

A group of people at a social event, with a woman in the foreground holding a glass of wine. The background is blurred, showing other attendees in a dimly lit setting.

# Your Translation Choices:

A Talking Heads LSP eBook

TALKINGHEADS

Unlock the World

Even those in the 'business of language' will tell you that there are daily frustrating discussions about the minutia of language. If you're into it, then it's fascinating – but if you are utilising international languages as part of your business armoury, these necessary discussions and choices can become wearisome and sometimes even prohibitive.

This eBook looks at the key choices a Translation buyer has to make and the effects of these choices.

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## **I** Choosing Your Languages: Respond to a Need

You may not proactively choose your languages or even to translate at all – this may be chosen for you. Perhaps a potential customer has approached you who does not speak English, or you are manufacturing a product for a market where legislation dictates that written content must be in the primary language of that market. In this case, you'll need a trusted translator.

Get advice:

### **Could you reduce the number of languages for translation?**

Many legislative regulations give a list of possible languages, rather than just one in which you must produce content; therefore there may be a language which will be acceptable for more than one country.

### **Is there a 'form' of a particular language which could be used to cover more than one country?**

For example, European French would be perfectly fine for written communications in many French speaking countries.

TIP: Don't use flags to denote languages. Flags denote a country, not a language. You could possibly alienate someone if you don't provide their 'flag', even though you have provided content in their language. Use language codes instead.

About language codes...

- ✓ EN for English (UK written English can be used in many English speaking countries)
- ✗ Using GB to denote English – this denotes Great Britain
- ✓ EL for Greek (the Greek word for the Greek language is Ellinika) (standard written Greek can be used for any Greek speaking country)
- ✗ Using GR to denote Greek – this denotes Greece

## **I** Choosing Your Languages: Target the Market

You've done your research so you know the countries in which your product or service is likely to make its mark. Translating into mothertongue languages could then make all the difference to your sales.

It could also open doors too.

In two countries where the same language is spoken, their cultures will usually be similar. In fact, they may be a good market to target next. So as you choose a language for a specific country, you can start to think about future proofing to use Translations for your next breakthrough.

