Localization Checklist
Top Tips and Tools

GUILDHAWK

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1. MARKET ANALYSIS: KNOW YOUR TARGET AUDIENCE

- [ ] **Demographics**: Age, gender, income level, education, and occupation of your target audience.
- [ ] **Language Preferences**: Primary and secondary languages spoken. Are there any dialects?
- [ ] **Cultural Nuances**: Local customs, traditions, holidays, and societal norms.
- [ ] **Consumer Behaviour**: Buying patterns, brand loyalty, and decision-making processes.
- [ ] **Competitor Analysis**: Local competitors, their market share, and customer feedback on their products/services.

2. TRANSLATION: TRANSLATION THAT'S ACCURATE AND CONTEXTUAL

- [ ] **Hire Native Translators**: Translators should be native speakers familiar with local dialects and idioms.
- [ ] **Contextual Translation**: Don't translate literally; focus on the same meaning and tone.
- [ ] **Glossary of Terms**: Create a glossary of key terms, product names, and brand-specific language to maintain consistency.
- [ ] **Translation Memory** Tools: Use tools like GAI (Guildhawk's machine translation solution) to store and reuse previous translations for consistency and efficiency.
- [ ] **Proofreading**: Check content for errors and inconsistencies in spelling, grammar, punctuation and formatting.
- [ ] **Cultural Sensitivity**: Make sure translations are free of cultural bias or offensive language.
- [ ] **Inclusive language**: Ensure that translations are relatable to your target audience – choose inclusive vocabulary that will resonate and appeal to them.

3. CULTURAL ADAPTATION: ADAPTING YOUR CONTENT TO VARIOUS CULTURAL CONTEXTS

- [ ] **Visual Elements**: Adapt images, colours and symbols to local cultural preferences. For example, avoid using colours that have negative connotations in certain cultures.
- [ ] **Content Tone**: Adjust the tone of your content (formal vs. informal) to match the cultural communication style.
- [ ] **Humour and Idioms**: Modify or replace humour and idiomatic expressions to make them relatable.
- [ ] **Local References**: Use local events, celebrities, places and companies that will be recognisable and will show the target location.
- [ ] **Measurement Units and Currency**: Convert units of measurement and currency for clarity.
- [ ] **Time and Date Formats**: Adjust date and time formats to local conventions to avoid ambiguous information (e.g., DD/MM/YYYY vs. MM/DD/YYYY).

4. REGULATORY COMPLIANCE: MAKE SURE YOUR CONTENT COMPLIES WITH LOCAL LAWS

- [ ] **Legal Disclaimers**: Include local market specific disclaimers.
- [ ] **Privacy Policies**: Comply with local data protection laws (e.g. GDPR in Europe).
- [ ] **Product Labelling**: Follow local regulations for product labelling and packaging.
- [ ] **Advertising Standards**: Follow local advertising laws to avoid misleading or inappropriate claims.
- [ ] **E-commerce Regulations**: Make sure your website complies with local e-commerce laws including payment methods and return policies.
- [ ] **Intellectual Property Rights**: Check your content doesn't infringe local trademarks, copyrights or patents.

5. MULTIMEDIA LOCALIZATION: VISUAL AND AUDIO ELEMENTS

- [ ] **Dubbing and Subtitling**: Translate and dub audio content or add subtitles to videos. Make sure lip-syncing and timing is accurate.
- [ ] **Re-create Graphics**: Modify graphics and images to local cultural context and avoid misinterpretation.
- [ ] **Localize UI/UX**: Adapt user interface and user experience elements to local usability standards and preferences.
- [ ] **Voiceover**: Use native speakers for voiceovers to ensure the right accent, dialect, and tone.
- [ ] **Accessibility**: Make sure multimedia content is accessible to local audiences, including people with disabilities, by adding captions and alternative text.

6. TESTING AND FEEDBACK: TESTING LOCALIZED CONTENT AND GATHERING USER FEEDBACK

- [ ] **Focus Groups**: Run focus groups with local users to gather qualitative feedback on the localized content.
- [ ] **A/B Testing**: Use A/B testing to compare the original and localized content.
- [ ] **Beta Testing**: Release the localized content to a small part of your target audience and collect feedback.
- [ ] **Usability Testing**: Conduct usability tests to identify any issues with navigation, comprehension, or user satisfaction.
- [ ] **Surveys and Questionnaires**: Distribute surveys to gather detailed feedback on user experience and content relevance.
- [ ] **Analytics Monitoring**: Track metrics such as bounce rates, session duration, and conversion rates to assess the performance of localized content.