Transcreation, localization and content marketing

How to localize rich media for your global market

Practical SEO tips for international website
As products mature and customers become increasingly sophisticated in their buying habits, companies must continually strive to differentiate themselves in a crowded marketplace. In addition, marketing materials are particularly challenging to localize because marketing depends on cultural context, nuance and the wordplay used to catch the customer’s interest. All of these things make it difficult to achieve quality localization — the process of taking a product or service and then reviewing and modifying it so that it’s acceptable to a particular locale. Some companies are turning to transcreation to help their products stand out and to achieve greater local appeal.

Transcreation goes beyond localization to actually recreating the content for a specific market. In transcreation, the concepts, feelings and calls to action that are expressed in the source material are maintained in the target material, but the emphasis, design and the text are oriented specifically to the target culture. While there are some gray areas (for example, regulatory information), transcreation goes much deeper than localization typically does, and consequently, incurs significantly higher costs.

The transcreation specialist takes the source content information and then develops equivalent content for the target market. For example, a marketing campaign in the United States will typically show a mix of genders and races that represent at least some of the many ethnicities and cultures present in that country. For a more homogenous society, however, the people shown will represent the culture being targeted. Also, the slogans or feature emphasis will also be different to reflect cultural values and wordplay.

In their 2010 research report, “Reaching New Markets through Transcreation,” Common Sense Advisory used the example of the US English and US Spanish versions of an advertisement for Mirena, a birth control device. In the English version, the product website focuses on convenience and uses the slogan *Keep life simple*, whereas in the Spanish version, the focus is on choice and safety in order to alleviate fears of future infertility, and the slogan is *Es tu vida. Es tu opcion.* (It’s your life. It’s your choice.)

In addition to creative content, regulatory information is sometimes transcreated to reflect the requirements of the target country. For example, the warranty requirements might be completely different from one country to another. In this case, it makes more sense to create the regulatory information directly in the target languages than to start from English and translate it because the actual content needs to be different for each country. While the line between localization and transcreation can get blurry, particularly with technical content, there are several distinctions between them.

<table>
<thead>
<tr>
<th>Localization</th>
<th>Transcreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Modifies the source to accommodate culture and language</td>
<td>• Creates a culturally adapted version that does not necessarily match the source</td>
</tr>
<tr>
<td>• Leverages translation memory and allows for reuse</td>
<td>• Applies primarily to marketing and advertising materials</td>
</tr>
<tr>
<td>• Creates a culturally adapted version that does not necessarily match the source</td>
<td>• Does not easily leverage translation memory or encourage reuse</td>
</tr>
</tbody>
</table>

To help illustrate these differences, my graphic designer, Kayla Brown, created fake ads in English and Spanish (Figures 1 and 2).

These differences are also represented by comparing the cost of a standard localization job to transcreation. Transcreation
costs are frequently more than double the cost for localization of the same content, and unlike translation jobs, are estimated by the hour, not by the word. In *The Little Book of Transcreation* published in 2011, authors Louise Humphrey, Amy Somers, James Bradley and Guy Gilpin give the example of a 100-word press ad from English to Japanese. To translate the ad would cost about £75, or a bit more if the graphic needed to be tweaked as well. To transcreate it would be about £200. However, the cost of placing the ad in a leading Japanese newspaper is £100,000. In this example, the risk of not transcreating could be significantly higher than the added expense of transcreating the ad for a Japanese audience.

**Deciding when to transcreate**

When it’s done well, transcreation preserves the global branding and intent of the source content, while captivating the target audience with well-written content that feels local. Done poorly, transcreation can damage your global brand and cause embarrassment for the company. So, how do you decide when to transcreate versus localize?