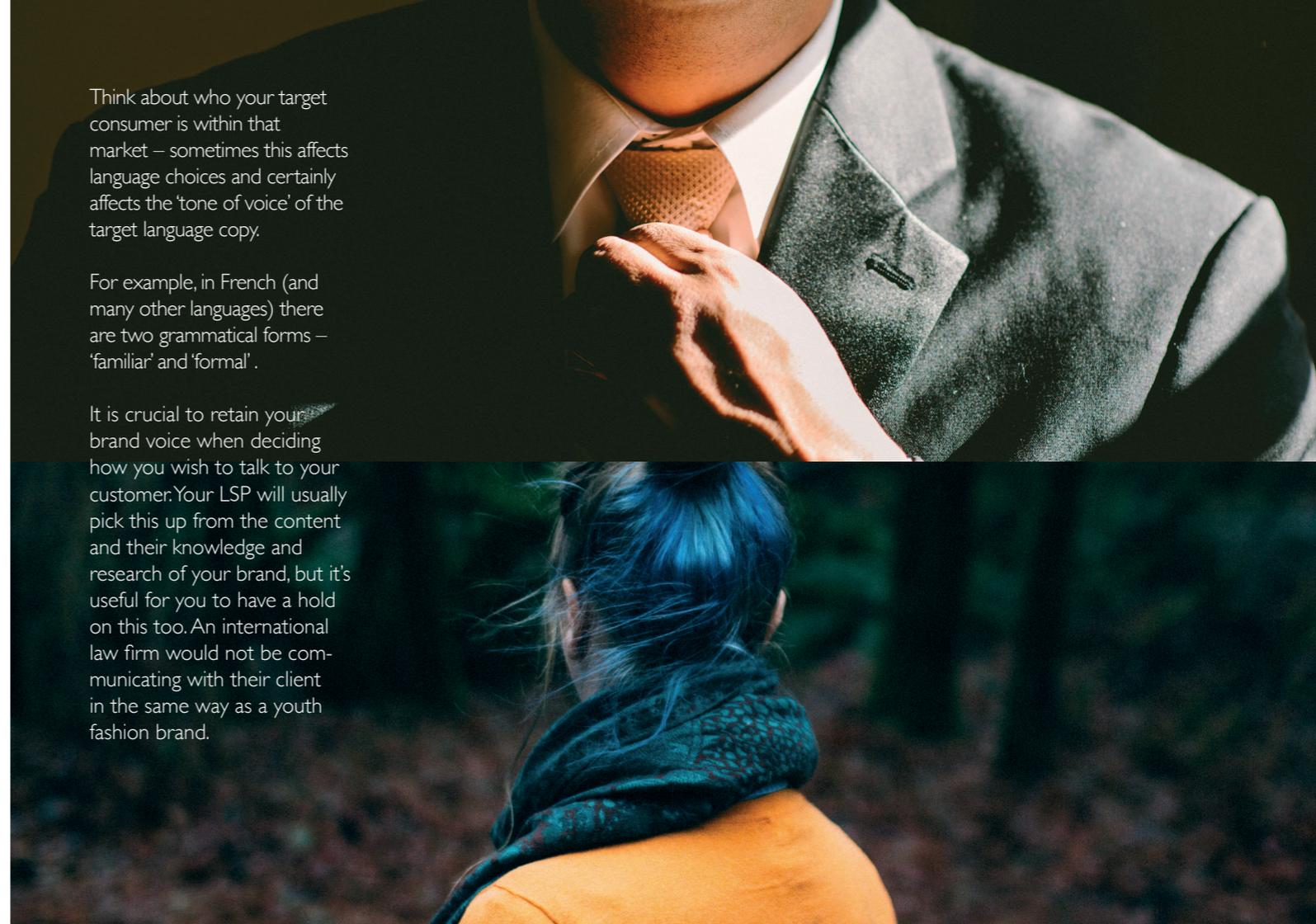
**72%**  
of online buyers  
whose first language  
is not English said  
they rarely or never  
buy from English-  
only websites.

Common Sense Advisory Survey

Think about who your target consumer is within that market – sometimes this affects language choices and certainly affects the 'tone of voice' of the target language copy.

For example, in French (and many other languages) there are two grammatical forms – 'familiar' and 'formal'.

It is crucial to retain your brand voice when deciding how you wish to talk to your customer. Your LSP will usually pick this up from the content and their knowledge and research of your brand, but it's useful for you to have a hold on this too. An international law firm would not be communicating with their client in the same way as a youth fashion brand.



### Cost-efficient Targeting

- If two countries share a language, but with a different written dialect, your first Translations can often be localised for the second country. This is where a linguist local to the country looks at the already translated content and makes it suitable for that market, in terms of terminology and colloquialisms. Grammar and structure usually remain the same. Localisation (essentially Proofreading / Editing) is a lot cheaper than translating from scratch again. A good example is making UK English copy suitable for the USA, or making European Spanish content suitable for South America.

Discuss your requirements from the beginning with your LSP. They have done this many times before and have a wealth of information that you can benefit from, financially and logistically.

If your clients are expected to engage in a language which is foreign to them, they will feel distanced which impedes buying activity.



...engaging in a foreign language increases psychological distance and promotes deliberation, mostly because of a reduction in emotional resonance.”

The Foreign-Language Effect, Keysar, B., Hayakawa, S., & Sun Gyu, A. (2012) (University of Chicago).

ZARA

NOWOŚCI

KOBIETA  
TRF  
MĘŻCZYŻNA  
DZIECI

CAMPAIGN

+ Info

Join Life  
Newsletter  
Kontakt  
Sklepy  
Przewodnik zakupów  
Karta Podarunkowa  
Prasa  
Firma



Do you need to translate everything? In short, no. Using English words within localised content is very common. This could be because they are new words, relating to modern technology for example, or because the English form of the word or concept is fashionable in that market. For example, on Zara's Polish website, they have retained the English word 'Newsletter' and this is a common practice in Poland.

