From MT to GenAI: Bridging Machine Translation and Generative AI in Website Localization

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ABSTRACT

This study examines the transition from traditional Machine Translation (MT) technologies to Generative Artificial Intelligence (GenAI) in website localization workflows, with particular attention to Arabic localization challenges. It argues that localization has evolved from a string-based, efficiency-driven process toward a context-aware and integrative practice enabled by Large Language Models (LLMs). By analyzing technological developments, localization procedures, and linguistic constraints, the paper demonstrates how GenAI improves discourse coherence, cultural adaptation, and technical accuracy while reducing risks such as tag corruption and layout errors. The study concludes that hybrid workflows combining MT reliability with GenAI contextual intelligence represent the emerging paradigm in contemporary digital localization.

Keywords: GenAI localization; Machine Translation; Arabic website localization

الملخص

تتناول هذه الدراسة التحوّل من تقنيات الترجمة الآلية التقليدية **(MT)** إلى الذكاء الاصطناعي التوليدي **(GenAI)** في سياقات توطين **(localization)** المواقع الإلكترونية، مع تركيز أكبر على التحديات التي تطرحها عملية توطين المحتوى إلى اللغة العربية. وتنطلق الدراسة من فرضية مفادها أن التوطين لم يعد مجرد عملية تقنية قائمة على معالجة السلاسل النصية وتحقيق الكفاءة التشغيلية، بل أصبح ممارسة تكاملية واعية بالسياق، تمكّنها نماذج اللغة الكبيرة **(LLMs)** من تحقيق مستويات أعمق من الفهم اللغوي والتواصل الثقافي. ومن خلال تحليل التطورات التقنية وإجراءات التوطين والقيود اللغوية، تبيّن الدراسة إسهام الذكاء الاصطناعي التوليدي في تعزيز تماسك الخطاب، وتحقيق الملاءمة الثقافية، ورفع مستوى الدقة التقنية، مع الحدّ من مخاطر تلف الوسوم البرمجية وأخطاء تنسيق الصفحات. وتخلص الدراسة إلى أن اعتماد سير عمل هجين يجمع بين موثوقية الترجمة الآلية والذكاء السياقي للذكاء الاصطناعي التوليدي يمثّل الاتجاه الصاعد في توطين المحتوى الرقمي المعاصر.

الكلمات المفتاحية: التوطين عبر استخدام الذكاء الاصطناعي التوليدي، الرجمة الآلية، توطين المواقع العربية.

Introduction

The fields of machine translation (MT) and localization have undergone significant transformations, driven by continuous advancements in artificial intelligence. Traditionally, these domains have relied on methodologies such as Translation Memory (TM) and Neural Machine Translation (NMT) to achieve consistency and efficiency in linguistic transfer (Pym et al., 2013). While TM systems, as noted by Pym et al. (2013), have historically provided active solutions for managing repetitive content and maintaining terminological coherence across large-scale projects, their limitation lies in their sentence-level or segment-based approach, often overlooking broader contextual background (ibid). Similarly, NMT systems, despite their ability to generate fluent translations, frequently struggle with discourse-level coherence, cultural subtleties, and domain-specific context, which can lead to translations that may be grammatically correct but contextually inadequate (Chow et al., 2024).

The transition from MT to Generative AI (GenAI) marks a pivotal shift, moving beyond string-centric or sentence-bound paradigms towards a more holistic, context-aware approach to translation and website localization (Appicharla et al., 2025). Large Language Models (LLMs), as the engine of GenAI, possess an unprecedented capacity to process and generate human-like text, drawing from vast amounts of data to understand and reproduce complex linguistic patterns, discourse structures, and even pragmatic inferences (Choudhary et al., 2025). This capability is particularly critical for website localization, which extends beyond mere linguistic translation to include the comprehensive adaptation of digital content, such as text, imagery, and technical components, to suit the cultural, legal, and technical requirements of a target locale (Ethelb, 2019).

Recent academic inquiry has increasingly focused on the transformative potential of GenAI in addressing the limitations of prior MT and localization technologies. Studies by Appicharla et al. (2025) and Choudhary et al. (2025) demonstrate how LLMs enable a shift from sentence-level translation to achieve discourse-aware and context-sensitive linguistic transfer, thereby significantly improving the quality and naturalness of translated content. Furthermore, Wang et al. (2023)

critically assess the performance of GenAI in document-level translation, particularly its ability to handle complex contextual cues such as pronoun resolution, which demonstrates a superior capacity for maintaining coherence across longer texts compared to traditional MT. In the field of website localization, GenAI is proving instrumental in bridging both the linguistic and technical adaptation processes. Kshetri (2024) illustrates how GenAI can generate human-like responses and facilitate localization efforts, even for low-resource languages, thereby expanding global accessibility. Concurrently, Nass and Feldt (2024) demonstrate the application of LLMs to improve the technical aspects of web element localization to hone the accuracy and efficiency of adapting graphical and interactive components of websites. While traditional NMT systems still offer reliability for structurally accurate translations, GenAI is emerging as a powerful tool for detailed, context-rich content, effectively bridging the gap between linguistic content and technical presentation (Wang et al., 2024).

