CHECKLIST

Things you need to be clear about when translating your website

Analysis of the current situation - what is the status?

- ☐ Are we starting from scratch, creating the website for the first time?
- ☐ Do we want to enlarge/modify an existing website?
- ☐ How well do we know our current system and setup?
  - ☐ Which possibilities does it offer?
  - ☐ Which limitations does it have?
  - ☐ To which extend can we export and import content?
  - ☐ Can we work as efficiently and automatic, as we would like to?
- ☐ Does the website have more than one language layer?
- ☐ Are the different language layers uniform?
- ☐ Do we know the quality of the texts used in the website?
  - ☐ At our corporate language level?
  - ☐ At the foreign language level?
  - ☐ Are we satisfied with the quality?
- ☐ Is the current content already SEO-optimised?
  - ☐ SEO-optimised for one, several or all languages?
- ☐ Are there specific length restrictions in relation to e.g. meta descriptions and meta titles? Do we comply with these restrictions at the main language level?

Analysis of aims - what are our goals?

- ☐ Do you want to add a new language layer? If so, have we assessed the current situation in the applicable markets? (use of language, media, industry-specific aspects, etc.)?
- ☐ How do we manage SEO? To what degree shall we use help for this?
- ☐ Have we ourselves identified keywords in our main language or do we need help?
- ☐ Shall our keywords be validated?
- ☐ Shall keywords be translated and validated in the foreign language?
- ☐ What do we do in terms of length restrictions in the foreign language?
  - ☐ For example, may abbreviations be used?
  - ☐ Should the text say the same thing in all of the languages?
  - ☐ Who makes the decision about that should be omitted, if required?

Do you need advice and consultancy services?

Contact us today for an informal chat about your situation. E-mail us at *info@worldtranslation.com* *or telephone us at +45 86 20 48 48.*