

Choosing A Great Digital Translation Provider

In times of crisis, organizations have a responsibility to provide accurate information to their online constituents, including those in multilingual and global markets.

This requires localizing your website and other digital content. But it's hard to find a vendor that delivers superior translation quality, especially during challenging times.

Here are several characteristics to look for in a great translation solution.



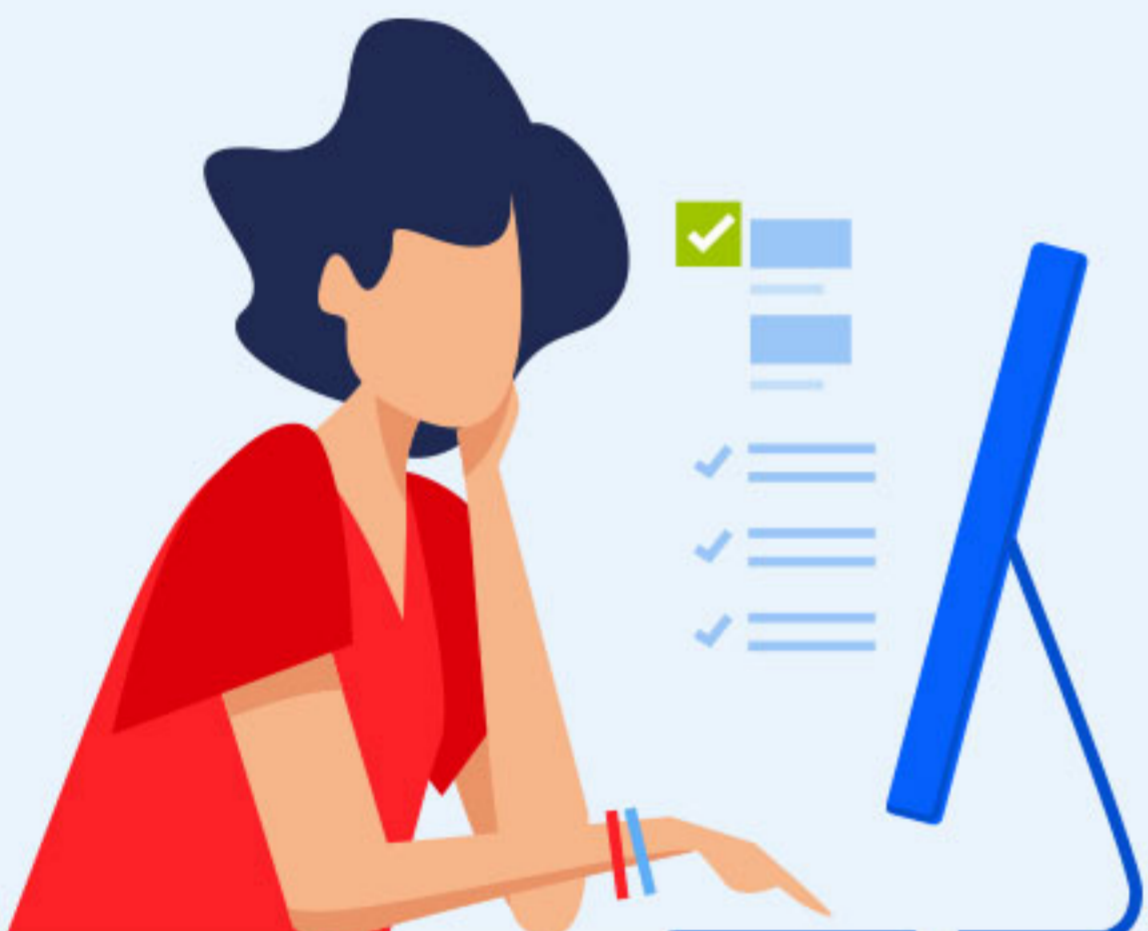
Excellent Qualifications

Linguists should have **extensive professional experience and linguistic fluency**. This results in superior translations, which are critically important during emergencies.



Subject Matter Expertise

Great vendors use translators with **expertise in the verbiage of specific industries**. This ensures further accuracy and clarity at times when customers need it most.



