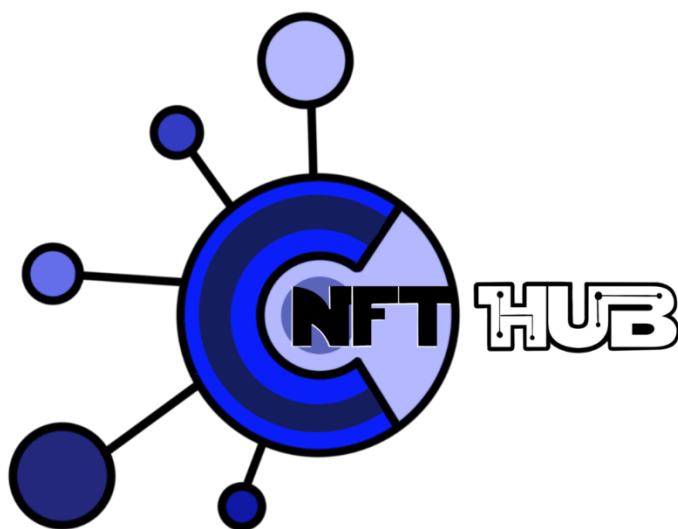


## Catalyst Fund 6

### Add Multilanguage Support to CNFTHub.io





# Project **Catalyst**

November 29<sup>th</sup>, 2021

Catalyst Fund 6 Project Close out

Add Multilanguage Support to CNFTHub.io

<https://cardano.ideascale.com/a/dtd/Add-multilanguage-to-CNFTHub-io/367949-48088>

Project Team:

John Huthmaker (Huth S0lo) – Digital Syndicate Partner

Edwardo Diaz (Eddie) – Digital Syndicate Partner

Project Start Date:

November 1<sup>st</sup>, 2021

Project Completion Date:

November 20<sup>th</sup>, 2021

Challenge Key Performance Indicators:

Local Community Hubs across the world where the average person can take part in their own language and with their own cultural understanding

*This Catalyst proposal centered directly around the core KPI of this challenge; to allow Cardano news to be more easily attainable to non English enthusiasts.*

Project Key Performance Indicators:

Enablement of multiple languages on website CNFTHub.io

*To allow for additional language support, we investigated what tools were available to best accomplish our goal. We identified a product called gTranslate, that was able to accomplish this.*

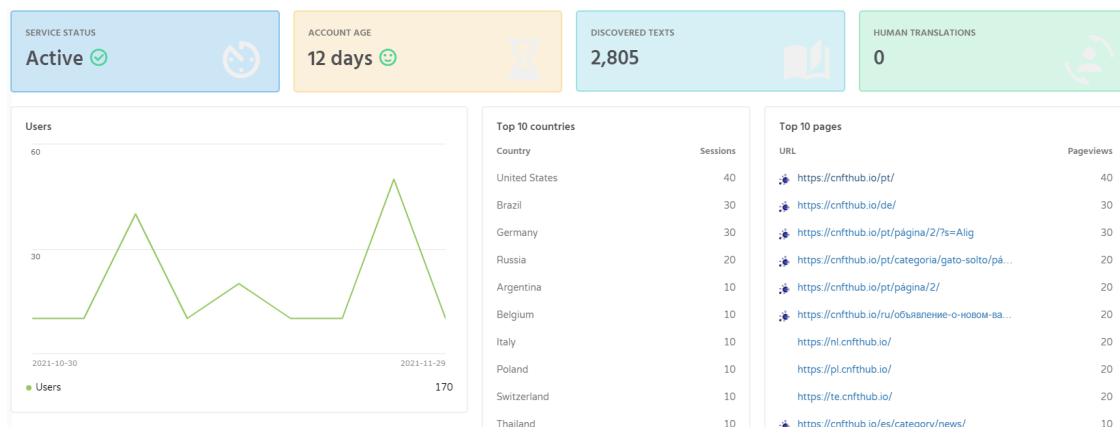
#### Addition of Multilanguage video content