Renatto Beninatto, chief marketing officer for Moravia, suggested several criteria in his webinar, “Transcreation: How to Get it Right”:

- When highly creative campaigns contain a lot of word play that would make straight localization difficult
- When products are used differently or perceived differently in the target region
- When straight translation results in an unintended meaning or a rude connotation in the target language, or when the rhyming, meter or word selection result in awkward-sounding content in the target language
- When using humor
- When culturally specific information is needed to conceptualize the information
- When the consequences of not transcreating are higher than the cost of doing it

On the other hand, highly technical content that doesn’t contain a lot of culturally specific information doesn’t usually need to be transcreated. This type of content is, by its nature, less culturally specific and more universally understood by the audience than the creative metaphors and wordplays used in marketing.

**Implications for content marketing**

Transcreation gives content marketers another tool with which to reach their global audience. However, the cost of doing it must be included in the project budget and content marketers must give careful thought to when it is appropriate. If the content in question meets the criteria for transcreation, then the content marketer must also have guidelines for how to create, manage, and use the transcreated content. Decide at the beginning of a project which elements need to be transcreated, if any. Use a vendor that can estimate and manage the transcreation effort in multiple languages, and plan plenty of time in the project schedule for the transcreation tasks.

Set up a database to track preferred transcreations for a particular metaphor, wordplay, or concept. Always use the same transcreation to illustrate a concept, though in some cases, you might have to forego the word play. For example, the equivalent of *once in a blue moon* in Italian is *ogni morti di*...
Papa (as often as the Pope dies), which is probably not something you want to use in advertising. However, you can work with your Italian transcreation team to come up with a clever ad that uses the concept of “happens very rarely” and communicates it in a way that is appropriate to an Italian audience. Particularly for personal care, clothing, home use and other items, such transcreation can help companies connect more effectively with their local customers.

Give careful thought to the creative brief and include this information in the package you give the vendor. It should contain at least the following information:

- Brief description of the concept and how it fits with your global brand
- Explanation of the feelings you want to evoke
- Description of the action you want the customer to take after viewing the ad
- Context in which your customer will make decisions about your product or service, and the context in which the ad will appear, such as a magazine or a billboard.
- Meaning of any wordplays used and an explanation of how those wordplays interact with the graphical elements
- Any requirements/restrictions on the size, shape, colors of the piece and the graphical elements within the piece

Additionally, actively seek ways to maximize reuse and ensure the integrity of your global brand. Consider global usability testing to verify that your assumptions about your target audience are correct, and measure the return on investment (ROI) of the transcreation effort.

These suggestions are by no means complete, but they should at least allow you to begin thinking and planning for transcreation. As the methodology for doing transcreation matures, it is likely that the tools to support this activity will also improve. Work closely with your vendor to monitor advances and to manage your processes.

Transcreation goes much deeper than localization and is a useful method for companies to distinguish themselves in a particular market. Transcreation helps companies to ensure that the meaning and context are reaching the target audience. However, it should be used thoughtfully and managed carefully to control costs – expected ROI should be identified and measured.

Thanks to:
Kayla Brown for the graphic design. Brown is a recent graduate from Tidewater Community College with a degree in graphic design: advertisement.
Hilda Trigoso for the Spanish translation. Trigoso is a professional translator, originally from Peru, who lives in Denver. She is fluent in Spanish, Portuguese and English.
Rowell Photography and Gary Blake for the English ad photos.
The Polka Dot Cottage Photography and Cococozy for the Spanish ad photos.

The Globalization and Localization Association (GALA) is the world’s largest trade association for the language industry with over 400 member companies in more than 50 countries. As a non-profit organization, we provide resources, education, advocacy, and research for thousands of global companies. GALA’s mission is to support our members and the language industry by creating communities, championing standards, sharing knowledge, and advancing technology.