This paper aims to critically appraise the evolving role of GenAI in adopting context-aware translation and comprehensive website localization. It explores how these advanced models bridge the complexities of adapting digital content for diverse global audiences, moving beyond simple string-for-string replacements to achieve truly localized and culturally resonant digital experiences. The subsequent sections will explore the theoretical underpinnings of GenAI-driven context-aware translation, analyze practical applications in website localization, and discuss the challenges and future directions in this rapidly evolving landscape.

Research Context

This paper investigates the evolving technical landscape of website localization, particularly in the context of the transition from traditional MT to Generative AI. While previous research often focused on the efficacy of traditional localization tools such as TM systems and early machine translation platforms (Pym et al., 2013), the current study shifts its focus to the transformative impact of GenAI on localization workflows and their technical implications. Instead of evaluating legacy tools like Alchemy Catalyst or Trados Tageditor, this research adopts an informative and comparative methodology to explore the usability,

applicability, and efficacy of GenAI-driven approaches in modern website localization.

The primary objective is not to re-evaluate the linguistic accuracy of machine translation in isolation, as the output of such systems is profoundly influenced by their input and training data (Chow et al., 2024). Rather, this paper aims to highlight the technical considerations and operational challenges associated with bridging traditional MT with GenAI in comprehensive localization processes. This includes examining how GenAI contributes to context-aware translation, moving beyond mere string-for-string replacements to address discourse-level coherence, cultural elements, and the technical adaptation of web elements (Appicharla et al., 2025; Nass and Feldt, 2024).

Furthermore, the study specifically addresses the technicalities of localizing websites into Arabic, a language presenting unique challenges due to its complex morphology, right-to-left script, and rich cultural context. The integration of GenAI offers new avenues for overcoming these challenges, particularly in handling issues pertinent to string, text, lexis, and orthography, as well as page formatting, graphics, and maintaining the appropriate tone of the final product. Recent studies, such as those by AlAfnan & Alshakhs (2025) and Alqahtani (2024), stress the critical importance of GenAI in evaluating linguistic and cultural competence in Arabic dialects and achieving context-aware disambiguation to improve the overall quality and cultural resonance of localized content. This research, therefore, provides a critical appraisal of the technical issues that arise when leveraging GenAI for sophisticated, context-aware website localization within the Arabic context, with broader implications for linguistically and culturally diverse target audiences.

Bridging MT and GenAI in Web localization

The operation of localization is a multifaceted process that transcends simple linguistic substitution. It usually covers a complex array of factors, including digital content, communication tone, graphical and scripting components, and page formatting. These technicalities must be adapted in a functional and culturally resonant fashion to ensure the digital product's success in diverse global markets. Pym (2004)

traditionally defined localization as "taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold" (p. 29). However, in the contemporary era of GenAI, this definition has expanded to include "hyper-personalization" and "dynamic adaptation," where LLMs facilitate real-time, context-aware adjustments that were previously unattainable through static Neural Machine Translation (NMT) systems (Florido-Benítez, 2024).

Modern website localization requires a multidisciplinary synergy involving translators, computer and programming engineers, text editors, and marketing consultants. This collaborative framework is increasingly being augmented by "Language Operations" (LangOps), a data-centric approach that integrates GenAI into the core of localization workflows to enhance efficiency and technical accuracy (Lambson & Han, 2025). While internationalization, the process of generalizing a product to handle multiple languages without redesign, remains a prerequisite at the program design level (Pym, 2004), GenAI is bridging the gap between internationalized scaffolds and localized content by automating the adaptation of complex web elements and interactive components (Nass & Feldt, 2024).

The necessity for localization arises from various cultural and linguistic constraints, particularly regarding symbols, images, and technical functionality (Pierini, 2007). In technical website localization, the focus often shifts toward ensuring functional accuracy and discourse-level coherence. Recent studies indicate that while NMT systems like Google Translate and DeepL remain reliable for structural accuracy, GenAI models such as GPT-4 and Gemini demonstrate superior performance in context-heavy tasks and creative "transcreation," making them indispensable for culturally resonant digital experiences (Chow et al., 2025). As Merino (2006) argued, the localization process must prioritize the target audience's perception; today, this perception is optimized through LLM-driven "in-context learning," which allows for the immediate adaptation of tone and style to meet specific audience expectations without the need for resource-intensive retraining of legacy MT engines (Yehorova et al., 2025). Consequently, the high quality and efficiency required for a product's global success are now being redefined by the seamless integration of traditional MT reliability and GenAI's contextual intelligence.

