LOCALIZATION

PROCESS CHECKLIST

THE TRANSLATION COMPANY LOCALIZATION CHECKLIST

This checklist should be completed for all new projects involving localization. A proper planning of the requirements upfront will assure our localization process addresses both cultural and non-textual components of the adaptation of our clients' content for their target markets.

Project

Date: _____/_____/_____

Project #: _____

Client Name: _____

Localization Team

Project Manager: _____

Local Resource: _____

Reviewer: _____

1. Numerical

a) Numbers [   ]

- Check decimal separator
- Check digit grouping

b) Measurement [   ]

- Metric System
- Imperial System
- United States Customary Units
- Check if we should use only main system or dual system. Some clients choose to present multiple systems to cover different markets with the same localized material (e.g.: US/Metric in a French document to be used in France and Canada as well)

c) Phone Numbers [   ]

- Phone format: use official format

Notes: _____

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2. Addresses

a) Official [   ]

- Based on national postal service

b) SEO-driven [   ]

- Google will have specific requirements for SEO and online map features to operate properly. Such requirements not always match the official standard from the target country. Check if they match. If they don't, client should choose which one should be used

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3. Currency

a) Currencies [   ]

- Single or multiple currencies in the target country
- If multiple, check which one(s) should be used.

b) Symbol and Usage [   ]

- Define proper currency symbol and usage
- Choice for ISO or country-preferred codes

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4. Dates

a) Dates [   ]

- Define proper format for dates

b) Time [   ]

- Define proper format for time
- Time zone may be UTC (international) or location-based (e.g.: name of the city). Location-based time zones should be used unless specified otherwise by the client

c) Calendar [   ]

- Check if there is more than one calendar in use (e.g.: for Israel)
- The Gregorian calendar should be used unless specified otherwise by the client

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5. Language Variant

a) Impact on content size [   ]

- Translation length and differences in character size should be considered when quoting and planning for Desktop Publishing

b) Language technical elements [   ]

- For software and HTML projects, check character type to be used. Character type should be "Unicode" unless specified otherwise
- Writing direction when doing DTP procedures: right-to-left in Hebrew and Arabic while vertical for some Asian languages. Check preference upfront
- Capitalization is common in the US while not in many countries. For US, use capitalization freely. Outside the US follow local standards. When more than one standard exists, avoiding capitalization should be the preferred choice
- Potentially different sorting rules: only for non-western languages
- Punctuation is language driven (e.g.: exceptions in French content). Check for wrongly converted punctuation by word processors, CAT tools and DTP software during the final proofreading stage

- Paper size: most common is A4 while some countries like the US have the letter-size as standard. Check the desktop publishing tool configuration before preparing files to be delivered to the client

b) Variant choice strategy [   ]

- Grammar / Spelling may be substantially different depending on the language variant spoken in the target country. Choice of vocabulary is also strongly driven by local culture
- Is client targeting smaller countries? Unless client requires localization for specific countries instead of cultural blocks (e.g.: Hispanic countries, Portuguese-speaking countries, French-speaking countries, etc.), a localization for the largest markets may possibly accommodate the smaller similar markets.
- Example: it is quite common for our clients to sell their products and services localized for Mexico to other Latin American countries as well. For most cases, it would be financially unfeasible to localize it for every single country in Latin America.
- Check **Appendix** for a detailed review of each main variant

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6. Cultural Aspects

a) Brand appropriateness [   ]

Check if there is a meaning for the brand name in the target country. We have seen several instances of brand names that would have a profane meaning in certain target countries. If the client chooses to proceed with a bad-choice brand name in the target country, make sure to document in written such choice by the client

b) Register [   ]

Some cultures will prefer serious styles for business (e.g.: Hispanics in general) while others will be more concerned with effectiveness (e.g.: North Americans). Client should choose the appropriate style based on:

- Target country
- Audience
- Knowledge area
- Desired effect

c) Grammar / Spelling [   ]

- Check the governing language authority for the target country
- Most countries will have a language governing entity. In Spain, for instance, there is the Royal Spanish Academy. They choose what is right and what is wrong in the Spanish language.
- For some countries like Brazil, multiple systems may coexist. The Brazil-Portugal Reform of the Portuguese language became effective in 2009, but some clients still want our writers to use the previous set of rules.

d) Personal Name [   ]

- Name orders: check on first / last name order. Latin countries, for instance, will not use last name as often as the US or the UK
- Titles
  Titles should be properly used in the content. Some countries will use a title along the first name instead of the last one (e.g.: Mr. John instead of Mr. Smith).
- Colors: meaning of colors will vary greatly among different countries. Black and red are two of the most difficult colors to use universally

c) Political issues [   ]

- Assess which facts could be troublesome when writing the content
- Common political issues include geographical disputes and disputed borders

d) Social issues [   ]

Social aspects that may be important during the content writing include:

- Ethnicity [   ]
- Clothing [   ]
- Socioeconomic status [   ]
- Conventions [   ]
- Taboos [   ]
- Religions [   ]
- Superstition [   ]

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7. Local Regulations

Clients and projects will need to meet different regulations. While some segments (e.g.: medical content) may be highly regulated, others (e.g.: giftware) may have fewer requirements.

