



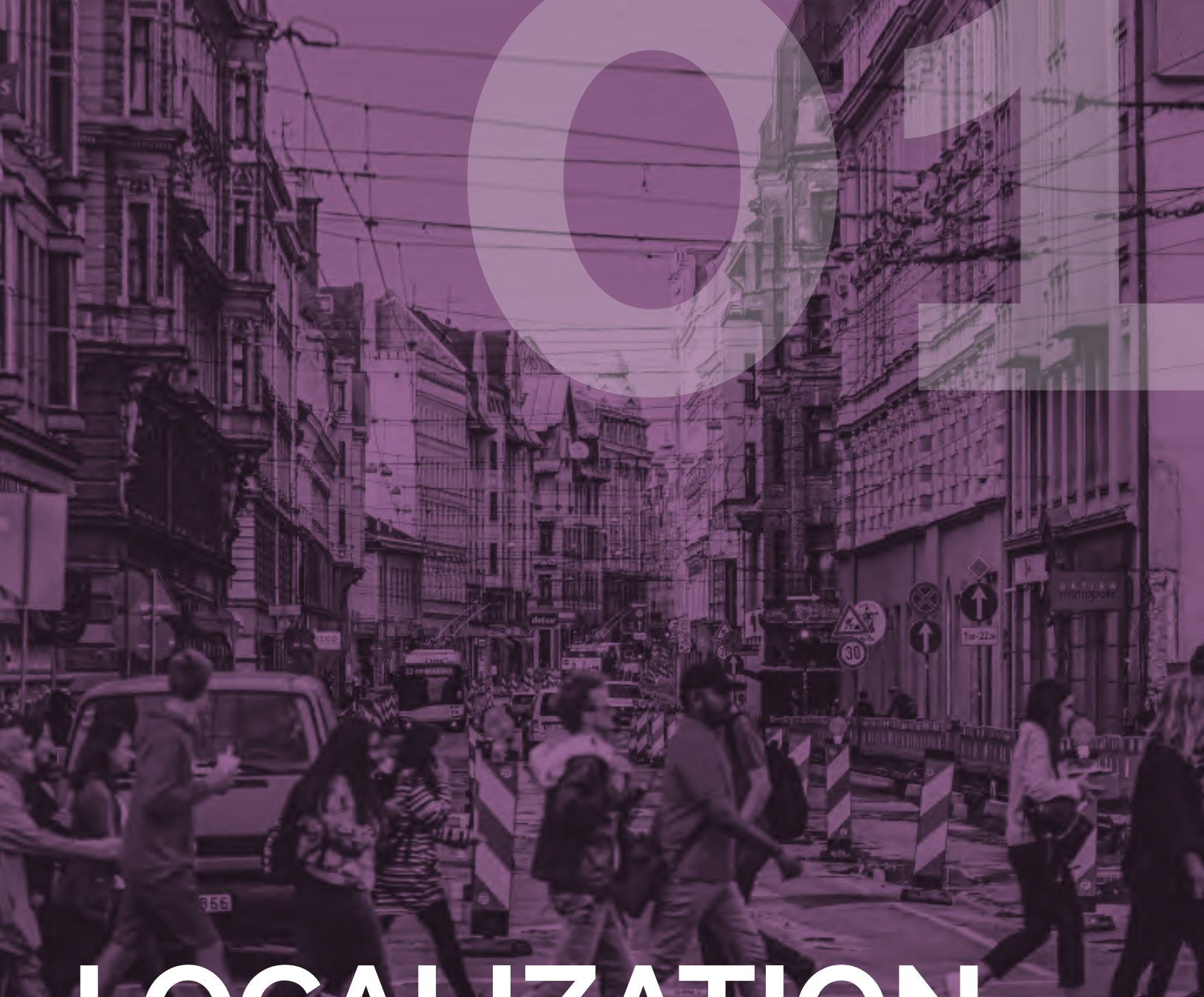
THE DEFINITIVE GUIDE TO LOCALIZATION



CONTENTS

03	LOCALIZATION BASICS	01
06	International Localization	
07	Domestic Localization	
08	Monolingual Localization	
10	WEBSITE LOCALIZATION	02
14	OTHER TYPES OF LOCALIZATION	03
17	LOCALIZATION TIPS	04
19	MASTERS OF LOCALIZATION	05
22	TERMINOLOGY MANAGEMENT	06
26	TRANSCREATION	07
29	THE FOUNDATION FOR SUCCESS	08

BONUS! Website localization audit inside.



LOCALIZATION BASICS



LOCALIZATION BASICS



WHAT IS LOCALIZATION?

The average attention span is 8 seconds*, which means a company's message needs to resonate with the target audience immediately.

That might seem obvious. However, content that is incomprehensible and/or culturally inaccurate will, at a minimum, sabotage efforts to expand market share. In the worst-case scenario, it can do lasting damage to a brand.

Localizing content ensures neither of those things happen. What is localization? Localization is the process of modifying and adapting content, both linguistically and culturally, to a specific market to ensure authenticity.

Whereas translation is a word-for-word process, localizing things like a website or marketing campaign includes adjusting for societal and cultural norms. In other words, making something feel local to the

consumers in that market, regardless of where it was produced.

Almost anything can be localized, but certain things have better return on investment (ROI).