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How to localize rich media for your global market

Evelyn Toro

According to Cisco’s Visual Networking Index forecasts, video consumption will make up 79% of all global consumer internet traffic in 2018. However, the 2014 “Can’t Read, Won’t Buy” survey by Common Sense Advisory notes that 75% of consumers say they would be more likely to buy a product with information in their own language. This means that marketers looking to boost their video advertising spend will need a strategy for effectively rolling out these rich media assets to their global audiences. Following the traditional approach, translating rich media assets can be expensive and time consuming. For most companies, localization is an afterthought, but building campaigns with translation in mind will save time and money. To increase efficiency and consistency, companies need to establish a global campaign localization process upfront.

Determine what will be translated

Localizing and managing distribution of rich media assets presents numerous challenges. Before starting a campaign, decide which assets will be translated. Then build them with localization in mind. Because they are comprised of so many interdependent components, it is essential that all the elements are developed to appeal to global markets and be easy to translate.

For example, video components such as the music and effects tracks should be kept separate from any voiceover. Also, place text separately in the native design program or an external XML file for animated screens. Eliminate layers and compile assets using a localization-friendly editor such as Final Cut Pro or After Effects whenever possible, to simplify the translation process and avoid rework.

As for graphics, design them with enough space for language expansion. Introduction screens and title cards need to be created in an editable format such as Photoshop and the text needs to be easily accessible. Embedding text within images will result in more designer time and increase costs when localizing them into multiple languages. Also, keep in mind that the fonts used need to be compatible with the translated language. This is especially important in Asian or Arabic languages, where the character sets are not supported in the same Western font sets. However, some font families such as Myriad have options for different languages like Hebrew.

These different fonts, writing styles and sentence structures can also complicate animations. For example, any Arabic or Hebrew flying text animations would likely need a change of direction. So it’s a good idea to avoid complex simulations that fire when certain words in a sentence enter the screen. Also, all on-screen text should be saved in an external XML file so it’s easy to extract for translation. Or, at the very least, complete phrases should be located within the same text fields. For instance, we worked with a client who had made a beautifully animated image in 3D Max Pro by creating a different graphic file for each letter, so they could all float independently. In order to localize this, a vendor would need to translate 1200 different .JPGs, which, in a typical translation process, would cost approximately $1800.

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per language. Luckily, we were able to recreate the image from scratch in 3D Max Pro to achieve the same effect, while simplifying the structure, and thus were able to localize it for $65 per language.

While voiceovers can be a great way to capture an audience’s attention, they can also be expensive – especially when recreating them for multiple languages. Subtitles are always an option, but there are other tricks to keep voiceover costs down. For example, limit the number of actors or characters and use voiceover narrative instead of live screen action. This will reduce costs by minimizing onscreen events that need to be in sync with certain words or phrases and save time by eliminating dubbing to carefully match the voice or rerelifing altogether with a native-speaking actor. Also, it might sound obvious, but one more thing that can make a huge difference is to keep an up-to-date version of the English script so it doesn’t have to be transcribed during the translation process.

**Localization process**

Get the localization team involved from the beginning. In order for global marketing campaigns to be effective, the brand needs to be aligned globally, but relevant locally. Different regions have unique concerns and priorities, and campaigns that are developed at headquarters without any input from the local region run the risk of missing the cultural mark entirely. So it’s a good idea to develop the core message and strategy centrally and then get input from the local stakeholders to find out if the concept will work for each locale. For example, a Captain Money avatar may not resonate with the teams in China, and it’s better to know this before the assets have been created.

Intel does a great job of this. When launching its Turbo Boost Technology 2.0, the company put together an overview animation, which featured two cars racing side-by-side to demonstrate the improved performance and speed of the superior one, which turns out to be a Transformer-style avatar for Intel. To get its global sales advisors and customers excited about this key technology for second generation Intel Core, the company had the video translated into 11 languages (Figure 1), including Arabic, Portuguese and Turkish. The concept works across locales and the commercial features only a few words that need translating.

Next, establish a localization process and asset control solution. It is essential to have the source files (not just .MOV, .PDF or .GIF versions) for each rich media project available and easily accessible during the localization process.
process. Otherwise, they will need to be recreated from scratch in order to be translated, which is not only expensive, but time consuming. One way to do this is to build a translation file manifest, also known as a localization kit, which serves as a map of what to translate and where to find it. Having a system that is easy to navigate will save everyone time and money during the translation process.