Methodology

This informative study adopts a comparative research design to explore the technical and linguistic transition from traditional NMT to GenAI in the context of website localization. Given the rapid evolution of LLMs, the research employs a mixed-methods approach, combining quantitative metrics with qualitative analysis to assess the efficacy of these technologies in bridging the gap between structural accuracy and contextual resonance. It is structured as a comparative appraisal of legacy Computer-Aided Translation (CAT) tools, specifically Alchemy Catalyst and Trados, and modern GenAI-driven platforms. Instead of focusing solely on linguistic accuracy in isolation, this study evaluates the "usability, applicability, and efficacy" of GenAI-driven approaches within modern localization workflows. The methodology is grounded in the "Language Operations" framework, which emphasizes data-centric and AI-integrated approaches to global content distribution.

From Legacy CAT Tools to GenAI Integration

The evolution of translation software has moved from rigid, segment-based CAT tools toward dynamic GenAI-enhanced platforms that bridge the gap between structural accuracy and contextual resonance. Traditionally, Alchemy Catalyst has been recognized as an advanced and innovative software solution specifically designed to address technological obstacles in localization. By offering proactive features for managing graphical and scripting components, it enhances productivity, quality, and efficiency in automated translation workflows. The software provides compliant solutions through integrated tutorials and instruction services, facilitating the work of localizers as they deal with complex technical challenges. A key strength of Catalyst is its interoperability; translated assets can be exported to other industry-standard software, such as Trados, where they are stored within a TM to provide consistent matches for future projects.

In the contemporary landscape, Trados has evolved from a traditional segment-based tool into a sophisticated platform that increasingly integrates GenAI to refine website localization. Historically, Trados operated by storing text in discrete segments, typically at the sentence

level, allowing for high consistency through TM matching. However, recent advancements have seen the introduction of "Connected AI" and "Generative Translation" features within the Trados ecosystem, which enable the integration of LLMs like GPT-4 to perform "Smart Review" and context-aware adaptation (Avila, 2025). This integration enables the software to handle not only text but also complex graphics and cultural nuances by leveraging GenAI's ability to reason about target-market expectations (Austermuhl, 2014; Yan, 2025).

The transition from legacy MT to GenAI-driven software marks a significant shift in localization strategy. While traditional CAT tools like Catalyst and Trados initially focused on "static adaptation", relying on fixed TMs and terminological databases, modern software now utilizes "dynamic adaptation" through LLM-powered middleware (Martikainen et al., 2025). Studies by Rivas Ginel & Moorkens (2025) and Durrani et al. (2025) highlight that this convergence allows for a more holistic translation process where GenAI acts as a bridge to ensure that the final product is not only linguistically accurate but also culturally and technically functional. Consequently, the role of translation software has expanded from simple memory storage to becoming a proactive, context-sensitive partner in the global distribution of digital content.

The Localization Process

The technical execution of website localization has evolved from a manual, file-based operation into a dynamic, AI-integrated workflow. Traditionally, the process was categorized by the complexity of the webpage; while static pages with basic strings and links were manageable through legacy tools like Alchemy Catalyst or TagEditor, modern dynamic webpages, featuring embedded text in graphics, video, and complex scripts, require a more holistic approach. The foundational step remains the preservation of the source page in HTML (Hypertext Markup Language) to facilitate technical adaptation. However, where legacy tools relied on a segment-by-segment insertion into localization interfaces, contemporary workflows increasingly leverage GenAI as a "middleware" to handle complex file conversions and automated parsing (Balasubramanian et al., 2025).

In the specific context of localizing web content for Arabic-speaking audiences, the transition from MT to GenAI offers significant advantages in handling linguistic diversity. While standard Arabic (Modern Standard Arabic or MSA) remains the benchmark for professional and technical content, the rise of LLMs has enabled a more nuanced approach to Arabic dialects (DA). Recent studies, such as those by Demidova et al. (2024) and Beidas et al. (2025), demonstrate that LLMs possess a superior capacity for cross-dialectal translation and cultural adaptation, particularly in informal settings like forums or social media interfaces. This allows localizers to move beyond the rigid constraints of MSA when the target audience requires a more localized, dialectal resonance (El Mekki et al., 2025).