MOST-COMMONLY LOCALIZED ASSETS



Websites



Corporate training materials (print, video, audio)



Marketing materials (brochures, ads, sales sheets)



Video Games



Software applications

**according to a 2015 Microsoft study*

The quality of localization is very relevant to how people feel about your product. If it's done badly, they don't say 'X company did that badly', or 'the studio provided a bad asset.' They say 'Netflix is a bad product because it's not very well done in terms of the localization.'

Ex-Netflix Executive **Chris Fetner**
The "SlatorPod" podcast, Nov 2020

LOCALIZATION BASICS



THE LOCALIZATION PROCESS

iTi will leverage its 30-plus years of industry experience and dynamic team of translators, localization engineers, and graphic artists to help with all your localization needs.

The Localization process includes:

1

TEXT MODIFICATION

Localization goes beyond literal translation and changes the text to reflect the linguistic differences and cultural norms of the target market.

2

VISUAL/GRAPHIC ADAPTATION

Some languages, like German, have distinctly long words, which necessitates adjusting the formatting and layout of text. Other languages, like Arabic and Hebrew, read text from right to left. Imagery and color choices are also simplified to fit the target market.

3

REGULATION/RATE CONVERSION

The way we write the date in the U.S. - month/day/year - is atypical. Most of the world uses the day/month/year format. Localization is also needed to convert temperatures (Fahrenheit to Celsius) currencies (dollars to euros), weight measurements (ounces to milliliters, pounds to kilos), among other things.

Localizing your website content or marketing campaigns allows you to create content that appeals to locals and targets a new clientele, which will increase your market share.

WHY IS LOCALIZATION NEEDED?

Why is Localization needed? Human nature. People do what comes naturally. And that is speaking their native language, which for most people is something other than English. According to Ethnologue, only 13% of the world's roughly 7 billion people speak English as their native language.

LOCALIZATION BASICS



What's more, The English Company devised a predictive model called "engco," which indicates that by 2050 Chinese and Spanish will rank ahead of English in terms of the most-spoken languages in the world.

What about the present?

A 2020 study by industry research firm Common Sense Advisory (CSA) titled "Can't Read, Won't Buy" revealed that 76% of international online shoppers prefer products with information in their native language. Furthermore, 75% of respondents said they're more likely to purchase the same brand again if customer care is in their language.

That's why localization will positively impact a company's bottom line. In fact, a 2007 study from California State University, Chico revealed that 65% of multinational enterprises believe localization is either "important" or "very important" for achieving higher revenues.



76%

prefer products with information in their native language

International Online Shoppers

Think about that. That study was more than a decade ago. The world has only grown more connected since then.

INTERNATIONAL LOCALIZATION

A well-localized website or marketing campaign should feel like it was created by the people living in that area.

A popular footwear company ran into a PR nightmare a few years back when it put the United Arab Emirates' flag on their latest shoes to celebrate the country's 40th "National Day."

Instead of generating positive press and goodwill, the move wound up offending millions because anything that touches the ground is considered unclean in Arab culture.

LOCALIZATION BASICS



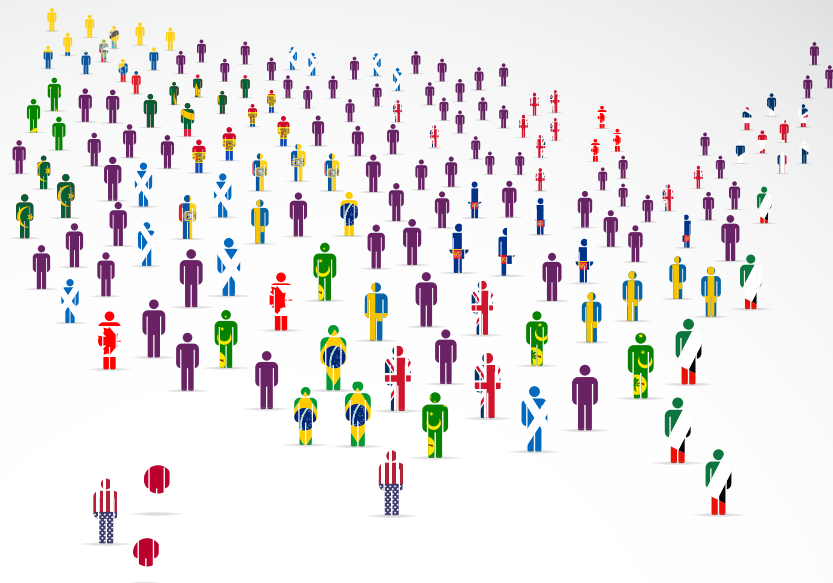
The way to avoid this is by speaking the consumer's language, not just literally - that's translation - but figuratively.

That last part gets at the heart of localization. Your message needs to be authentic and local. That's why you need a partner like iTi, which has local resources all over the world to help you reach these audiences.

Here's an example of a company using localization to its benefit to break into a

somewhat difficult market: Dunkin' Donuts is trying to chip away at Starbucks' stranglehold on the Chinese market by offering items like seaweed and dry pork donuts.

It's true that localization is the key to expanding globally, but it is also relevant in the United States given the country's "melting pot" nature.



DOMESTIC LOCALIZATION

As of 2019, there were nearly 42 million Spanish speakers in the U.S., and more than 3 million people who speak some form of Chinese (Mandarin, Cantonese), according to the online research hub Statista. Those are huge populations craving content that resonates.

LOCALIZATION BASICS



MONOLINGUAL LOCALIZATION

That said, localization is needed even if the source language of the target market is the same.

