

Top tips for getting content translation-ready

Although a good translation partner will be as flexible as possible, being aware of translation requirements during content development and design will save time and money.



Adopt a localisation mindset

The more creative the content is, the more involved the localisation process will be. Ensure the content writer understands the localisation spectrum so they can review their own copy and ensure any emotive text or cultural references are necessary and appropriate. Ask them to flag up content which will need to be carefully adapted.



Follow the rules

Follow global guidelines on how to handle the tone of voice and the employer brand. It may be necessary to dial-up or down specific characteristics depending on the audience.



Use clear English

Use clear, concise sentences to make translation easier. Standard English should be used, where possible.



Be consistent

By being consistent in the use of terminology and common phrases, translation will be faster, more consistent and more transparent.



Check their copy

Eliminate the unnecessary use of location-specific symbols, numerals and text (e.g. £ signs, dates, times and English words).

Need further help?



Interested in creating internal communications that engage and connect in every language?

Download our free guide, filled with practical tips and advice. We've helped companies worldwide to connect with their workforce through multilingual comms. Now we've distilled our experience into a new guide to help you get started.



Or why not book a discovery call with us to talk through your internal communications plans and find out more about how we can help? [Click here to book a call.](#)

Speaking to your workforce in their own language can reap huge rewards for productivity and employee engagement. No matter how complex it may seem at first, we'd be delighted to discuss how we can help find your solution.



Three things your designer can do

Leave white space

Translated text can often be significantly longer than the original. Allow enough white space in their designs to accommodate text expansion after translation.

Keep things separate

Separate text layers in the source file rather than embedding text into graphics.

Remember to replace location-specific imagery

Jointly decide if you're going to restrict the use of location-specific imagery. Using more generic 'global' versions will keep design costs down, speed up production and reduce the risk of an inappropriate image slipping through the net.