**AS YOU ARE**

autumn winter 17 MAN campaign



If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

Nelson Mandela



## I Choosing Your Languages: Cover-all Bases

You may have realised that having your content in different languages will benefit you but are not exactly sure which ones – here we can look at ‘the usual suspects’. Trends and statistics show us which languages are the most likely to aid your development.

Over 5 billion people speak the Top 10 languages in the world – a great ‘cover-all’ (or cover-most). However, if you are looking at e-commerce, having a website in just 13 languages accesses 90% of all the money spent online – this is an amazing statistic and helpful when considering an umbrella approach.

	The 13 Languages	Within Top 20 UK Export Market <small>Office for National Statistics, Feb. 2017</small>	Also Used In
1	Chinese	China	Singapore, Malaysia, Taiwan
2	English		African nations, Australia, Canada, India, Ireland, USA, etc.
3	Spanish	Spain	Latin America
4	Japanese	Japan	
5	Portuguese		Portugal, Brazil, etc.
6	Arabic	Saudi Arabia	GCC, African nations, etc.
7	German	Germany, Belgium	Austria, Switzerland, Liechtenstein
8	Russian		Russia, Ukraine, the ‘stans’, etc.
9	French	France, Belgium, Canada	Luxembourg, African nations
10	Korean	South Korea	North Korea, China, USA (1m)
11	Italian	Italy	
12	Dutch	Netherlands, Belgium	Latin America
13	Swedish	Sweden	Finland

**72% of online buyers whose first language is not English said they rarely or never buy from English-only websites.**

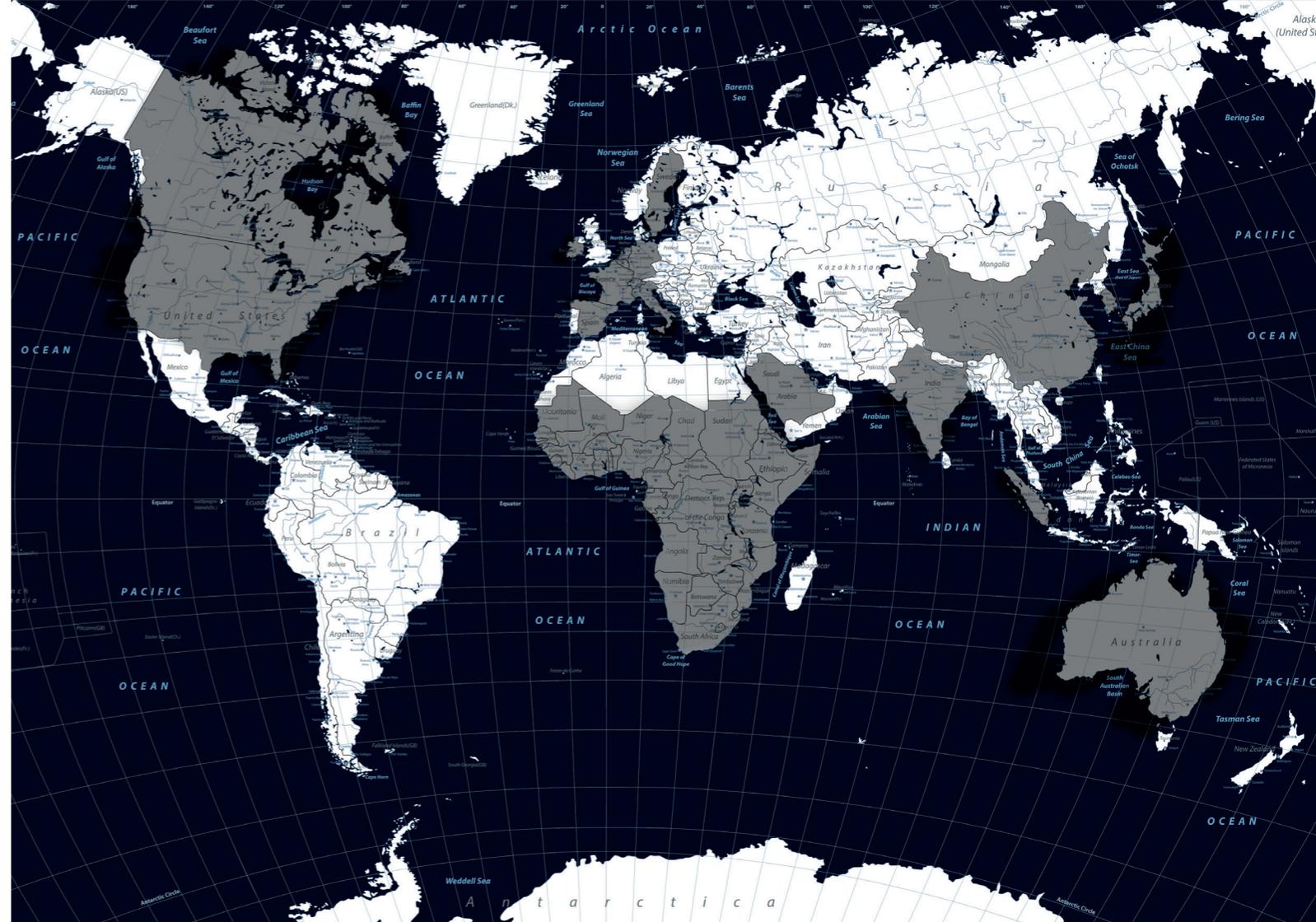
Statistics from Common Sense Advisory: ROI Lifts the Long Tail of Languages, Benjamin B Sargent.