Why? English speakers aren't one in the same. People living in Canada, Australia, the U.S., and Great Britain speak vastly different forms of English. Those countries also have unique customs and traditions.

The same goes for other languages: Arabic, for instance, has 33 dialects, according to Ethnologue, and some are so different they are considered their own language.

Localization, which is achieved through a cultural and linguistic understanding of your target market, is how you make sure you're speaking to consumers in a way that is most impactful.

CROSSING YOUR T'S

There are the big landmines to avoid when targeting new markets (like the flag on shoes example previously mentioned) but even things like color choices need to be carefully considered.

Here is why: Red symbolizes love and passion in North and South America, however, it represents death and grief in South Africa.

What's more, yellow is a particularly enigmatic color. In Japanese culture, it signifies bravery and wealth, but in France yellow signifies jealousy, betrayal, weakness and contradiction.

Blue is generally a neutral color, thus it's used by many global brands (Facebook, Ford, IBM and American Express to name a few). It doesn't hurt that a 2015 YouGov survey, which spanned 10 countries across four continents, revealed that blue is the world's favorite color.

Localization also includes technical aspects of products like how text is displayed (Arabic and Hebrew are among the languages that read text from right to left).

YOU SAY POTATO ...

As alluded to earlier, localization applies to the same source language. "Trousers" seems like an odd way to describe pants to Americans, but there's a reason the word is used in the U.K. --- "pants" refers to underwear in British vernacular.

There are also more nuanced factors to consider within the same language. Canadians may view European French speakers as pompous, while European French speakers find Canadian French to be outdated and overly traditional.

Thus, it would be a grave mistake to market to Canada's Quebec province in anything besides Canadian French and vice versa. In the same vein, you'll want to use different versions of Spanish based on whether you're targeting the Madrid market or consumers in Bogota, Colombia.

There are also numerous examples of localization being needed no matter the

LOCALIZATION BASICS



market. Here's why: Depending on where you are in the U.S., a sandwich is either a "grinder," a "hoagie," a "hero," or a "sub." Those differences aren't going to cause much of an uproar as compared with others, but they still hurt a brand's credibility.

Think about it from your own everyday life experiences: You stop paying attention the minute you read or come across something that seems out of place or completely inauthentic.

Localization becomes even more important when you're dealing with sectors like manufacturing - specifically aerospace, or medical equipment. Confusion over a user manual or precise measurements could be costly, even dangerous.

The need for localization can be boiled down to this: There is no one-size fits all in a world of more than seven billion people, thousands of languages and myriad cultural differences.

Therefore, from a marketing perspective, localization is a must if you want to maximize your reach.

Depending on where you are in the U.S., a sandwich is either a "grinder," a "hoagie," a "hero," or a "sub."



OS

WEBSITE LOCALIZATION



WEBSITE LOCALIZATION



We've established how localization benefits your company in a global economy. Now, let's talk about where a company can potentially benefit from localization the most - its website. There are 4.7 billion internet users* in the world and the U.S. isn't No. 1 or No. 2. Those distinctions go to China (854 million users) and India (560 million).

However, all three of those countries don't even crack the top ten when it comes to the percentage of the population with internet access. That means there's literally an entirely different, untapped world of internet users craving content that speaks to them.

Remember the findings by the CSA survey mentioned in earlier sections? Forty percent of those international respondents said they will never buy from an English-only website.

So where to start? The first thing to consider when localizing your website is whether you're targeting a specific language or a region (i.e. Latin America, the Middle East, Europe, Asia etc.).

The basic rule to determine whether you should localize your website is called the "5% rule." If your site is garnering at least 5% of its traffic (based on Google Analytics) from an international source, you'll want to perform a market analysis to gauge if localization will benefit you.



*Statista, 2019

HOW TO GET STARTED WITH LOCALIZATION

Attempt to understand the market



Design your user interface for maximum efficiency



Mobile first mindset



Content review



Image preparation



International SEO



Leave the translation to the professionals



WEBSITE LOCALIZATION



MOBILE MATTERS

It's no secret that mobile has replaced desktops as the preferred browsing option. According to the online research portal Statista, mobile device traffic accounts for more than half (50.8%) of global web traffic. Google's algorithm is "mobile first" for this very reason.

Bad user experience alienates visitors from your website. Two of the most frustrating UX blunders include:



Slow page load time



Broken links

Slow page load time will be the biggest obstacle to the success of your mobile site. iTi's team of localization experts will research and garner data for comparison in page load speed for the target market, then outline a strategy that will make the localized website competitive in that aspect.

DO YOUR RESEARCH

When it comes to website localization, it's important to understand what languages you should be targeting. CSA reports that the top six foreign languages with high impact are:

- Arabic
- Spanish
- Russian
- Dutch
- Portuguese
- Uzbek

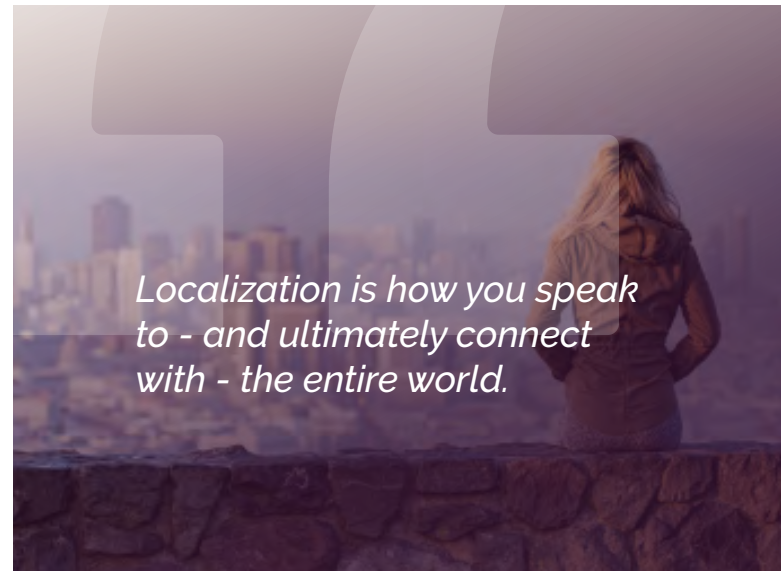
Ask yourself: Would localizing for any of these six languages be impactful for your business? Once you decide on a language and/or region, a content creation and/or sales strategy will emerge.

The proper strategy will pay dividends. Why? Translating and localizing your website shows a commitment and courtesy. It immediately builds credibility and trust when people see content tailored to their own language and culture.

TEXT SIZE MATTERS

The length of a word varies depending on the language. German words are often much longer than other languages, while Chinese words can often be a single character.

These nuances affect how the text displays on a screen, or how much space you need to account for in a document.



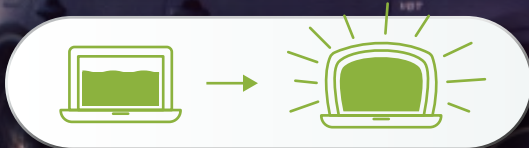
Localization is how you speak to - and ultimately connect with - the entire world.

WEBSITE LOCALIZATION



TEXT EXPANSION/CONTRACTION CAN IMPACT A WEBSITE DESIGN!

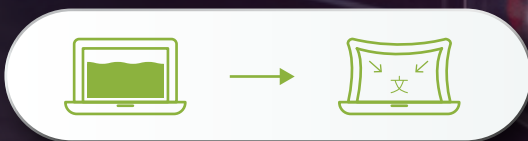
European languages expand up to 20%-30%



The word "speed" in German:

Geschwindigkeit

Asian languages shrink by up to 20%-30%



The word "speed" in Chinese:

馳

iTi's experienced and highly-specialized team of linguists and translators consider the following factors when localizing a website:



WEBSITE HEALTH

This is an assessment of several things that can boost or hinder your website's visibility when it comes to search engines, including load times, security (i.e. encryption), broken links, duplicate content, etc.



WEBSITE REVIEW

Some languages, like German, have distinctly long words, which necessitates adjusting the formatting and layout of text. Other languages, like Arabic and Hebrew, read text from right to left. Imagery and color choices are also simplified to fit the target market.



BRAND PRESERVATION

iTi will assess how easily your brand transfers to other cultures/languages and what things need to be considered before localizing.

03

OTHER TYPES OF LOCALIZATION



OTHER TYPES OF LOCALIZATION



Much of our attention has been on website localization - for good reason, however, there are many other assets that benefit from localization, including the following:



MARKETING MATERIALS

Perhaps the most common type of localization. iTi can help a company reach untapped markets by localizing brochures, sales sheets, flyers, billboards, etc.



SOFTWARE AND APPLICATIONS

iTi will look at the original application, analyze the target language and determine how much the interface needs to be modified for optimal user experience.



SEO TRANSLATION

Google receives roughly 63,000 searches per second!* You'll want to make sure you are casting the widest net, which means using the *right* keywords depending on the region.



INTERNATIONAL SEO is crafting SEO copy and keywords that appeal to English-speaking markets in the U.K., Canada and Australia and Spanish-speaking markets in Latin America and Europe, and so on.



MULTILINGUAL SEO is a more straight-forward process that involves finding the equivalent keywords in foreign languages.



E-LEARNING

E-learning isn't just for students. Business Wire reported in September of 2020 that the e-learning market will grow by nearly \$22 billion (in large part due to the COVID-19 pandemic) from 2020-2024. E-learning localization is the key to making sure everyone in your company - domestic and international employees - understands company policies and training.

OTHER TYPES OF LOCALIZATION



VIDEO GAMES

E-sports has blasted into the mainstream over the past few years (Statista reported in 2018 that there were nearly 400 million e-sports enthusiasts and "occasional viewers"), which means an enormous opportunity in the video game sector. Video Game localization helps to ensure authenticity when it comes to graphics, subtitles and more.



SUBTITLES AND VOICE-OVERS

A recent survey by Verizon found that 92% of U.S. consumers watch mobile video with the sound off. That means you'll want to make sure your captions are localized. In terms of voice overs, localization is important because translating certain languages can expand your audio content by as much as 30%.

*Source: *Serpwatch.com*

04



LOCALIZATION TIPS





WEBSITE LOCALIZATION TIPS



IMAGES

You'll need to adjust your images for different cultures to ensure they have the biggest impact. A picture of a stork delivering a baby in its mouth means nothing to someone in Japan (one of many societies that don't subscribe to that folklore).



LANGUAGE UX

Text should be written in the native language and avoid using flags, since many languages are spoken in multiple countries.



MULTIMEDIA

Do you have images with text on them? How about videos? Do these need to be localized?