SEO Fluency

Great vendors apply **culturally relevant SEO terms to their translated content**, which helps multilingual customers quickly find your important online information.

ISO Certification

Vendors should use **ISO-certified translation processes** to help ensure the accuracy of technical or sensitive content—such as healthcare information—in urgent times.

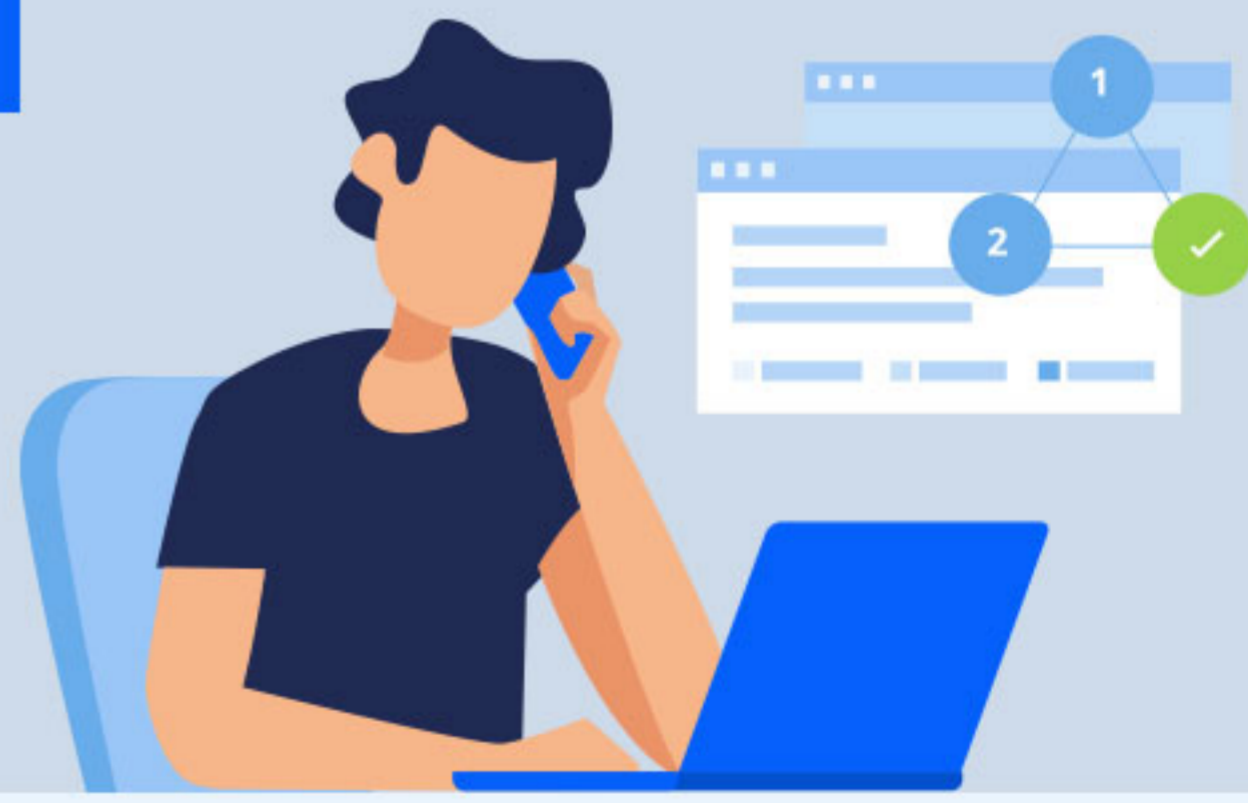


Dedicated Translation Teams

World-class vendors **leverage the same linguists every day for your project**. This fluency results in more accurate, efficient translations of your business communications.

Rigorous Editorial Processes

Vendors should provide **rigorous oversight of their content**. Ideal editorial steps include post-translation reviews by other linguists, and publication approval by editors.



Ultra-Efficient Workflows

Great vendors use combinations of technology and workflows to **maximize translation accuracy while minimizing turnaround times**. The best ones localize entire websites in as little as 30 days, and typically translate new website content in one business day.



Customer Enablement

Look for vendors that also **provide software that empowers their customers** to provide direct feedback to linguists—or revise the translations themselves, if they wish.