Source files are also essential for the translation vendor to estimate the price for the project correctly the first time. Without the source files up front, it’s impossible to know exactly what is involved in the translation process. We frequently find hidden issues during the localization process that we couldn’t see until we started working in the source files. While everyone might be using the same software, there are often different ways to accomplish a particular goal and some people take a unique approach that requires the localization vendor to unravel the steps that were taken in order to apply the translation. This adds extra time and increases the final costs for the translation work.

In addition, it’s important to build in time for review cycles. For example, it is crucial to have the translated video reviewed by a native linguist for things that a nonnative speaker could never catch such as dropped characters, truncated text or incorrect animations.

Develop style guides and glossaries. Glossaries and style guides are the primary vehicle for global brand consistency. A glossary is a comprehensive list of commonly used terms, phrases and product names with the appropriate translations and definitions. A style guide provides advice on writing style, convention and formatting preferences. They create a common ground for discussion and brand progression to build upon and keep even the best translators and internal reviewers from getting tangled up.

When executed correctly, rich media assets can be a very effective way to make a global campaign stand out and capture consumer attention. The key for successful, cost-effective localization is to plan for translation during the content development process and to create a clear and collaborative regional review strategy. M
To improve your business, you need to drive quality traffic to your website and engage your prospects. This is a challenging task, especially when adding multiple languages to the mix. For this reason, the fields of search engine optimization (SEO) and localization are becoming increasingly intertwined.

In e-commerce, your ranking on Google (or any other local search engine) is key for a successful web store or service offered online. Most companies start a website in their local language and make an effort to make it visible on the respective local search engines. But what if they grow and start looking for opportunities abroad? They translate their content and hope their pages will somehow rank high in the new target language.

Companies tend to invest a lot of money in SEO efforts in their native languages. When going to multiple languages they need to be sure that their SEO strategy properly transfers and doesn’t get lost in translation. When an organization spends thousands for SEO on the original local website, you cannot assume that this won’t be necessary in the translated versions as well. There are ways to get the web page ranked as high on Google (or another engine) as possible through an intelligent translation process, but in the end you’ll need web analytics data to improve, do A/B testing and continually update and improve your content in all of the languages you provide.

SEO remains a somewhat difficult and uncomfortable term in our industry. Due to my experience in Google AdWords, keyword research and implementation, I have been offered translation projects from competitors who panicked when a client asked for an “SEO-friendly translation.” This is good for me, but not necessarily great for them, because it’s not that difficult. Of course, as a linguist you intrinsically want to deliver the best possible translation of a website. However, there’s a new reader now: Google’s web crawler, updated by the Hummingbird algorithm. This algorithm was launched a year ago and made Google’s way of indexing web pages more intelligent; it now takes into consideration context and synonyms. This means that so-called keyword stuffing does not work anymore, and is even penalized, so a more subtle keyword strategy perfectly falling into place with the context is now necessary. You’ll have to not only please your reading audience, but also the Hummingbird. However, if you please the bird, your human audience could grow significantly.

Wijnand Rijkenberg, project manager at Textcase, is responsible for sales and online media localization projects. He specializes in multilingual SEO, SEA and transcreation for the e-commerce industry.
What needs to change in the translation process is mindset. This has to do with understanding SEO, thinking about the right keywords and using some handy tools. While translating, sometimes you’ll have to compromise with a word that is less accurate or not linguistically perfect, but it will make your client more money because the page will rank higher in Google or another search engine. Management writer Peter Drucker once said “Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality.” So, as a language service provider (LSP), you might sell your services based on quality, defined linguistically. However, your buyers might not care about that; they might just care about the return on investment of their translated content. An LSP needs to offer them that value: search engine optimized localization.