*To allow for the creation of video content in multiple languages, we found a similar solution. Youtube has recently enabled mutli-language subtitles. The requirement is that the video first needs to be transcribed in the original language. We have now adopted this practice as part of our video publishing routine.*

#### Key Achievements:

Although meeting the obligations of our proposal proved to be relatively easy, it has been quite effective. Our original focus was to add Spanish, German, and Portuguese as additional languages. On CNFTHub.io, we now have the ability to choose from 99 world languages. The tool we chose does an exceptional job of translating. On average, a human translation will be around 8.5 out of 10 for quality. The system we have chosen, achieves an 8.3 out of 10 using Artificial Intelligence. This makes it highly effective for achieving this. But the service has even more utility than just translation. Using this subscription, gTranslate draws in a copy of the website, and then places each transcribed page in its own subdomain. For example, a replica of <https://cnfthub.io> is now viewable at <https://es.cnfthub.io>. If browsed to that url, the site pulls up in Spanish automatically. They then seed this information through search engine optimization, which makes the site easy to find, since the translated pages are automatically found. And finally, not only is the text on the website translated, but the entire URL's are translated as well; making the entire page appear native to that language.

Since adding this service in to the site, we have seen a full doubling of traffic, starting just 24 hours after installation. Below is a snippet taken recently that shows the traffic metric.



To our surprise, Brazil has garnered the largest foreign draw to the website, followed by Germany and Russia. In the attached snippet, you are able to see some of the translated URL's.

These added touches makes this more of a success than anticipated, as they really improve the experience.

For Video Content, we are in the process of creating a series of how to videos. Since they take a bit of time, we have created the first one, introducing the CNFT Hub website. This first video is mostly an example, to show how we will be achieving the multilanguage closed captions. We plan to do some post production on it, as well as future videos, which will improve the quality. By the end of next week, we should have videos that go through the various wallets available, what is and how to stake ada, and NFT Creation. We also have an interview lined up with Genesis House at the end of this week. We're hoping to grow the audience, to attract more attention to Cardano. We have a proposal in for Fund 7, to cover the costs to have additional videos created by a variety of hosts, from other countries. This will provide ever more connection for non English speakers.

#### Key Learnings:

Having now completed this project, we have found that there is a substantial interest in having multilanguage content; well beyond what we anticipated. The website analytics have shown that there is a global audience that has desired content in the their local languages. We were very surprised to see not just the site traffic increase, but even with how much Cardano Ada was voted into this proposal. All of these things has made this a priority for us to keep the content coming.

#### Next Steps:

We're continuing to get the word out about [cnfthub.io](https://cnfthub.io), and looking for content creators for both written article, and youtube content. We've started leveraging Twitter Spaces regularly, to help build that audience as well. And we're hoping that in Fund 7, we are able to have a similar response, and can then hire professional content creators in key countries to create native language videos.

Additional next steps for us, is to further expand the Calendar function. We currently have a community driven events calendar, that anyone can add to (although moderated). We've been investigating ways to aggregate other major event calendars, and have identified various means of doing so. We're working towards this addition, which will allow events to be presented in multiple languages, furthering the intent of the proposal.

#### Final Thoughts:

We're very honored to have been selected to complete this Catalyst proposal. We've had a vision for a long time now, to make [cnfthub.io](https://cnfthub.io) a major website for Cardano information. Even though we think it was already a success for those plans, adding in the additional language

support, has really made it a significant community resource. We've been very active within the Cardano Community at large; so its really nice to have seen such a great reception to our project. We look forward to continuing to grow cnfthub.io, and making it the go to Cardano News spot.

Web URLs:

<https://cnfthub.io>

<https://gtranslate.io>

<https://www.youtube.com/channel/UCccbcgAFSzzvr2pCztYqWjQ>