GENERAL LOCALIZATION TIPS

ENSURE HIGH-QUALITY SOURCE CONTENT

Avoid text that is crafted purely for the originating market, which means avoiding slang and colloquialisms. Write simple, active-voice sentences.

LEAVE PRECONCEIVED NOTIONS AT THE DOOR

It is easy to assume that your own local market characteristics apply globally.

ENSURE THAT THE DESIGN CONCEPT IS FULLY INTERNATIONALIZED

Whether content is displayed in software UI, on a website, or in manuals, the product design needs to make allowances for the target market requirements. Character display, allowing room for text expansion, and ensuring locale-specific functionality are all part of the design.

MEASURE TWICE, CUT ONCE

Changes to either the original design or content bring the localization process to a halt. One change in English can mean many other changes.

INTEGRATE CONTENT DEVELOPMENT

Consistency is achieved when localization is integrated across the board.



MASTERS OF LOCALIZATION





Coca-Cola has mastered localization, evidenced by its annual presence in Interbrand's Best Global Brands list (No. 6 in 2020).

Coca-Cola made over \$37 billion in 2019, per Statista, but only 32% of that came from North American sales. In terms of global value, only Apple, Microsoft, Google and Amazon ranked ahead of Coca-Cola in 2019 (Statista).

A big reason for that is the brand's renowned localization efforts, which began in 2000 with the "think local, act local" campaign.

Two decades later, Coke is practically unrivaled in its ability to market internationally. In China, for example, Coca-Cola includes images of celebrities that are native to the country on its packaging.

Speaking of packaging, the "Share a Coke" campaign, which features common names in place of the company logo on the wrapping, began in Australia in 2011 and has spread to more than 80 countries.

In Vietnam, names like Oanh and Tiên

appear on the labeling. Meanwhile, in China it's culturally insensitive to call someone by their first name (they prefer being addressed by last name first, then their given name).

What's more, the sheer number of names in the Chinese language made pre-selecting them for printing a near impossible task. Coke chose to remedy this issue – with great success – by displaying popular nicknames that the Chinese were using on social media ("Dreamer," "Superstar," "Sweetie," etc.).

As the examples above highlight, Asia has been a big focus for Coke, which explains the "2nd Lives" campaign launched in 2014.

Recognizing the emphasis on recycling in the region, Coke began featuring interchangeable caps that turn bottles into water guns, as well as condiment and soap dispensers, among other things.

The campaign, launched in Ho Chi Minh City, Vietnam, was part of an effort to tackle the growing local problem of wealthy Western countries dumping waste in Southeast Asia. The phenomenon

MASTERS OF LOCALIZATION



is even more dire in North Korea since neighboring China enacted a waste ban in 2018.

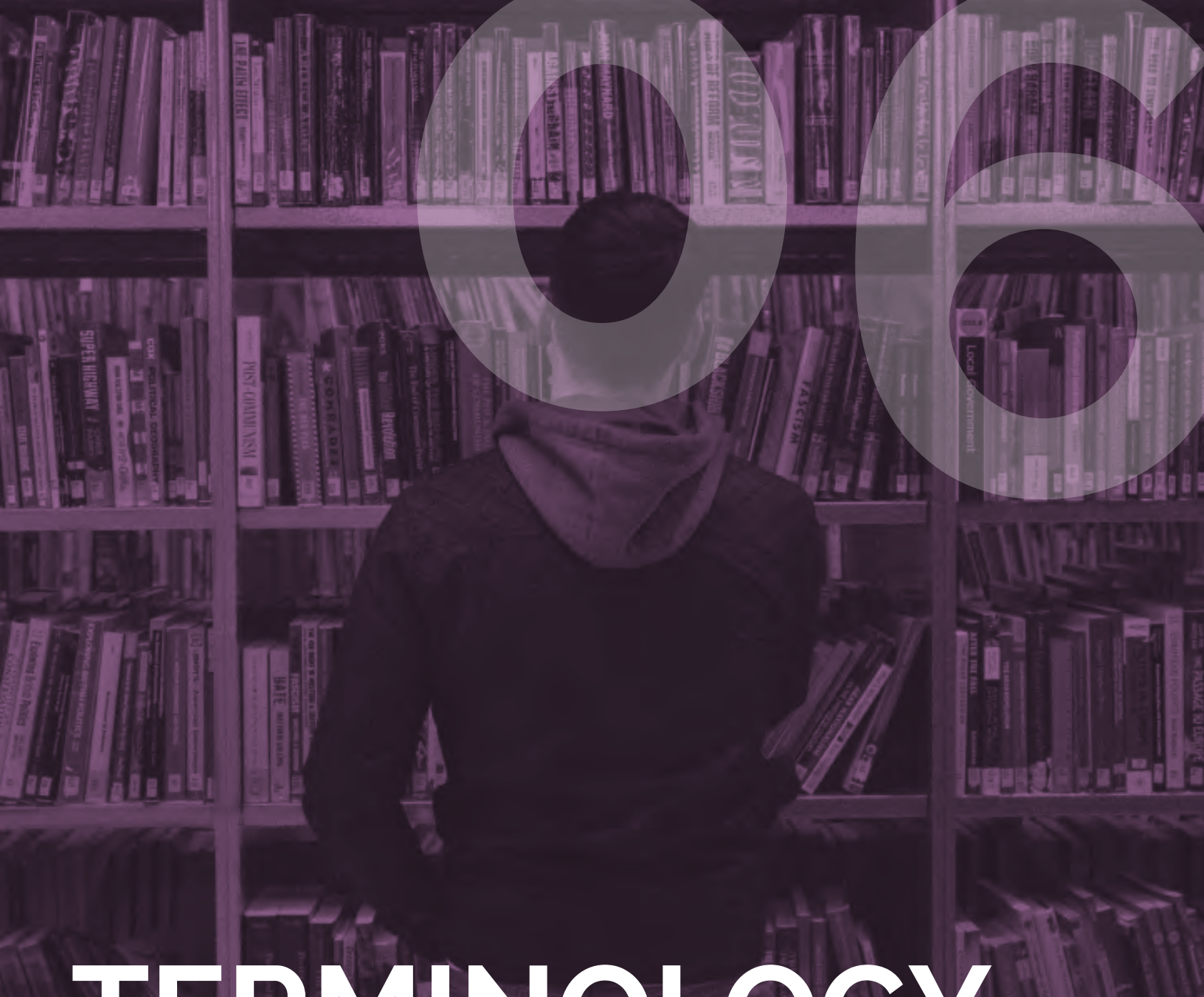
Localization efforts like the "2nd Lives" campaign engender goodwill and show a cultural understanding of the region.

