

Rules for translating search queries



Objective

Translation of a search query into a trade provider's language (for example, into Chinese – for Taobao)

Description

Any website within OpenTrade Commerce system has a list of available languages that makes user's work easier. A selected (original) language is considered the default one for user to make search queries and from which a search phrase will be translated into the trade provider's language.

Specification

Search phrase is preprocessed by a specific algorithm before translation that works as follows:

1. Search query is split into separate phrases according to definite symbols (such as " or '+'). Words separated by whitespace make up a single phrase.
2. Brand names are left untranslated. For instance, an English-speaking user (the original language on the website is English) searches for "Adidas sweatshirts". This phrase will be split into "Adidas" and "sweatshirts" wherein the first word is identified as brand name and won't be translated.
3. Search phrase is translated in case original language is not English.
4. Non-Latin texts are left untranslated if the original language is English. For example, an English-speaking user (the original language on the website is English) looks for "деревянная мебель" ("wood furniture"). The search phrase won't be translated.

Search requirements

For the sake of relevancy a search phrase and its constituents should be used in a common context.