**SEO basics**

SEO can be described as the process of generating free or “organic” traffic to your website through search engines such as Google. Actually, throughout the article I will mostly refer to Google, since about 65% of searches globally are going through Google. Other engines such as Baidoo, Yahoo, Bing and various local engines often work in similar ways, although companies should be more informed about SEO strategies in countries where certain non-Google engines are big.

The visibility of your website on a search engine, or at what position it ranks, is dependent on many factors. These factors are constantly changing because of technology developments, policy changes to avoid misuse and social media. SEO is not easy; it’s an ongoing effort and each time Google changes the algorithm, the search results change. In my work, these are the factors I’ve found most important:

- **Content**: relevant text is an important indicator to rank high. Most search engines focus on giving their users the best experience, which means that unique and relevant information is key. The newest Google Panda 4.0 algorithm update seeks to punish low-quality content and reward original content intended for the right audience. This is why the switch from translation to transcreation is a must.
- **Domain names and website structure**: you need to segment either by country or by language. Then think of domain choice – will you go with es.textcase.com or textcase.com/es or textcase.es? Staying consistent with your targeting decision and choosing a relevant domain name is important. See Figure 1 for examples from my clients. For e-commerce, an effective keyword or close variant in your top-level domain is highly recommended. Obviously, an exact match between the search query and domain name will score high. The extension after the “/” sign in the URL is also important. No coding identifiers or numbers should follow, but instead a relevant keyword for the specific page.
- **Social media presence**: social media has a huge share on the web and thus on search engines. The bigger your social reach and engagement, the better. I recommend that you use Hootsuite, or other similar programs, to manage your multilingual social media presence and monitor what’s going on in your field of business. Social links to your website are indexed and valued by Google.
- **Context and linkbuilding**: create new relevant landing pages on your website. Actively write blogs and post links to other websites on your page. Ask industry website owners with high PageRanks (a weight value that Google assigns to your page) to link your website. Every page should have its own subject and shouldn’t derail from it. It’s important that it all fits together and makes sense to the search engine to keep the landing page relevant and well ranked. After translating your website, make sure to create these links and new content in the new language; you have to build your PageRank from scratch for your new translated website.
- **Technical aspects of a website**: meta tags, fast loading times, and easy access and crawling of website structure should be considered when building a website, since they might be hard to change later. A thoroughly optimized website is not something you fix in one day. When you are gradually working toward more links (linkbuilding), social engagement, better content and technical enhancements, the search engine will notice and reward you. It’s a long-term process.

Use Google Analytics and the Google Webmaster Tools (or a tool for the local search engine) to work on and improve SEO results. Create separate profiles for each local website and track international traffic, keywords and incoming links.
SEO and localization

SEO strategies have for the most part been keyword-based. Using the right keywords in the right places remains important, but search engines have been updated (Google Hummingbird for example) and are becoming more intelligent. Stuffing your web texts with keywords doesn’t work anymore.

Successful SEO translations depend heavily on the source text. If the source text on the landing page is written and structured following the SEO best practices (meta tags, headings, length, keyword density) the translation will have a better chance as well. However, you can’t just start translating on the fly. You have to know which keywords are most interesting or effective in the local context. Translation accuracy will sometimes have to make way for keywords that have a better chance of triggering a reader or conversion on the page.

My feeling is that many LSPs translate web pages without any SEO instructions or strategy in mind. For example, they have an SEO specialist do an editing round after translation. For better readability and SEO strategy, however, I believe it is important to keep SEO in mind up front, and train your translators to immediately pick the best keywords and work toward the most effective keyword density. This way the translation is likely to rank higher in the target language than it did in the source language.

<table>
<thead>
<tr>
<th>Search items</th>
<th>Average monthly searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>mok</td>
<td>&lt;= 1,600</td>
</tr>
<tr>
<td>beker</td>
<td>&lt;= 1,900</td>
</tr>
</tbody>
</table>

Figure 2: Checking search volumes on synonymous terms with the Google AdWords Keyword Planner.

