Before you hit ‘translate’

The better your setup, the better your translations, and the less your reviewers have to fix. Use this checklist for each language you publish in.

Style guide, one per language 01

Tells the tool and your reviewers how each language should sound.

- [ ] Who the audience is in that market
- [ ] Tone of voice, with a few examples of how you do and don't sound
- [ ] Formal or informal “you”
- [ ] How to write dates, numbers, currencies and units
- [ ] Whether English words or phrases can stay in English
- [ ] Any local rules on punctuation and capitalisation

Glossary 02

Keeps your key terms consistent.

- [ ] Your key product, service and industry terms
- [ ] The approved translation of each one
- [ ] Terms to avoid
- [ ] A short note of context where a term could be misread
- [ ] One person who approves changes

Do-not-translate list 03

Protects names and terms that should stay as they are.

- [ ] Your brand name and product names
- [ ] Feature and programme names
- [ ] Trademarks and partner names
- [ ] For product content: placeholders, variables and code

Tool settings 04

Makes sure the tool uses all of the above.

- [ ] Glossary uploaded
- [ ] Style guidance added
- [ ] Formality set for each language
- [ ] Do-not-translate list applied
- [ ] Past approved translations connected, if your tool supports it
- [ ] One person responsible for the settings

Who reviews what 05

A simple plan, language by language. Many teams split review by language: colleagues where you have speakers, an agency where you don't.

Language	Reviewer: colleague, agency or both	What they check	Who signs off

- [ ] Reviewers have time agreed with their manager
- [ ] Reviewers can see where the content will appear: a preview, a screenshot or a link
- [ ] For interface text: character limits are shared

Keep improving your setup 06

Feeds corrections back, so there is less to fix next time.

- [ ] Reviewers' corrections go back into the glossary and style guide
- [ ] Someone checks for repeated corrections each month
- [ ] The whole setup is looked at again every few months

Want help setting this up? Comtec helps in-house and SaaS teams build style guides and glossaries, set up their tools and review their content. Visit **comtectranslations.co.uk**