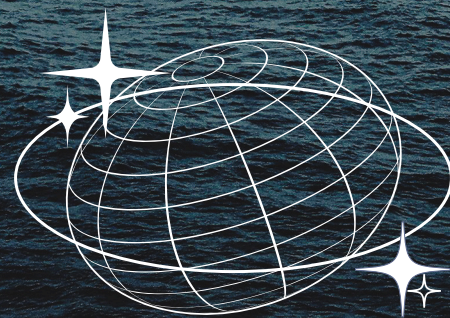


Translation Buyer's Checklist

Get Quality & Value Every Time



Before You Start

Before diving into a translation project, clarity is key. Understanding your needs will streamline the process and ensure better results.

- **Define Your Goals:** What do you want to achieve with this translation? Is it for informational purposes, marketing, legal compliance, or something else? Clearly define the objectives.
- **Identify Target Audience:** Who are you trying to reach? Understanding your audience's language, cultural nuances, and reading level is crucial.
- **Determine Scope:** How much content needs to be translated? Is it a one-time project or an ongoing requirement?
- **Source Text Quality:** Ensure the original document is clear, concise, and free of errors. Poor source text leads to poor translation.
- **Establish a Budget:** Determine how much you're willing to spend on the translation. This will influence your choice of provider and level of service.
- **Set Realistic Deadlines:** Provide a reasonable timeframe for the translation. Rushing the process can compromise quality.

Choosing a Translation Provider

Selecting the right translation provider is crucial for achieving high-quality results. Consider these factors:

- **Experience and Expertise:** Look for providers with experience in your industry and subject matter.
- **Accreditation and Certifications:** Check for relevant certifications (e.g., ISO standards) that demonstrate quality assurance.
- **Native Speakers:** Ensure translators are native speakers of the target language for accurate and culturally appropriate translations.
- **References and Reviews:** Request references from previous clients and check online reviews to assess the provider's reputation.
- **Technology and Tools:** Inquire about the translation tools and technologies used, such as CAT tools and terminology management systems.

- **Communication and Responsiveness:** Choose a provider that is responsive, communicative, and willing to address your questions and concerns.

Reviewing the Offer

Carefully review the translation provider's offer to ensure it meets your requirements and expectations:

- **Clarity and Transparency:** Ensure the offer clearly outlines the scope of work, deliverables, and pricing.
- **Pricing Structure:** Understand the pricing structure (e.g., per word, per hour, flat rate) and any additional fees.
- **Turnaround Time:** Confirm the agreed-upon turnaround time and ensure it aligns with your deadlines.
- **Quality Assurance Processes:** Inquire about the provider's quality assurance processes, including editing and proofreading.
- **Confidentiality and Security:** Verify that the provider has measures in place to protect your confidential information.
- **Terms and Conditions:** Review the terms and conditions of the agreement, including payment terms, cancellation policies, and liability clauses.

Before Placing Your Order

Before finalizing the translation order, take these essential steps:

- **Final Source Text:** Double-check the source text for any last-minute changes or errors.
- **Provide Context:** Share relevant background information, style guides, and glossaries with the provider.
- **Confirm Terminology:** Clarify any industry-specific terminology or acronyms to ensure accurate translation.
- **Specify Formatting Requirements:** Provide clear instructions on formatting, layout, and design preferences.
- **Contact Person:** Designate a contact person who will be available to answer questions and provide feedback throughout the project.
- **Approval Process:** Establish a clear approval process for reviewing and accepting the final translation.

Quality Assurance

Implementing a robust quality assurance process is essential for ensuring accurate and reliable translations:

- **Translator Qualifications:** Verify that the translator possesses the necessary qualifications and experience for the project.
- **Editing and Proofreading:** Ensure that the translation is edited and proofread by a second linguist to catch any errors or inconsistencies.
- **Terminology Consistency:** Check for consistency in terminology usage throughout the translation.
- **Grammar and Spelling:** Review the translation for grammatical errors, spelling mistakes, and punctuation errors.
- **Style and Tone:** Ensure that the translation maintains the original style and tone of the source text.
- **Cultural Appropriateness:** Verify that the translation is culturally appropriate for the target audience.

After Delivery

The translation process doesn't end with delivery. These post-delivery steps are crucial:

- **Review the Translation:** Carefully review the translated document for accuracy, completeness, and clarity.
- **Provide Feedback:** Provide constructive feedback to the provider, highlighting any areas for improvement.
- **Implement Changes:** Work with the provider to implement any necessary changes or revisions.
- **Update Terminology:** Update your terminology database or glossary with any new terms or definitions.
- **Archive the Translation:** Store the final translation in a secure and accessible location for future reference.
- **Measure Results:** Track the impact of the translation on your target audience and business objectives.

Bonus Tips

- **Build a Relationship:** Establish a long-term relationship with a reliable translation provider for consistent quality and service.
- **Invest in Technology:** Consider investing in translation management systems (TMS) to streamline the translation process.
- **Stay Informed:** Keep up-to-date with industry trends and best practices in translation and localization.
- **Plan Ahead:** Avoid last-minute translation requests by planning your projects in advance.
- **Be Clear and Concise:** Provide clear and concise instructions to your translation provider.
- **Value Quality over Price:** While cost is important, prioritize quality to avoid costly mistakes and reputational damage.

Essential Questions for Translation Providers

Ask these questions to potential translation providers to make an informed decision:

- What are your qualifications and experience in my industry?
- Are your translators native speakers of the target language?
- What quality assurance processes do you have in place?
- What translation tools and technologies do you use?
- How do you ensure terminology consistency?
- What is your pricing structure and what are your payment terms?
- What is your turnaround time for this project?
- How do you handle confidential information?
- Can you provide references from previous clients?
- What is your revision policy?

By following this checklist, translation buyers can ensure they receive high-quality translations that meet their specific needs and deliver value for their investment.