



Create relevant content for each market

Each country has its own cultural norms and beliefs. To succeed commercially, brands, products, and communications need to be adapted to fit what's expected in each of the markets.

Get to the point

Simplify your wording. Focus on what's absolutely important. If something feels redundant, don't say it!

Avoid ambiguous words

Avoid using jargon, abbreviations, and cultural references. A particular group or culture may understand jargon and abbreviations, but they may not resonate with your customers, and they can be pretty challenging to localize.

Allow Enough Space for Text Expansion (+30%)

From a UI perspective, English is a short language (and German, for example, is not!) Translated content will take more space in localized languages. Leave enough room for text to expand in callouts, buttons, labels....

Develop a Glossary

Glossaries help linguists understand any industry- or product-specific terms you use in your writing. As you write, keep a separate list of terms that have special meanings.

Plan SEO Best Practices

You must consider SEO (search engine optimization) in content localization. This means including the right keywords applicable to a target market (keywords vary from target to target)

Watch out locales

Be conscious of date and address formats and other natural language standards as these differ from locale to locale.

Creating Global Ready Content for Localization

My 26 tips

to increase content quality and boost international growth

Beware of variables

Some languages have a word order and gender that is different from English, which is why the incorrect use of variables can mean that the sentence may lose meaning after inserting a variable.

Be consistent in your word choice

Pick a word and stick to it; otherwise, you will drive the translator crazy by constantly changing terms, and this will undoubtedly affect the localized versions.

Adopt a style guide and glossary

As they will help you have a foundation on which you can rely to make better content decisions, and not only that, but they will help you avoid ambiguity!

Be open-minded

If you receive feedback from a linguist or a localization specialist that the text is not clear, it is good to be able to overcome your ego and accept that maybe the source content is not as clear as you think.

Pay attention to word order

English is a subject-verb-object therefore remember to create content based on the understanding that sentences are not structured the same way in all languages

Use simple and plain English

Double negatives, idioms and metaphors, slang - all this does not help our dear translators. Simplify and we all win

Reuse Content When Possible

You will achieve consistency and efficiency as the cost of creation goes down, and the cost of localization goes down as well!





Document the context

Context is everything for a language specialist, which is why you should make an effort to provide the context while generating the content.

Highlight branded terms

Specify as soon as you can which words don't need to be translated, such as the name of the menu or the episode name of a video game. As a best practice, add these branded terms to the glossary you are creating

Use active voice

Passive voice can be confusing and ambiguous, it's just better to use present tense

Reduce the number of pronouns

Some languages such as French or Spanish are rich in pronouns and their use can make your subject unclear.

Don't concatenate strings

The use of sentences that are concatenated as they are used is a widespread practice in content creation. Still, it is a dangerous practice as there will usually be issues with sentence structure or singular and plural use.

Abbreviations do not improve source content

It is difficult to know what to do with abbreviations in other languages, so the best way to avoid this problem is to get into the habit of not using them.

Don't use images that contain text

All non-textual elements that have text, such as, for example, what we might find in a graphic or the text we see in an infographic, must be saved in their native, editable formats. Computer-assisted translation software can quickly process this type of content, allowing language specialists to work their magic later.

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Gender-neutral terms

Whenever possible, use gender-neutral terms such as "they, their" instead of "his, her" to create more inclusive language.

Use relative pronouns like

Use relative pronouns like Relative pronouns like "that" and " are very useful as they help improve understanding in the target languages. It is good to check that such pronouns have been included when the content is being created.

Use tags

Tags are very useful for formatting content, but it is important to know how to use them and include the correct ones to ensure that the localized text is well-formatted.

Fonts

Fonts are tricky as they often do not display well in all the languages. Select fonts that you know will look nice or test them before the final design (be extra with Asian languages)

Avoid humor

It rarely translates with equivalency. And if you still want to use humor, then give localizers the freedom to use transcreation techniques and use the English content as a mere reference.