One of Coca-Cola's more recent localization campaigns came from its Minute Maid brand. Coca-Cola India offers immunity-boosting beverages that support the country's 'Fruit Circular Economy,' which is designed to boost the local farming community.

MINUTE MAID NUTRIFORCE...

...is crafted from Indian fruit recipes - Kashmiri apple juice, for example - and includes Iron, Zinc and other vitamins crucial for mental health. The campaign is aimed at Indian mothers. To that end, a TV ad features a child doing a science project and struggling to finish it, while an Indian mother looks on before handing the child a drink.

The campaign marked the first time the company ventured into the immunity-boosting beverage market in India.



TERMINOLOGY MANAGEMENT



TERMINOLOGY MANAGEMENT



TERMINOLOGY MANAGEMENT

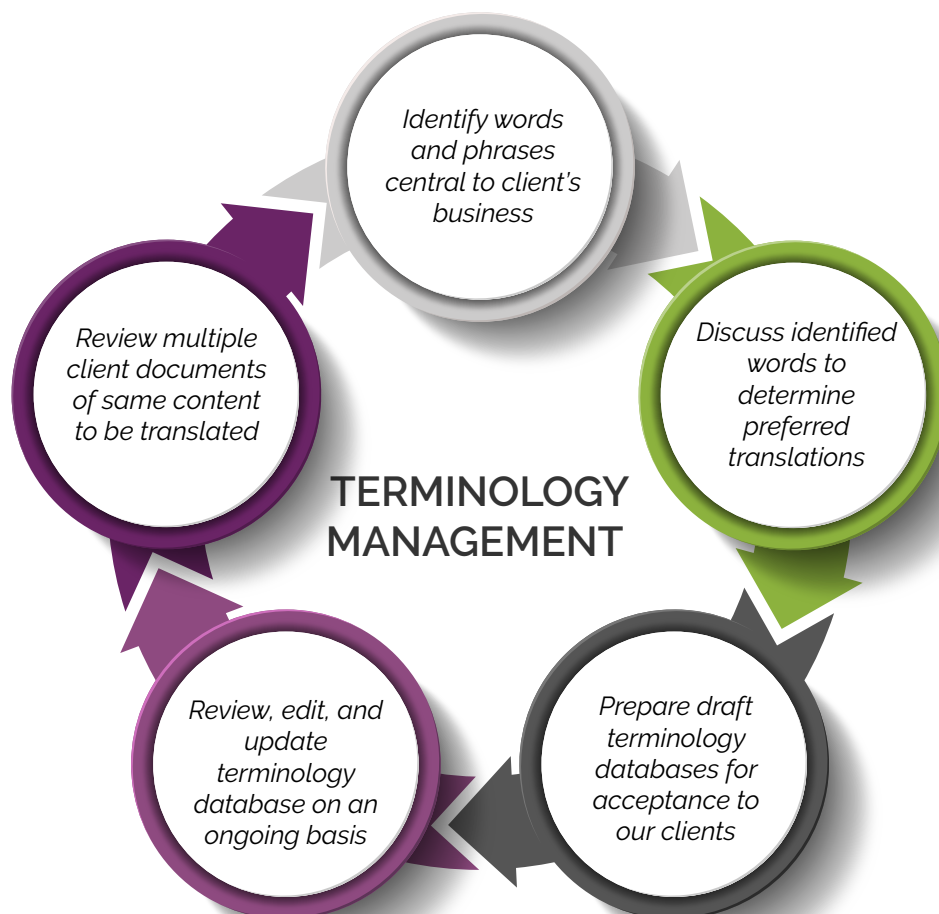
Our team is continually familiarizing itself with the frequently used terms specific to your business operations and industry. When a client does not have a pre-existing glossary, iTi analyzes the provided documents for high-frequency terms and brand-specific phrases.

Once we have identified these, an industry-specific team of linguists will develop a formal glossary to maintain comprehensive consistency throughout all your future projects.

Glossary creation expedites the translation process, ensures consistent branding, and helps tailor the presentation of your content to best suit the target audience(s) of each project.