In 2016, over 5.04 billion of people spoke the top 10 languages in the world, including English and that's only set to increase.

### Top 20 UK Export Markets\*

- |                             |                                            |                  |
|-----------------------------|--------------------------------------------|------------------|
| 1. United States of America | 8. China                                   | 14. Australia    |
| 2. Germany                  | 9. Belgium                                 | 15. Hong Kong    |
| 3. France                   | 10. Spain                                  | 16. Canada       |
| 4. Netherlands              | 11. Japan                                  | 17. Singapore    |
| 5. Ireland                  | 12. Sweden                                 | 18. India        |
| 6. Switzerland              | 13. Sub-Saharan Africa<br>exc.South Africa | 19. South Korea  |
| 7. Italy                    |                                            | 20. Saudi Arabia |

\*Office for National Statistics, Feb. 2017.



## 2 Choose Your Technology: Implementation

Get your translation in the most effective and sharable format for your needs.

### Start off by asking:

- What form is your source content in?
- Where do you want it to end up?
- How will it get there?

### What form is your source content in?

When you order a translation, you may be asked to provide the files in an editable format, wherever possible - this just means text that can be edited or copied and pasted, like text in Microsoft Office, Google Docs or some artwork packages like InDesign.

Consequently the layout and formatting of these can be easily maintained. PDFs, for example, are read-only and reproducing the design may be difficult and time-consuming. Don't worry though, LSPs can convert the text into an editable format, although this could mean a more expensive process and/or longer wait!

### Where do you want it to end up?

Decide how you want your translations returned to you. Some options include:

- Documents: Word, Excel, PowerPoint
- Manuals: Word / InDesign (indexing, etc.)
- Packaging / Brochures: Artwork – InDesign, printing, fulfilment

### How do you want it created?

Now you know where it's going, but how is it going to get there? Will translations be copied and pasted? Do you want a final design returned that is ready for print? Whatever the method, there are things that must be considered:

Method	Good for	Considerations
Typesetting - Copy and paste	<ul style="list-style-type: none"> <li>• Small or one-off translations</li> <li>• Keeping costs down</li> </ul>	<ul style="list-style-type: none"> <li>• Having native speakers do this (and a further check) reduces the chance of errors which usually occur when implemented by someone who does not speak the language</li> </ul>
Typesetting - Automatic	<ul style="list-style-type: none"> <li>• Utilising translation software to insert translations automatically into artwork</li> <li>• Reducing potential for human error</li> </ul>	<ul style="list-style-type: none"> <li>• Translations may be truncated in-situ</li> <li>• Having native speakers check the final artwork reduces the chance of errors</li> </ul>
Coded content	<ul style="list-style-type: none"> <li>• If you would like an existing website translated but for the layout, etc. to remain the same</li> <li>• Reducing potential for human error</li> </ul>	<ul style="list-style-type: none"> <li>• Translations may be truncated in-situ</li> <li>• Having native speakers check the final site reduces the chance of errors</li> </ul>
Content Management System (CMS) – in-built connectors	<ul style="list-style-type: none"> <li>• Automatically connecting to an existing CMS</li> <li>• Easy integration</li> <li>• Reducing potential for human error</li> </ul>	<ul style="list-style-type: none"> <li>• In-built connectors are available for a lot of CMS systems</li> <li>• Application Program Interfaces (APIs) can be developed to link to the CMS or other software</li> </ul>
Cloud Computing such as Amazon Web Services (AWS)	<ul style="list-style-type: none"> <li>• Implementing translations into programs/apps/websites running on the cloud</li> <li>• Easily integrated into existing IT infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• A hefty requirement is needed to make this process and costs worthwhile</li> </ul>

## The Translating Toolkit

### CAT Tools

Employed by LSPs and linguists alike, CAT tools assist the process of human translation and make it more efficient. These programs facilitate the translation process by allowing files to be translated in an effective workflow, specifically aiding the movement of files between LSPs and linguists.

### Translation Memory

A Translation Memory (TM) makes it possible for translations to be stored by the translation software and then be used again in future work, allowing for consistency and cost savings moving forward.

### Glossaries

Specific translations of words and/or phrases can be approved and added to glossaries. The software then suggests entries from the glossary during translation and can help avoid glossary non-conformance.

### Fonts

The global standard for publishing is to use Unicode fonts, such as Arial and Times New Roman. These fonts have a wide variety of characters, accents, and glyphs; so will be suitable for many languages and scripts the world over. If you're in need of translated text for the web, we'll deliver it in UTF-8 coding which correctly displays most scripts.

Information about fonts (encoding) can be stored in many ways. You might not be familiar with encoding, however, it is likely that you have seen when it goes wrong - do you recognise the example below when text appears with seemingly random characters?

l Ge?? s?? ??sue!



## 3 Choose Your Service Level for Quality

The Translation service you choose really depends on what you are using the content for:

### Translation Only / Machine Translation £

Proofreading of content is absolutely key in any language. So when you choose a service which doesn't include this, quality levels will drop. But it's not all bad! Sometimes you may want to have something as an internal reference that doesn't need to be 100% accurate and beautifully polished – you just need to get the gist.

### Machine Translation with Human Edit £

The human touch makes all the difference here – we'd still recommend this option for reference only, as the resulting text probably won't read as a well sculpted piece, but the human editor will ensure that there is nothing inaccurate or misleading in the content.

### The Standard Translation Process ££

This option is by far the most requested by buyers. The standard process should be at least a 10 step process (Talking Heads has 14 steps) which includes Translation, Proofreading by a second, independent linguist and lots of reviews at all stages and Quality Assurances processes. Understandably, some buyers may ask "why should I pay for the Proofreading – why can't you deliver a result that is correct?" The fact is that Translation is not a science – it is rooted in structure but is completely subjective – therefore Translation and Proofreading by two separate professional linguists is required to reach a high standard, with a balanced approach. It's helpful to compare it to literary publications – no well known author would ever publish a book without the best of editors going through it with a fine-tooth comb.

**Talking Heads' aim is that your translated content does not look like it has been translated, but that the copy has been written in the target language. Your customers should not notice any difference...**

### Guarantees of Quality: Certified Translation ££

A Certified Translation is a Translation which has followed the 'Standard' process and therefore your agency should be confident enough to provide an accompanying Certificate of Authentic Translation (CoAT). This should attest that:

***'The attached text file has been translated in accordance with our standard and professional procedures and we confirm that to the best of our knowledge and belief that it is a true Translation of the text contained in the source file.'***

It should also contain the date of the Translation and the full name and contact details of the Translation company.

