

## Translation: 10 things to think about

### 1 Have you proof-read your text?

If there are changes, there may be additional charges.

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### 2 Is there culturally specific language?

For example, a native Brit will know what a 'bandstand' or 'DIY' is, but this may need an explanation for some cultures. Would you like the word left in English, or explained?

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### 3 Is the text going to be turned into a booklet, poster, or other media?

If so, whoever manipulates the text will need to know what the translation says. You might want to ask for line over line translation.

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### 4 Do tell us who the intended audience is.

Different genres and styles need to be translated for specific audiences. For example, using a chatty style in business in the UK is fine, but it may not go down so well in other countries.

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### 5 Send the text in an unlocked Word document.

Your text will be pasted into a worksheet, with instructions for the translator. If you can only provide an original booklet or Web link, that's fine, but it'll take us a bit longer to complete the work.

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### 6 If the text is for the Internet, does it need to be SEO friendly?

Don't forget to ask if you need keywords.

### 7 Machine translation has come a long way, but it's best not to rely on it.

Style, genre, formality, culturally specific language, and even common words need a human eye. Did you know even words for colours don't have a straight match across languages?

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### 8 Tell us what you're going to use the text for.

We'll find the right kind of translator for the right task. For example, a quick email to a colleague may be completed by an experienced bilingual translator. If it's more critical, you may prefer to have a qualified translator do the work.

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### 9 Is the text part of a series of documents?

Let us know, so we use the same style throughout.

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### 10 Do I need a qualified T/I, or a member of one of the professional bodies?

Not necessarily. If you had a trusted employee who was bilingual, might you ask them to do the work? Maybe for a social media post? If so, we might suggest a bilingual local. Occasionally, one of our multilingual staff team might do the work.

If not, a qualified professional, may be needed. For some work, it's essential.

As a minimum, all our T&Is are DBS checked, and their qualifications are verified. We require them to be insured, and we take up references.

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