1. Strings and UI Elements

The localization of strings, defined as a sequence of Unicode characters (Hughes, 2002), has been transformed by GenAI's ability to process context. Traditionally, localizers manually handled strings by copying full links and tags into a translation bar, carefully preserving the underlying programming code. This "string-centric" approach often led to errors where tags were inadvertently corrupted. Modern GenAI-driven workflows utilize "context packaging," where the model is provided with surrounding UI metadata or even visual screenshots to ensure that the translated string fits both the linguistic and technical constraints of the interface (Hastur, 2025). This reduces the risk of tag breakage and ensures that interactive elements, such as links, are rendered correctly in the target language without compromising the functional commands embedded between the tags.

2. Texts and Macrostructure

According to Jimenez-Crespo (2011), localized web texts must preserve the source text's macro and microstructure. In the MT era, this was achieved by maintaining a rigid segment-level alignment within CAT tools. However, GenAI allows for greater flexibility in adapting texts for the general public, who may seek accessible information rather than expert-level technicality. LLMs facilitate a "holistic" translation of text blocks, ensuring that the narrative flow and communicative intent are

maintained across the entire webpage (Lavie, 2025; Ethelb & Balhouq, 2025). This move beyond segment-based translation allows for a more natural and readable output that adheres to the flexible nature of web content while still conforming to the structural requirements of the target locale.

Lexis, Orthography, and Bidirectional Challenges

The handling of lexical terms and orthography in technical localization often involves a choice between transliteration and adherence to original spelling. Jimenez-Crespo (2011) noted the prevalence of "lexical anglicisms" in localized texts, particularly for file names and abbreviations (e.g., '.exe' files) that are universally recognized by technical audiences. GenAI enhances this process by intelligently identifying which terms should remain in their original orthography based on industry-standard glossaries and "few-shot" learning (Hastur, 2025).

One of the most persistent technical hurdles in website localization is the "left-to-right" (LTR) versus "right-to-left" (RTL) orthographic issue, particularly for languages like Arabic. While legacy tools struggled to re-arrange the overall page layout, modern GenAI-powered frameworks are increasingly capable of addressing Bidirectional (BiDi) text issues. Recent research highlights the use of LLMs to detect "layout anomalies" and automate the mirroring of graphical and interactive components (Ahmad et al., 2025). This ensures that the localized product is not just a collection of readable phrases, but a fully mirrored and functional digital experience that respects the cultural and technical expectations of the target audience (Sabtan et al., 2021).

Conclusion

The transition from traditional MT to GenAI represents a fundamental paradigm shift in the theory and practice of website localization. Whereas earlier approaches, particularly TM systems and NMT, prioritized structural accuracy, consistency, and efficiency at the segment level, they remained constrained by their limited capacity to process discourse, cultural nuance, and technical context holistically. This study has demonstrated that GenAI, powered by LLMs, effectively

bridges these limitations by introducing context-aware, adaptive, and integrative mechanisms that redefine localization as a multidimensional process.

A key finding of this research is that GenAI facilitates a move from "string-centric" translation toward "context packaging," enabling the simultaneous processing of linguistic, technical, and visual elements. This advancement is particularly significant in website localization, where textual content is deeply embedded within interactive structures such as code tags, graphical interfaces, and metadata. By preserving functional elements while adapting meaning at the discourse level, GenAI minimizes technical errors—such as tag corruption—and enhances the overall usability of localized products. In doing so, it aligns linguistic transfer with functional integrity, a requirement that traditional MT systems have struggled to consistently fulfil.

Moreover, the integration of GenAI within contemporary localization workflows, particularly through Language Operations (LangOps) frameworks, illustrates a shift from static to dynamic adaptation. Unlike legacy CAT tools, which rely on predefined translation units, GenAI systems enable real-time responsiveness to audience expectations, cultural norms, and domain-specific requirements. This capability is especially relevant in the localization of Arabic, where linguistic complexity, dialectal variation, and bidirectional script challenges necessitate a high degree of contextual sensitivity. The findings indicate that LLMs offer substantial improvements in handling these challenges, particularly in managing discourse coherence, dialectal variation, and right-to-left formatting.

However, this transformation does not render traditional MT technologies obsolete. Rather, the study underscores the importance of a hybrid approach in which the reliability and consistency of TM and NMT systems are complemented by the contextual intelligence of GenAI. Such integration ensures both structural precision and communicative effectiveness, thereby redefining best practices in localization. At the same time, challenges remain, including issues related to data dependency, model bias, and the need for human oversight in high-stakes or culturally sensitive contexts.

In conclusion, GenAI is not merely an incremental improvement over existing MT technologies but a transformative force that reconfigures

the conceptual and operational foundations of website localization. Its capacity to integrate linguistic, cultural, and technical dimensions positions it as a central tool in the development of globally accessible and contextually resonant digital content. Future research should continue to explore the ethical, technical, and methodological implications of this shift, particularly in relation to low-resource languages and evolving digital environments.

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