Organisations such as the UKVI, customs bodies and, often, courts of law require this certification.

In some countries (such as with the Spanish Ministry of Foreign Affairs and Cooperation), individual linguists can become accredited as a Certified or Sworn Translator; however in the UK, only companies can issue Certified Translations once they are permitted entry to the ATC (Association of Translation

Companies). If your Certified Translation stamp (which is issued by the ATC) doesn't look like the one seen here, it isn't authentic.

Your Translation Agency should be able to utilise Certified / Sworn Translators for your work, if you require this as well as the agency providing the Certification themselves. It does provide a degree of confirmation that the linguist has reached the required levels by their own government, however those levels are not verified by the UK government.

Other certification options are 'sworn', 'notarised' and 'legalised'.





### **The ISO 17100 2015 £££**

Borne out of the BS EN-15038:2006, the 'International Standard for Translation services — Requirements for Translation Services' was released in 2015 and lays out the guidance for an effective, quality Translation process. There is one primary addition in the ISO guidance to Talking Heads' 'standard' process, which is that linguists must conform to set criteria. This is:

- Have a recognised graduate qualification in Translation from an institution of higher education.
- Have a recognised graduate qualification in any other field from an institution of higher education plus two years of full-time professional experience in translating. Talking Heads would aim for this other degree to be in the same field as the content, e.g., engineering.
- Have five years of full-time professional experience in translating.

As you can imagine, these criteria are not always forthcoming for some languages — or even required for some types of text. Linguists who fit these criteria usually command higher rates too, so expect to pay your agency more for this level of quality.

### **Premium £££**

Talking Heads offers a 'Premium' service for its most thorough form of Translation. The ISO process is followed, plus a 'mono-lingual' review (see below) is carried out by a third, independent linguist. This service level is recommended for public publishing, where it is essential that nothing is incorrect or inaccurate in any way. This process allows for three professional and experienced linguists to produce absolute best copy, with little or no allowance for personal judgement to say it is incorrect. It is also used when highly creative or stylistic content is required.

**Legislative ££ - £££**

Your product or service may be covered by regulatory legislation and this will probably differ in each country. This will tell you exactly what you have to include in your content, and many times, where it has to appear and in what format. For example, on food packaging or in a technical user manual, some text often has to be in a certain position, font size, contrast or colour.

There is usually more than one way to linguistically term something. Using the same terms as the issuing body themselves goes a long way towards compliance, before your legal checks have even begun. Talking Heads has established huge glossaries from legislative regulations, covering many sectors, to increase efficiency and reduce cost. However sophisticated your compliance process is, our legislatively-led Translation process complements this perfectly.

**Proofreading £**

You may already own translated copy and wish to have an expert run through it to check that everything is 'on point'. Proofreading is where an appropriate linguist reviews the target content to ensure that it reflects the source content correctly and to highlight or correct grammar and spelling. We'll also ensure the correct style and tone of voice is used.

**Mono-Lingual Review £**

Differing slightly to Proofreading, a mono-lingual review is where an appropriate linguist reviews the target content only, thereby reading it as your target market would, without the benefit of the source text. This service is an excellent way to ensure that the copy does not read like a Translation.