The benefit of creating a terminology database is that we have a clear expectation of how to style our translations for you and your audience from the start. We welcome and encourage continual feedback in this process to adjust and add new terms as time goes on.

This ensures that the translations we provide to you are tailored to your company voice and audiences.



TERMINOLOGY MANAGEMENT



Common items discussed during this process are:

INDUSTRY-SPECIFIC TERMS

Words that need to be translated for specialty subject fields or audiences, i.e., the word 'bolt' can be translated in several ways into Spanish, either perno, tornillo or cerrojo, depending on the context. This gets more complicated in cases of medical terminology, engineering, and other specialty fields.

FORMALITY OF THE TEXT

Determine if you need to adjust for differences in reading level, as well as if you need to adjust any branding phrases or preferences (fonts, colors, layouts).

TRANSLATION MEMORY & TERM BASE

iTi's Translation Memory is a database of ways a client prefers to have their content translated. This allows us to see past translations in real time, enabling uniformity and consistency.

The Term Base is a glossary of key terms for which the client has preferred translations. The entries of a Term Base are typically single terms or phrases. Some clients may have a pre-existing Term Base, or we can create a customized one for them.

Maintaining client Translation Memories and Term Bases is a service intended to clean up key terms and identify phrases in need of consistent branding when it comes to translation.



TERMINOLOGY MANAGEMENT

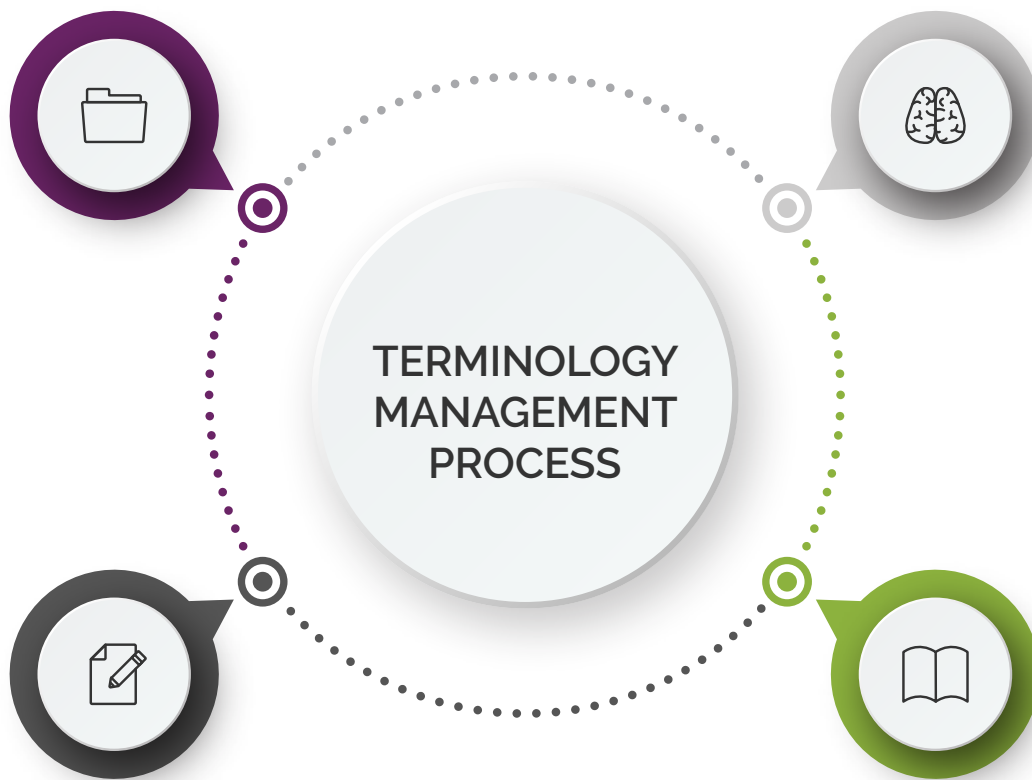


TERM BASE

TB is a glossary of preferred terms. It improves understanding of the end user through consistency of the terms. It saves time, improves accuracy and consistency

TRANSLATION MEMORY

TM is a collection of past approved translations of the client. Creating it improves consistency, saves on research time, and ultimately cost. There are Master TM, Working TM and Reference TM.



DO-NOT-TRANSLATE LIST

Maintenance (DNT) can include trademarks, office names, titles or any information the client wants to be excluded from translation for internal purposes.

STYLE GUIDE

Style Guides (SG) hold information on the audience which will receive the information, dialects, writing style and terminology choice of the client. It keeps the translation process fluid and consistent.



TRANSCREATION



TRANSCREATION



Where transcreation differs from translation and localization is that it involves creating an entirely new piece of content, crafted for a specific region.

Transcreation is the process of re-creating the source-language content, by adjusting for linguistic and cultural differences, while keeping the tone and style intact.

The result of good transcreation is the message evokes the same emotional response as the source language.

Transcreation is commonly used for the following:

- *Internal and external communication*
- *Social media posts*
- *Marketing collateral (brochures, flyers, catalogs, newsletters etc.)*
- *Subtitles*
- *Slogans*

Transcreation is especially useful when it comes to slogans. For instance, Haribo, a German candy company best known for gummy bears, once went with the slogan of "Haribo macht Kinder froh, und Erwachsene ebenso," which loosely translates to "Haribo makes children happy, and grownups too."

