

## Six ways to achieve more value from your translations process

Whether you're already localising content and want to know how to get more value for money, or if you're just getting started and want to maximise your investment, there are a few simple tips to help you achieve a higher ROI:

**1. Don't sacrifice quality for cost**

Look at the type of content and decide on the quality level required based on the end-use of the content.

**2. Think about your source content**

You can reduce the time it takes to translate and localise source content by optimising it for localisation from the start. Style guides, glossaries of terminology and 'internationalised' content will all help keep costs down and achieve consistent results.

**3. Establish a single internal reviewer per language or market**

Their job is to establish consistency across the review process and ensure review guidelines are adhered to. For larger projects, you may need a team of reviewers, but always have a 'champion' to guide the team and ensure quality standards are met.

**4. Create clear guidelines for the reviewers**

Changes because of personal preferences cost you time and money. By establishing review guidelines, you can eliminate unnecessary edits and increase the consistency of your localised content.

**5. Reduce the time spent on revising the translations**

We recommend asking your local market reviewers to review your source content and provide feedback. It is much more cost-efficient to change the source text at the beginning than the translated content later on.

**6. Request samples for review**

Ask your translation partner for samples before proceeding with a localisation project. Your reviewers can provide feedback that will help brief the translation team and reduce review cycles further down the line.

## Need further help?



Download our latest guide, [Kick-start your Global Growth](#) for more information on how to maximise your translation strategy.

We've helped companies worldwide increase the effectiveness of their marketing materials and achieve a high ROI on translation projects. 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 plans and find out more about how we can help? Click [here](#) to book a call.

We'd be delighted to talk through your global expansion plans in more detail and identify where investment in translations can improve sales performance overseas.