## 4

# Choose Your Translation Supplier

	GOOD FOR	BAD FOR	SPEND
Google Translate	<ul style="list-style-type: none"> <li>Using as a dictionary – one word research.</li> <li>Getting the gist of content – as long as you are aware that some of it could be completely the opposite of what it really means.</li> </ul>	<ul style="list-style-type: none"> <li>Translations of full sentences.</li> </ul>	0
Freelance	<ul style="list-style-type: none"> <li>Cheaper rates than agencies.</li> <li>Direct communication with the person doing the work.</li> </ul>	<ul style="list-style-type: none"> <li>Only speak one language - not easy to quickly jump to produce the same content in another language.</li> <li>What if they are ill or on holiday?</li> <li>Usually no PI insurance.</li> <li>Often don't understand commercial aspects as they are 'purists' to the text.</li> <li>Have 'less to lose' if they go incommunicado and are often harder to track down.</li> <li>Have a limit on capacity.</li> <li>Sometimes linguists only offer Translation (written) OR Interpreting (verbal).</li> <li>Often stick to their guns about feedback.</li> </ul>	£
LSP	<ul style="list-style-type: none"> <li>They have an understanding of your commercial targets.</li> <li>Set processes and policies are adhered to.</li> <li>Wider set of resources.</li> <li>Accountability.</li> <li>A range of languages, rather than just one.</li> <li>Are ready at any point to complete a project – no limit to capacity.</li> <li>Agencies will do the research on 'hard-to-find' languages.</li> <li>Agencies can certify Translations.</li> <li>Have the project management expertise and knowledge to get projects completed to a higher standard and usually quicker.</li> <li>Not relying on one person for their opinion – agencies can gather various professional opinions to provide a balanced view.</li> <li>Will guarantee quality of work – and should be 'no quibble'.</li> </ul>	<ul style="list-style-type: none"> <li>Higher rates than freelancers</li> </ul>	££

## 5 Choosing Your Agency Relationship

After you have made the basic (yes, those were all basic!) choices, it's time to consider the extras that make your life easier – this is where an excellent Translation agency comes in.

As Translation is just one part of your overall international strategy, it needs to be functional, friendly, painless and easy. Having a responsive agency contact is essential too.

### Turnaround Times

- ✗ DON'T put up with constant late deliveries.
- ✓ DO listen to your agency when they push back a little – they are committed to high quality so are unlikely to say yes every time.

### Specialist Linguists In Your Sector

- ✗ DON'T assume that there is no-one in the world who understands your content.
- ✓ DO push your agency to work with linguists who understand your sector – or have a research and checking plan if they don't exist.

### Privacy & Security

- ✗ DON'T forget to ask your agency for their security policy.
- ✓ DO expect your content to be sent across the world.

### Your Budgets

- ✗ DON'T forget that a Translation agency is a business too – they need to cover costs and hopefully make a little too!
- ✓ DO communicate your budgetary factors with the agency – they should respond well to understanding your limitations and future possibilities.

### The Human Touch

- ✗ DON'T put up with a purely 'digital' relationship if you don't want to – your agency contact should pick up the phone and want to understand you and your brand.
- ✓ DO expect nice people! Truly passionate Project Managers are efficient and professional, whilst also genuinely caring about the status of your project and the wider impact.

Don't settle for second best – your choices are key to successful Translation. Choose Talking Heads.

## 6

## Glossary

<b>CAT Tools</b>	Computer Aided Translation tools, which aid linguists and Project Managers when handling, retaining and editing translations.
<b>Dialect</b>	A particular form of a language which is specific to a region or group.
<b>GCC</b>	Gulf Cooperation Council.
<b>Language Code</b>	Usually a two digit code used as an abbreviation for a language – e.g. EN = English.
<b>Localisation</b>	Making content suitable for a specific location
<b>LSP</b>	Language Service Provider – industry term.
<b>Machine Translation</b>	Translation carried out by a computer, not a human linguist.
<b>Source (language / content)</b>	The original language or content – translating out of this, e.g. translating from Spanish makes Spanish the ‘source’ language.
<b>Target (language / content)</b>	The resulting language or content, e.g., translating to Spanish results in Spanish ‘target’ content.



## Contact us

Talking Heads is an award-winning Language Service Provider (LSP), passionate about creating content which helps companies to communicate in different languages across the globe, with the key attributes of quality, commitment, ingenuity and personality.

### **Talking Heads**

Call +44 114 470 1075

Email [info@talkingheads.co.uk](mailto:info@talkingheads.co.uk)

Visit [www.talkingheads.co.uk](http://www.talkingheads.co.uk)

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