

Translation Audit



The quality of your translated material reflects the quality of your product or service. Visitor confidence is critical for your customer relationship; poor translations cost you substantially in terms of lost opportunities.

Your translation audit report provides you with recommendations and information that can be used to improve your copy.

A high-quality translation will read as fluently in the target language as it does in the original.

Ideally, no-one should be able to tell that it is a translation.

The quality of your copy has a huge influence on those who read it, in any language. Your promotional material must convey your message with impact. If your brochure or web-copy is poorly translated, the reader will form a negative opinion of your organisation. A simple error can mean the difference of winning a new customer, or losing their business forever.

When it comes to translation, you often won't know how good or bad the translation is; relying on the feedback of disgruntled customers is not a good way to find out.

The Translation Audit examines 10 random pages where reviewers focus on:



Accuracy	- how true is the text to the original?
Register	- (formal/informal)
Style	- appropriate for content & audience?
Terminology	- jargon,colloquialisms, idiomatic expression
Complexity & Clarity	- suitability for the audience/purpose?
Local References	- geographical, figures, currencies, times
Grammar and spelling	

You will receive:

- An assessment of how serious any errors are (on a scale of 1 to 10)
- Expert recommendations on where (and how) the copy may be improved
- Comments on the design and layout of the document (if relevant)

From the audit report you can be confident of your translations; or you can make an informed decision to have the content updated, proofread or retranslated. It is also the case that aged multi-lingual content must be audited as a result of the pace at which languages, colloquialisms and terminology all change.

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