There are a few things that are helpful when requesting an SEO-friendly translation. In an ideal world we always translate the accompanying AdWords campaign first to have the best SEO results in your translated web pages. Translators need to use the following two tools.

Google AdWords keyword planner

In new target markets local prospects will search differently for your products than in your home country; therefore, localize your keywords, don’t just translate them. When translating keywords literally you can get lucky, but you might also end up with the translation that attracts the least traffic (low search volume) or causes low click-through rates and high bounce rates. For example, we have an English web store that sells mugs. The most accurate translation to Dutch is mok, but using this term as the focus keyword will result in missing hundreds of potential buyers, because the word beker means exactly the same thing, and more people use it on Google when they are looking to buy a mug. A helpful tool is the AdWords keyword planner (Figure 2); use it to check keywords in specific geographic areas, search volumes and to see potentially interesting alternatives. Make sure to select the appropriate language and country.

The simple change from mok to beker gives you 300 more potential visitors to your website, which could increase profits significantly. Even

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### Figure 3: Translating keywords from Dutch to Italian for SEO and SEA, coming up with as many variations as possible.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Italian version 1</th>
<th>Italian version 2</th>
<th>Italian version 3</th>
<th>Italian version 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schilder offerte</td>
<td>offerta pittore</td>
<td>offerta imbianchino</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schilder vergelijken</td>
<td>comparare pittori</td>
<td>confrontare pittori</td>
<td>confrontare imbischini</td>
<td></td>
</tr>
<tr>
<td>Schilder nodig</td>
<td>si necessita pittori</td>
<td>si necessita imbianchino</td>
<td>necessita pittore</td>
<td>necesita imbianchino</td>
</tr>
<tr>
<td>Schilder inhuren</td>
<td>assumere pittore</td>
<td>ingaggiare pittore</td>
<td>assumere imbianchino</td>
<td>ingaggiare imbianchino</td>
</tr>
<tr>
<td>Schilder gezocht</td>
<td>cercasi pittore</td>
<td>cercasi imbianchino</td>
<td>si cerca pittore</td>
<td>si cerca imbianchino</td>
</tr>
<tr>
<td>Schilder gevraagd</td>
<td>richiesta pittore</td>
<td>richiesta imbianchino</td>
<td></td>
<td>verniciatura</td>
</tr>
<tr>
<td>Schilderwerk</td>
<td>pittura</td>
<td>imbianchino</td>
<td></td>
<td>verniciatura</td>
</tr>
</tbody>
</table>
better, when a translator identifies a relevant synonym such as beker, it is a great idea to add a specific SEO landing page for this word and adjust the content to fit the synonym. This way you can address people who search both terms and are looking to buy the same product.

When doing initial keyword translations, we give the translator the opportunity to come up with as many varieties of the word as possible (Figure 3). In this example the company runs a Dutch website that serves as a platform to match painting companies with potential clients who search for painters. They want to expand their platform to Italy, so we translated all the keywords in as many ways as possible. This will help in the translation process of the actual website and it will help in creating the right landing pages with certain focus keywords, but it also establishes a structure for building the AdWords campaign.

**Figure 4: User interface in Google Translator Toolkit, translating a campaign for a travel website.**

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by dividing ad groups by keyword. The more specifically you segment, the more success your AdWords campaign will generally have. We also ask the translator to come up with common misspellings or awkward keyword combinations to include in the campaign. The company wants to address every person looking for painters in Italy, both organically (SEO) as well as through search engine advertising (SEA).

**Keyword density tool**

Proper keyword density is essential for all websites. Keyword density is the percentage a keyword appears on a web page compared to the total number of words on that page. First, define the keywords you want and then make sure that these keywords have a density of between 2% and 5%. No higher and no lower, because Google has penalty filters in place for sites that abuse this strategy.

