DIFFERENT TRANSLATION TYPES FOR DIFFERENT NEEDS

Translating your content is the best way to connect with international customers. But there are different kinds of translation. Beyond straightforward industry-standard translation, there's:

Localization

Featuring regionally-preferred words and phrases

Transliteration

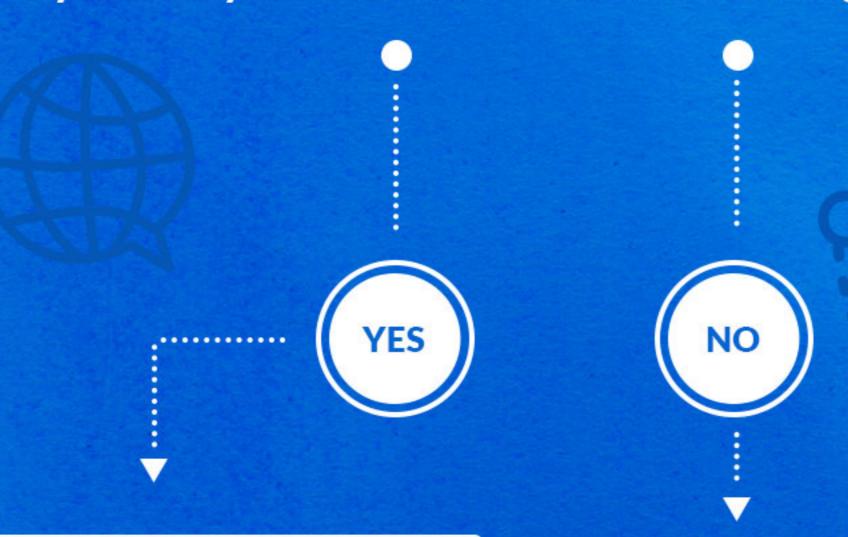
The conversion of sounds from one writing system to another

Transcreation

Translated, nuanced copywriting

What kind do you need for your customers? This chart can help.

Do you need your website to serve customers in global markets?



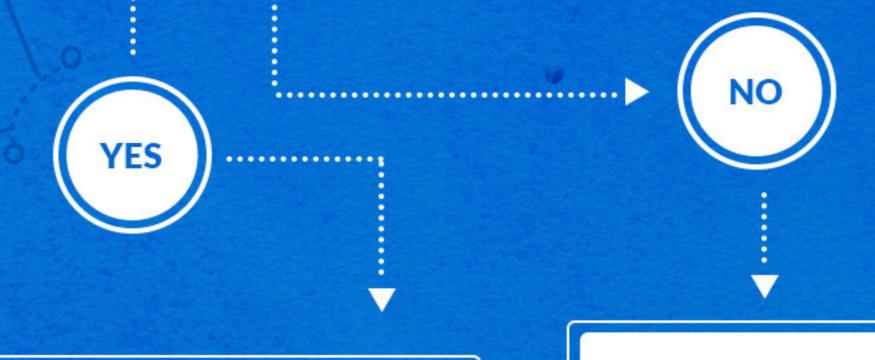
Do the needs of your global websites match any of the following?

- Drive business with global customers
- Test out new markets
- Meet legal requirements set by industry or target market

Not any time soon. There's no need.

Are you sure? Check out our blog post, Why Localizing Your Website is Important for Global Marketing

Visit motionpoint.com/whytranslate



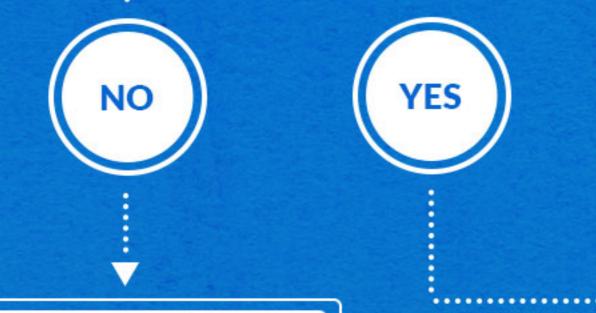
Is your website only intended to serve a secondary market, such as Spanish for U.S. Hispanics, or French for Canadians?

Top 10 reasons to translate your website

business value of website localization.

These resources illustrate the

Visit motionpoint.com/top10

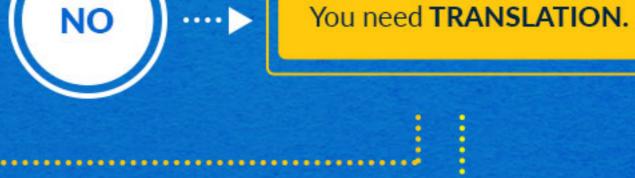


have, any of the following in your target markets? Local sales offices

Do you have, or plan to

- Store locations
- Support phone numbers
- Unique product or service offerings
- Region- or market-specific

campaigns



YES

You need TRANSLATION

and LOCALIZATION.

Arabic, Chinese, Japanese, Korean or other languages using non-Latin scripts?

Are you serving

customers in



TRANSLITERATION in addition to translation and/or localization.

You need

evocative marketing materials or advertisements?

Do you need to

translate nuanced,



in addition to translation and/or localization.

You need

TRANSCREATION