- Local privacy requirements [   ]
- Additional required disclaimers (e.g.: California) [   ]
- Specific labeling requirements [   ]
- Encryption and data access by local authorities [   ]
- Taxation [   ]
- Government assigned documents [   ]
- Battery Sizes [   ]
- Voltage and current standards [   ]
- Others [   ]

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8. Graphics

A full inspection in the graphic files should be done immediately after delivery by the client. Some of the main steps during the life cycle of the graphic content of a localization project:

- Check source files: are they in the agreed format? Are they complete? [   ]
- For InDesign file packages check if all the necessary links are available [   ]
- For missing specialty fonts check with client about the availability [   ]
- Check target file type: projects should be delivered in the agreed formats [   ]
- Issues related to size reduction and expansion of the text should be checked upfront. Latin languages, for instance, will take substantially more room to convey the same meaning of an equivalent text in English [   ]
- Writing orientation should also be checked during the project setup [   ]

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Appendix

a) Choice of Language Variant

Description of the main language variants chosen today along comments on the best choice strategies.

Spanish [   ]

a) **Mexican [   ]**
Mexican Spanish is the most sought variety. Mexican Spanish is well accepted in both the US and other Latin American countries. It is also a consistent Spanish variant since there is a qualified pool of resources in Mexico

b) **Neutral [   ]**
Neutral Spanish is an imaginary type of Spanish, which doesn't exist anywhere. Some LSPs, for marketing reasons, came up with the idea of a Spanish that wouldn't use grammar or spelling particular to just one country. Although we can direct our Spanish translators to avoid localisms, it is actually impossible produce a Spanish content that will read perfect in every single country

Neutral Spanish translations should be assigned to our Argentinean translators. Argentinean translations are well accepted in other Latin countries while not being so particular to a single country like the Mexican variant

c) **Hispanic [   ]**
Hispanic Spanish usually refers to the Spanish variant spoken within the US. While there isn't a pure variety of Spanish spoken in the US, we can provide a Spanish variant targeting US residents by assigning US-born Spanish translators. Such translators are aware of the current usage of idioms, and they can implement an American stylized version of the Spanish language.

d) **Latin American [   ]**

Similar to "Neutral Spanish". Latin American Spanish, just like Neutral Spanish translations, should be assigned to our Argentinean translators. Argentinean translations are well accepted in other Latin countries while not being so particular to a single country like the Mexican variety

e) **Spaniard [   ]**

Probably the least sought variety of Spanish. Few clients will be concerned with the Spaniard markets due to its small size compared to other Spanish-speaking markets like Mexico or Latin America.

Portuguese [   ]

a) **Brazilian [   ]**
By far the most sought after Portuguese variant. The Brazilian economy has been booming for several decades. Although it is currently going through a mix of economy and political issues, Brazil remains part of the BRIC block of developing nations with the eight largest economies in the world.

b) **European [   ]**
Although the Portuguese economy is about ten times smaller than the Brazilian economy, the European Portuguese is still ordered by some clients.

c) **Angolan [   ]**
Today's Angolan Portuguese is in the middle of a transition. Until the 80's, the choice of Portuguese was the European variety. After the arrival of the behemoth Brazilian company Odebrecht in Angola, which is the "de-facto governor" of his country, the preferred variety has slowly changed to the Brazilian variety.

Unless requested otherwise, the Brazilian variety should be used in content produced for Angola.

d) **Others [   ]**
Unless requested otherwise, the Brazilian variety should be used in content produced for Angola. Brazil's dominance of the Portuguese speaking markets has continuously pushed other Portuguese speaking markets to adopt products, services and content provided in Brazilian Portuguese.