After you have translated and implemented the proper keywords throughout the text, you can check to see if you did it right by submitting the URL, plain text or HTML, to: http://tools.seobook.com/general/keyword-density/.

**The AdWords combination**

When you launch a multilingual website, traffic from these new markets isn’t just going to appear out of nowhere. Your new website in a certain language doesn’t have a PageRank, because there’s no traffic history and there are no incoming links, so it is unlikely to score high organically on Google or other search engines. Many organizations and companies run online advertising campaigns to get their feet on the ground in the new country. To do this you’ll have to carefully build an AdWords campaign that perfectly aligns with the structure of your new website. If a campaign exists in the source language, it is a great idea to have the website translator do the AdWords translation first.

By doing the AdWords campaign first, the translator will get in the right mindset and will get a better idea of which keywords to use. An AdWords campaign should be targeted very specifically, with a so-called ad group per page on your website. You can see what the focus keyword is, how it performs and which long-tail keywords are options. Also, from the ad texts the translators can learn what the important unique selling points for the organization are.

In an AdWords campaign, negative keywords are also included. These are words that you don’t want to be associated with when people search for them on Google. This is important to help save money by avoiding irrelevant clicks. For a painting company (Figure 3) it is important to be found with the search term painter; however, you do not want to be matched with people who want a portrait painted by an artist. Negative keywords should not be used on the translated landing page – another reason to translate the AdWords campaign first or at least take a look through it.

**AdWords translation**

Google’s own Translator Toolkit actually works quite well for translating AdWords campaigns. You upload your .aea file and the campaign will show in a user-friendly editor for the translator to post-edit. Of course, your campaign will be pretranslated by Google Translate.

The disadvantages are that some elements, such as the extensions, won’t show up to be translated in the editor. Also, you cannot change geographical settings, add keywords or remove negatives. This is why I mostly translate AdWords campaigns in a specially designed Excel spreadsheet. It notifies the translator when he or she goes over the character limit, just like the editor does in the Translator Toolkit. The big advantage of working in Excel is that the translator can easily add an ad group when needed. It is important that the translator is able to add interesting synonyms in the new language. Also, in Excel we’re localizing without machine translation, so that we’re not tempted to use bad machine translations just out of convenience. To achieve maximum performance, it’s better to think through and really transcreate and localize the ad texts and keywords, from scratch, for the local targeted audience, without getting distracted by machine translation.
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Basic terminology

This section offers terminology, abbreviations, acronyms and other resources, especially as related to the content of this issue. For more definitions, see the Glossary section of MultiLingual’s annual Resource Directory and Index (www.multilingual.com/resourceDirectory).

Authoring Tool Accessibility Guidelines (ATAG). Authoring tools are software and services that web developers and other “authors” use to produce web content. ATAG documents explain how to make the authoring tools themselves accessible, so that people with disabilities can create web content, and help authors create more accessible web content – specifically: enable, support and promote the production of content that conforms to Web Content Accessibility Guidelines.

eXtensible Markup Language (XML). A programming language/specification pared down from SGML, an international standard for electronic information, designed especially for web documents.

International Organization for Standardization (ISO). A network of national standards institutes from 145 countries working in partnership with international organizations, governments, industry, business and consumer representatives. ISO acts as a bridge between public and private sectors.

Localization (l10n). In this context, the process of adapting a product or software to a specific international language or culture so that it seems natural to that particular region. True localization considers language, culture, customs and the characteristics of the target locale.

Machine translation (MT). A technology that translates text from one human language to another, using terminology glossaries and advanced grammatical, syntactic and semantic analysis techniques.

Unicode. The Unicode Worldwide Character Standard (Unicode) is a character encoding standard used to represent text for computer processing. Originally designed to support 65,000 characters, it now has encoding forms to support more than one million characters.

User Agent Accessibility Guidelines (UAAG). Provides guidelines for designing user agents that lower barriers to web accessibility for people with disabilities. User agents include browsers, media players and applications that retrieve and render web content.

