

Key Differences Between Translation and **Localization**



Guildhawk

ATTRIBUTE

TRANSLATION

LOCALIZATION

DEFINITION

Converting text from one language to another

Adapting content to fit the cultural and linguistic nuances of a specific target market

SCOPE

Focuses on language accuracy

Involves translation plus adopting to culture

CULTURAL ADAPTATION

Minimal, mainly linguistic

Extensive. Takes into account local customs, traditions, and preferences

USER EXPERIENCE

Ensures correct language usage

Ensures content is culturally relevant and user-friendly

TECHNICAL ASPECTS

Usually deals with text and simple formatting

May involve modifying images, graphics, date formats, and other elements

GOAL

To convey the same message in a different language

To make the content feel like it was created for the target audience

QUALITY ASSURANCE

Focus on linguistic accuracy

Focus on linguistic accuracy and cultural appropriateness