French [   ]

a) **French from France**
Still has a decent demand although being slowly corroded by the Canadian variant

b) **Canadian French**
We have seen a slow but ever growing demand for Canadian French. Canada's economy is about half the size of the French economy, but its proximity to the US makes it a specially suitable target country for our clients

English [   ]

- American English
  Our preferred choice of English. It should be the standard variant used unless requested otherwise
- British English
  Our second choice of English. Important to note that there is a substantially smaller pool of resources working with British English when compared to American English
- Indian English
  Another made-up variety created by the language industry. India is an extremely fragmented country with different people, languages, religions and casts. While there isn't a true "Indian English", this term is commonly used to address English content written by English speakers from India. Such content may vary considerably in terms of vocabulary and writing style. Our choice for such requests is to work with top resources from the most prominent areas of India. Using such resources increases the chance of acceptance by other regions

b) Language Nomenclature and Codification

Top 100 languages according to observed demand over the last 10 years of business at The Translation Company Group.

Language	ISO 639-1	All Names
Afrikaans	AF	Afrikaans
Albanian	SQ	Albanian
Arabic	AR	Arabic
Armenian	HY	Armenian
Azerbaijani	AZ	Azerbaijani
Basque	EU	Basque
Belarusian	BE	Belarusian
Bengali	BN	Bengali
Bokmål, Norwegian	NB	Bokmål, Norwegian; Norwegian Bokmål
Bosnian	BS	Bosnian
Bulgarian	BG	Bulgarian
Burmese	MY	Burmese
Castilian	ES	Spanish; Castilian
Catalan	CA	Catalan; Valencian

Chechen	CE	Chechen
Chewa	NY	Chichewa; Chewa; Nyanja
Chinese	ZH	Chinese
Croatian	HR	Croatian
Czech	CS	Czech
Danish	DA	Danish
Dutch	NL	Dutch; Flemish
English	EN	English
Estonian	ET	Estonian
Finnish	FI	Finnish
Flemish	NL	Dutch; Flemish
French	FR	French
Georgian	KA	Georgian
German	DE	German
Greek, Modern (1453-)	EL	Greek, Modern (1453-)
Greenlandic	KL	Kalaallisut; Greenlandic
Guarani	GN	Guarani
Gujarati	GU	Gujarati
Haitian	HT	Haitian; Haitian Creole
Haitian Creole	HT	Haitian; Haitian Creole
Hawaiian		Hawaiian
Hebrew	HE	Hebrew
Hindi	HI	Hindi
Hungarian	HU	Hungarian
Icelandic	IS	Icelandic
Indonesian	ID	Indonesian
Italian	IT	Italian
Japanese	JA	Japanese
Javanese	JV	Javanese
Kannada	KN	Kannada
Kashmiri	KS	Kashmiri
Kongo	KG	Kongo
Korean	KO	Korean
Kurdish	KU	Kurdish
Lao	LO	Lao
Latin	LA	Latin
Latvian	LV	Latvian

Luxembourgish	LB	Luxembourgish; Letzeburgesch
Macedonian	MK	Macedonian
Malay	MS	Malay
Malayalam	ML	Malayalam
Maltese	MT	Maltese
Marathi	MR	Marathi
Moldavian	RO	Romanian; Moldavian; Moldovan
Moldovan	RO	Romanian; Moldavian; Moldovan
Mongolian	MN	Mongolian
Navaho	NV	Navajo; Navaho
Navajo	NV	Navajo; Navaho
Nepali	NE	Nepali
Norwegian	NO	Norwegian
Norwegian Bokmål	NB	Bokmål, Norwegian; Norwegian Bokmål
Persian	FA	Persian
Polish	PL	Polish
Portuguese	PT	Portuguese
Punjabi	PA	Panjabi; Punjabi
Pushto	PS	Pushto; Pashto
Romanian	RO	Romanian; Moldavian; Moldovan
Russian	RU	Russian
Serbian	SR	Serbian
Slovak	SK	Slovak
Slovenian	SL	Slovenian
Spanish	ES	Spanish; Castilian
Swahili	SW	Swahili
Swati	SS	Swati
Swedish	SV	Swedish
Tagalog	TL	Tagalog
Tahitian	TY	Tahitian
Tajik	TG	Tajik
Tamil	TA	Tamil
Tatar	TT	Tatar
Telugu	TE	Telugu
Thai	TH	Thai
Tibetan	BO	Tibetan
Tonga (Tonga Islands)	TO	Tonga (Tonga Islands)
Uighur	UG	Uighur; Uyghur

Ukrainian	UK	Ukrainian
Urdu	UR	Urdu
Uzbek	UZ	Uzbek
Valencian	CA	Catalan; Valencian
Vietnamese	VI	Vietnamese
Welsh	CY	Welsh
Xhosa	XH	Xhosa
Yiddish	YI	Yiddish
Zhuang	ZA	Zhuang; Chuang
Zulu	ZU	Zulu