In English, the slogan was changed to create the catchy jingle: "Kids and grownups love it so, the happy world of Haribo." Meanwhile, in French it was 'Haribo, c'est beau la vie – pour les grands et les petits' – 'Haribo, life is beautiful – for grownups and children.'

In both cases, the literal translation of the slogan wouldn't work, so it was tweaked to fit the targeted language and region.

As the Haribo example illustrates, transcreation is used best for high persuasion content, which makes it ideal for global marketing campaigns. If your goal is to capture the attention of an international audience, transcreation is a must.

Why? Failing to adjust for cultural differences can be detrimental to your brand. The marketing landscape is littered with large global companies who run into trouble because they don't account for cultural differences.

The most famous example is KFC, which decades ago tried to enter the Chinese market with its iconic "Finger Lickin' Good," slogan, but it came across as "Eat Your Fingers Off" to Chinese consumers.

KFC learned from that mistake, leveraged expertise in the fields of localization and transcreation, and it is now a global giant. There are more than 22,000 KFC locations worldwide, featuring highly localized menus. Its Philippines locations offer items like the "double down dog," which is a hot dog served on a bun made of chicken.

TRANSCREATION



GOT MILK?

One of the biggest examples of transcreation saving face for a company stems from the iconic "Got Milk?" ad campaign created for the California Milk Processor Board.

The campaign, launched in 1993, made Alexander Hamilton and Aaron Burr socially relevant again decades before Lin-Manuel Miranda's Broadway hit.

The first ad featured a Hamilton-obsessed radio trivia contestant failing to clearly pronounce Aaron Burr and win \$10,000 (the question was 'Who shot Alexander Hamilton?') because his mouth was full of peanut butter sandwich. It ended with the tag line 'Got Milk?'

The ad campaign, which had a two-decade run (it was recently revived on the social media platform TikTok), is regarded as one of the most successful in marketing history.

However, it could have been a massive public relations disaster when it came to California's bustling Latino population. The only reason it wasn't was because, according to the San Francisco Chronicle, a Hispanic ad executive advised changing the tagline.

The reason was this: "Got Milk?" in Spanish translates to "Are you lactating?" What's more, running out of cow's milk in Latino culture isn't a joking matter; it's a notion by which Latina maternal figures would be highly offended.

Thus, the Spanish campaign slogan was changed to "Y Usted Les Dio Suficiente Leche Hoy?" (Have You Given Them Enough Milk Today?) and later "Familia, Amor y Leche" (Family, Love and Milk).

The latter slogan emphasizes family, a significant part of Latino culture.

That's the value of transcreation.





THE FOUNDATION FOR SUCCESS



LAY THE FOUNDATION (FOR SUCCESS) WITH LOCALIZATION

You don't have to be a massive, international brand like Coca-Cola to see the value in localizing your website content/sales strategies.

In fact, localization is even more vital for smaller companies fighting for relevance in an overstimulated world (we referenced the eight second attention span at the beginning).

Why? Because there are words, phrases, or concepts that aren't easily translated or transferred to another region. The world isn't uniform, and we sometimes need to be reminded of that.

It's easy to assume the way things are done in your country is the norm. For instance, the way the date is written and the use of the imperial system, rather than the metric system, makes the U.S. an outlier (per Statista the U.S. is one of only three countries to officially use the imperial system; the others are Myanmar and Liberia).

The things that localization applies to are endless. It can involve updating the user interface on a website, so it offers checkout options in pounds instead of dollars, for instance.

Localization can be the changing of subtitles to make sure international employees understand important safety procedures. It can also involve adjusting a marketing campaign in order to generate buzz and profits rather than confused looks, giggles, or worse - anger.

Localization is so critical because it hits at the heart of human consumption and buyer behavior. Buying is an emotional transaction. You're more likely to have a customer for life if content is well-crafted and appeals to a person's cultural background.

It is a marketer's job to understand what people want. That begins with understanding what will resonate with them (both linguistically and culturally).

How do you do this? With the help of iTl. We can help you cater to any region thanks to our 30-plus years of industry experience.

At iTl, we have more than 10,000 linguists and a team capable of handling more than 250 languages, which is how we make things - in this case localization - happen!



iTi's dedicated and experienced team offers a wide range of multilingual solutions for domestic and global corporations in a variety of industries. Do you require localization and/or transcreation services to enhance your global marketing and sales initiatives?

We specialize in custom language solutions and work with over 250 languages, so regardless of the barrier you face, we will work together in synergy to bridge the gap to ensure success.

Please feel free to reach out on the web or by calling 1-800-648-0686. Our offices are open 24/7/365 so we can respond immediately to your interpreting or translation needs anytime, anywhere.

WEBSITE LOCALIZATION AUDIT

What is your timeline to launch your new website? The foreign-language website?

Do you plan on translating the entire site? Or just certain pages?

What content management system(s) do you use?

What regulations or standards does the website have to adhere to? i.e. ADA compliance, 508 compliance, etc.



What does your content creation process look like for English content?
For other languages?

What do you like about your current content creation process?
What don't you like?

What differentiates the target demographic of the English website from the target demographic of the foreign language website? For example, do certain products sell better to certain demographics than others? Does this change your messaging?

How do you promote your products and attract visitors to your website?

WEBSITE LOCALIZATION AUDIT



Are you currently working on a SEO strategy in English? Have you thought about your strategy for multilingual SEO?

What is your planned strategy on using localized (culturally appropriate and sensitive) imaging and/or colors on your website?

