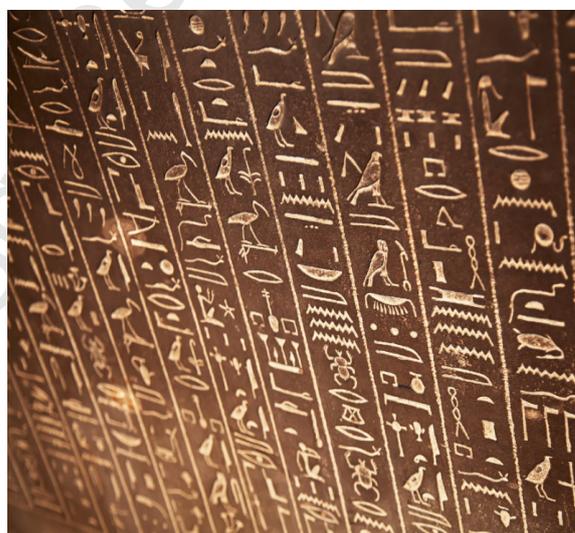


# Your Really Helpful Friendly Guide to Getting Better Language Translation

Business procures ever more language translation for brochures, websites, and manuals; ads and video; legal and commercial use, and far more.

But too much is poor - dull and confusing to read and all too often incorrect.

We outline a few simple steps to help you get **better language translation** - and it's not just easy to do, it's cheaper and quicker too.



## Lifeline Language Services



*- where the accent is on you!*

Call free on **0800 783 4678**

email: [translation@lifelinelanguageservices.co.uk](mailto:translation@lifelinelanguageservices.co.uk)

web: [www.lifelinelanguageservices.co.uk](http://www.lifelinelanguageservices.co.uk)

## Better translation at no extra cost - even with your current supplier

(Good) translators love researching to deliver good translation - but translate **better** with better briefing. A little upfront effort often also **saves time**, and may also **save money**.

### "Sounds good... what do you need?"

Really not much, but that can make a big difference. Here's some key points.

**First**, it's easier, quicker and cheaper to have **editable** formats to translate. *Scans* or *hard copy* need OCR or typing from scratch - both are error-prone, needing additional review and time. *PDFs* can sometimes be converted, but often imperfectly needing extra time to correct. Providing **editable source** files - MSOffice, InDesign, Quark, InDesign, Illustrator etc - is way better all around.

**Second**, **what** is translation for and **where** can translator find more info? Websites, existing translations, terminology make a BIG difference. Your agent may have preferred terms - so their glossary will really help the translator, and save back-and-forth debate later.

**Third**, we need **context**. A prime example is a table of *GUI text strings*. Take "Phone:" - is it a number, a model, a reminder to call? All need different translation. Text **length** is also often an issue on GUIs - translation's usually longer, so if screen space is limited tell the translator at the start!

**Fourth**, consider the content - should **everything** be translated? And **how**?

**Names** of corporate *divisions* or *initiatives* for example often stay in English - so tell the translator. Better translators may spot these and ask, but that causes delays and they'll probably miss some. It's much better to **show** what shouldn't be translated, for example with colour: "*Performance division continued rolling-out our Customer First initiative*".

**Consistency** with existing in-service translation may also be an issue - here again, translators aren't psychic so a footnote or comment, like "*Existing translation - please use xxxxx...*" really helps.

**Finally**, be ready to answer **queries** - translators aren't asking questions to wind you up, but to do a better job. Texts can be ambiguous, and the more specialist the text, the more queries are likely.

### "Ambiguous?"

English is a lazy language - for example "*big orange box*" can mean 3 different things, with 3 *different correct translations* only one of which will have the right meaning. Something "obvious" to you may be less so to someone without your specialist experience.

## Your translator should be there to help you.

Buying language translation is considerably more complex than buying “stuff” and you want **good**, rather than “OK” (or “not OK”...) translation. Quality-assuring translation’s tricky, and buyers generally have to trust the translator - that trust should be justified.

### “Surely as long as it’s understood, that’s OK?”

The English are funny about translation - we’ll cheerfully indulge others’ attempts at our language. However, most of Europe expects nothing less than **excellent** translation and **will** dismiss your product if translation is poor so **yes**, it matters.

### “Translation does tend to be an afterthought here..”

You’re not alone. A typical UK company may spend *years* on product development, many months on marketing and advertising, but allow just **2 weeks** for translation. They’ll ask Purchasing to “find a cheap translator”, so Purchasing sources the cheapest they can find.

As a result the translation is typically rushed and done by a low-end translator so it’s also unresearched and unreviewed. Your agents are likely to **reject** it, forcing you to re-translate. Much more insidious though is when your poor translation is quietly laughed at by your market *without telling you*, costing you **sales** and **credibility** for many years.

The alternative is to build a long-term relationship with a reputable language provider who’s genuinely **interested** in your **product** (not just in invoicing you). So **translation language** and **style** - and most importantly **quality** - across your product range will be consistent, giving your market presence **respect** and more importantly, sales.

An established reputable language partner also provides you **cost savings** by leveraging your previous material, while building **experience** with your text underpins future translation quality.

A **long-term VALUE-based relationship** with a good **partner** means they’re **engaged**, working with you on translation context and application, leveraging existing material, embracing terminology preferences, and more, to deliver **high-quality on-time cost-effective product**.

A *short-term cost-based relationship* delivers **none** of these benefits.

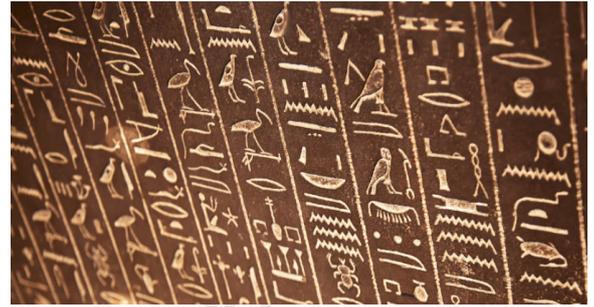
**In translation, “low-cost” is generally the OPPOSITE of “cost-effective”.**

## Getting better translation is easier with a better partner.

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## Testimonials

### A few kind words from translation clients:

"I have consistently found their work, often against difficult time pressures, to be accurate, proficient and always to the highest standards of quality and presentation"

**BAE SYSTEMS**

"I am writing to express how delighted we have been with the speed and efficiency of the service Lifeline has provided. From a daunting brief... a difficult task became straightforward."

**Bunzl cleaning & hygiene supplies**

"I want to thank you and the translators again for your excellent work. Hazox has dealt with several translation companies ... LLS is by far the most responsive and efficient we have had the pleasure of working with"

**Hazox [US client]**

"The feedback I have had [on the translations] from the plant has been excellent... they are very happy!"

**H J Heinz**

"The completed translations have been very well received by our clients ... technical accuracy has always been excellent. I would have absolutely no hesitation in recommending Lifeline Language Services."

**RRC Training**

"Lifeline Language Services continue to deliver on-time, accurate translation of many technical and lengthy documents, often at short notice ... with the utmost level of professionalism..."

**Portia [Liverpool Port Consultancy]**

User-friendly professional, qualified and quality-assured  
**language translation**

from

**Lifeline Language Services**



- where the accent is on you!



Lifeline also provides a full range of complementary language services including INTERPRETING, TRANSCRIPTION, TYPESETTING, VOICEOVER & SUBTITLING.