W3C. World Wide Web Consortium. W3C owns many standards, including XML and HTML.

Web Accessibility Initiative (WAI). An effort to improve the accessibility of the world wide web for people with disabilities. People with disabilities may encounter difficulties when using computers generally, but also on the web. Since people with disabilities often require nonstandard devices and browsers, making websites more accessible also benefits a wide range of user agents and devices, including mobile devices, which have limited resources. The W3C launched the Web Accessibility Initiative in 1997 with endorsement by The White House.

Web Content Accessibility Guidelines (WCAG). Part of a series of web accessibility guidelines published by the WAI. They consist of a set of guidelines for making content accessible, primarily for people with disabilities, but also for all user agents, including highly limited devices such as mobile phones. The current version, WCAG 2.0, was published in December 2008 and is also an ISO standard, ISO/IEC 40500:2012.
Ever-growing, easy international access to information and goods underscores the importance of language and cultural awareness. What issues are involved in reaching an international audience? Are there technologies to help? Who provides services in this area? Where do I start?

Savvy people in today’s world use *MultiLingual* to answer these questions and to help them discover what other questions they should be asking.

*MultiLingual*’s eight issues a year are filled with news, technical developments and language information for people who are interested in the role of language, technology and translation in our twenty-first century world. A ninth issue, the annual *Resource Directory and Index*, provides valuable resources — companies in the language industry that can help you go global. There is also an index to the previous year’s magazine editorial content.

The magazine covers a multitude of topics including these shown below:

**Translation**

Translators are vital to the development of international and localized software. Those who specialize in technical documents, such as manuals for computer hardware and software, industrial equipment and medical products, use sophisticated tools along with professional expertise to translate complex text clearly and precisely. Translators and people who use translation services track new developments through articles and news items in *MultiLingual*.

**Localization**

How can you make your product look and feel as if it were built in another culture for local users? Will the pictures and colors you select for a user interface in France be suitable for users in Brazil? How do you choose what markets to enter? What sort of sales effort is appropriate for those markets? How do you choose a localization service vendor? How do you manage a localization project? Managers, developers and localizers offer their ideas and relate their experiences with practical advice that will save you time and money in your localization projects.

**Internationalization**

Making content ready for the international market requires more than just a good idea. How does an international developer prepare a product to be easily adaptable for multiple locales? You’ll find sound ideas and practical help in every issue.

**Language technology**

From systems that recognize your handwriting or your speech in any language to automated translation on your phone — language technology is changing day by day. And this technology is also changing the way in which people communicate on a personal level — affecting the requirements for international products and changing how business is done all over the world.

*MultiLingual* is your source for the best information and insight into these developments and how they affect you and your business.

**Global web**

Every website is a global website because it can be accessed from anywhere in the world. Experienced web professionals explain how to create a site that works for users everywhere, how to attract those users to your site and how to keep the site current. Whether you use the internet for purchasing services, for promoting your business or for conducting fully international e-commerce, you’ll benefit from the information and ideas in each issue of *MultiLingual*.

**Managing content**

How do you track all the words and the changes that occur in your documents? How do you know who’s modifying your online content and in what language? How do you respond to customers and vendors in a prompt manner and in their own languages? The growing and changing field of content management, customer relations management and other management disciplines is increasingly important as systems become more complex. Leaders in the development of these systems explain how they work and how they interface to control and streamline content management.

**And there’s much more**

Authors with in-depth knowledge summarize changes in the language industry and explain its financial side, describe the challenges of communicating in various languages and cultures, detail case histories that are instructional and applicable to your situation, and evaluate technology products and new books. Other articles focus on particular countries or regions; specific languages; translation and localization training programs; the uses of language technology in specific industries — a wide array of current topics from the world of multilingual language, technology and business.

If you are interested in reaching an international audience in the best way possible, you need to subscribe to *MultiLingual*.