email
 - Email request bug
 - PM-proposed launch date
2. Follow up on any questions to submit a request that will be returned before the launch date.

Step 2: Submit email text snippets for localization

1. If you're translating batches of emails, in Connect Composer, submit about 5 snippets per request. Submit SUBJECT and BODY snippet requests in separate batches. For more details, see [step 4](#).)
2. Submit a localization request with the following settings:
 - a. From the **Product** list, choose **Google Workspace**.
 - b. Click the **ADMINC/GANS/IPH** group of languages.
 - c. Check the **Spanish (Latin America) [es-419]** box to add it to the language set.
3. Click **Next** until you get to the **Translations Detail** page.
4. In the **Instructions** field, include the following information:
 - **BODY snippets**

Needed by *XX date*. These are *XX-type* of emails for *PRODUCT NAME*. We've added a browser tab title (first line of the snippet that is within <title> tags) that needs to be translated without non-breaking spaces (). Please do not translate "Google Workspace" or "Google Cloud." Please do not translate or edit any text inside a dollar sign and bracket, for example, $\{variable_name\}$. Please do not translate the snippet's internal name (the internal name is in all caps and ends with "BODY"). Do not add language "hl=" tags to any Help Center links.
 - **SUBJECT snippets**

Needed by *XX date*. These are *XX-type* of emails for *PRODUCT NAME*. Please do not translate "Google Workspace" or "Google Cloud." Please do not translate or edit any text inside a dollar sign and bracket, for example, $\{variable_name\}$. Please do not translate the snippet's internal name (the internal name is in all caps and ends with "SUBJECT"). Do not use nonbreaking spaces (). Use spaces instead.
5. Below the **Instructions** field, check the **Don't validate HTML content** box.
6. Click **Next > Submit**.

Troubleshooting

If your email text snippet contains angled freemarker text, it cannot be sent to localization. The attempt results in an error message. To send a snippet containing freemarker text to localization, the freemarker needs to be changed from angled to bracketed.

To change angled freemarker text to bracketed freemarker text:

1. Find the Gamma engineer for the email campaign and alert them that you cannot send angled freemarker text to localization. Explain that your solution is to change the freemarker text from angled to bracketed and get their permission to make the change.
2. In the first line of the snippet, in Source mode, enter **[#ft]**.

```
1 [#ftl]
2 <title>Workspace outage message</title>
3 <h2 style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:24px; font-weight:700; line-height:32px!important; margin:0; margin-bottom:24px; margin-top:24px; padding:0; word-wrap:normal;"><#noautoesc>${outage_status}</#noautoesc></h2>
```

3. For each of the instances of freemarker text, change the angles to brackets.

Example: Change `<#freemarker> </#freemarker>` to `[#freemarker] [/#freemarker]`.

```
1 [#ftl]
2 <title>Workspace outage message</title>
3 <h2 style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:24px; font-weight:700; line-height:32px!important; margin:0; margin-bottom:24px; margin-top:24px; padding:0; word-wrap:normal;">[#noautoesc] ${outage_status}[/#noautoesc]</h2>
```

4. Preview the email campaign in Gamma to ensure that the freemarker text isn't visible.
5. Contact the Gamma engineer to have them test the email.
6. When the test is successful, repeat steps 2–4 for all locales.
7. Save all locales and send the snippet to localization.

For information on bracketed freemarker text, see [Composer Translations for Freemarker Templates](#) .