

A guide to the localisation process for content creators

If you're new to the content localisation process, then this quick guide is for you. Read on to understand how we work together with you to adapt your content for your target market.

Getting started

When you're thinking about localising content, it's important to understand how the process works so you know what to expect, as well as your role and the role of your translation provider.

We've broken the process down into the following four steps, explained in detail on the following pages. You can also find a list of common translation industry terms and their definitions at the end of this guide.



The localisation workflow

1

Project scoping + prep

Consultation

● In consultation with you and based on an initial analysis of your content, we determine the project volume (word count) and provisional schedule.

● For translation and *revision* work, we normally charge a per-word rate. For other types of work, we charge an hourly rate.

File preparation

● You supply us with the files you're looking to translate. We work with all major file formats and return your files in the same format as they were handed off to us in.

● We use a dedicated *CAT tool* (also known as a translation environment), which gives our translators easy access to the linguistic resources they need to render a high-quality, consistent translation.

Learn what the italicised terms mean in the jargon buster at the end of this guide.



2

Linguistic work

Translation

● Within the CAT tool, the translator will use a range of resources such as a *term base*, *translation memory* and, if applicable, *machine translation* (MT) engine to render their translation. These tools have built-in quality assurance features that enable consistent translation of specific terms and reduce the likelihood of linguistic and formatting errors.

● At this stage, the translator may have queries for you about *context* or the meaning of a specific term. The deeper we understand your brand and product, the better we can render your message in the target language.

If your text is particularly creative, for example a piece of marketing copy, transcreation may be recommended instead. Find out more in our guide [How does transcreation differ from translation?](#)



Revision

● This involves a second linguist reviewing the translation against the original source text for accuracy and consistency, and is a vital part of our quality assurance process.



SEO

With the translation now at publishing quality, we can perform *search engine optimisation* of your content to ensure it includes the keywords you need to hit for your target geo. We can produce a list of keywords for you or work with one you've already produced.

This service is available at an additional charge.

Review

Initial delivery

- We export the translated text from our CAT tool and deliver it back to you in the same format it was supplied in.



In-context review

Once you have imported your content back into your CMS, we can offer an *in-context review* (ICR), where we check the content in the format and layout it will eventually be published in. This allows us to ensure that we've understood everything in its context and to check whether everything has imported successfully into your CMS.

This service is available at an additional charge on an hourly basis.

Delivery + publication

Final delivery

- If any changes are needed after the ICR, we'll make those and deliver the updated files back to you.

Publication

- Once you're satisfied with everything, your content is ready to publish!

If any minor changes are required at this stage, we'd be happy to implement them.



Jargon buster

Computer-aided translation (CAT) tool

Also known as a translation environment, this is a specialised software tool used by the translator to produce the translation of your content. It has built-in features that enable the translator to provide a high-quality piece of work that is consistent with other translations. There are many platforms and tools available, the most popular being MemoQ, Smartling, Trados Studio and XTM. If you don't have a CAT tool solution in place, no problem, we'll work with the files you have and import them to our own tool in-house.

Context

The total environment (linguistic or visual) in which a word, expression or sentence appears. More often than not, context determines how the meaning of a text is interpreted.

Domain

The primary topic your content is about. Common domains include financial services, healthcare, legal, manufacturing, marketing, technology + software and travel + hospitality. Translators may specialise in one or more of these domains.

Internationalisation (i18n)

The practice of designing content or software so that it can be localised without requiring layout or functional changes. This might include things like allowing enough space for long headings and button labels or making sure that the layout can be adapted for right-to-left languages such as Arabic and Hebrew.

In-context review (ICR)

A step in the localisation process in which the translated content is imported back into its original

CMS or context. The translator can then review the content in the form in which it will be published later on, making sure that everything makes sense in context and checking for any internationalisation issues.

Localisation (l10n)

A broad term covering all steps of the linguistic and cultural adaptation process, including translation, revision, adaptation of date and number formats, adaptation of graphics and cultural adaptations.

Machine translation (MT)

The use of a computer-based translation algorithm to translate or part-translate text between languages. There are many different types of MT with varying levels of output quality. MT can be used by a human translator to speed up bulk or repetitive

translations, but is not applicable in all contexts. We'll consult with you as to whether MT is suitable for your localisation needs.

Review

As distinct from revision, reviewing involves a linguist checking a text in one language for errors in spelling, punctuation and grammar.

Revision

A check by a second translator of an already translated text. The reviser will understand both the source language and target language and is therefore able to verify the accuracy of the translated text. They will also proofread the target text as part of the revision process.

Search engine optimisation (SEO)

A process in which web content is optimised to rank more highly in search engine results.

SEO may be required after translation into your target language in order to fulfil requirements for keyword density and frequency.

Term base (TB)

A bi- or multilingual glossary of terms stored in a CAT tool or other database used as a reference by a linguist during the translation process. Custom term bases can be developed for you as an individual client, but we also have domain-specific term bases for general use.

Transcreation

A deeper translation process which takes a more creative approach to adapting the text for the target audience. The translator has room to stray more freely from the source text, changing cultural references as required to make the text work in the target geo. This often requires a more collaborative approach

between you the client and the translator than traditional translation.

Translation memory (TM)

A feature of CAT tools that stores past translations for use on future jobs. This is particularly useful for regular translation of the same document type, such as forms and certificates, but is also useful for keeping consistent style and tone of voice.

Sandberg is the world's centre of excellence for translation into the Nordic languages and English.

With 25 years' experience, we've got the know-how and expertise to guide you through every step of the localisation process.

To find out more about how we can help you, get in touch online or email info@stptrans.com.

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