

# CHECKLIST

*23 things you need to be clear about when translating your web shop*

## Analysis of the current situation – what is the status?

- How well do we know our technical setup?
  - What options/limitations does our platform have?
  - Can we export/import content?
  - Is there a connector for our system? If yes, is it relevant for us?
- Has all of our web shop or parts of it already been translated into one or several other languages?
  - If yes, how did we manage the previous translation process?
  - Were we satisfied with the process?
  - What did we learn from the experience – good and bad?
- Do we have a strategy for the language and content or do we have requirements relating to it?
  - Have we defined tone of voice (language style), devised a style guide, and defined terminology and other important parameters?
  - Do we comply with our guidelines in the source language?
  - Is Search Engine Optimisation (SEO) relevant for our web shop texts?

## Analysis of aims – what are our goals?

- How have we planned the web shop's development?
  - Is the assortment completely or relatively static?
  - Are many (new) products added on an ongoing basis?
  - Shall the language versions follow our primary web shop?
- Does all of the web shop content need to be ready at the same time? Or can we split it up?
- Shall only selected parts be translated? If yes, how can we categorise the content?
- What do we want from the translation process?
  - How much needs to be translated? How quickly? In what order?
  - How do we find out what can be done? In terms of technology, time available, etc.?
  - Are the texts in the source language version up to date, meaning they can be used immediately as the basis for the next language version?
  - If our source texts need an overhaul (the language and the content), who will deal with that? Shall we use an in-house proofreader or someone from outside the company?

## Do you need advice and consultancy services?

Contact us today for an informal chat about your situation. E-mail us at [info@worldtranslation.com](mailto:info@worldtranslation.com) or telephone us at +45 86 20 48 48 and tell us about your situation – with no obligations involved.