

Localization Checklist

Before you start localizing

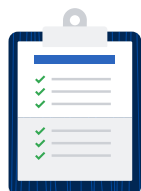
Check to see where in the world your content is being viewed, then run a [Google Analytics geo report](#) to learn more about the country and the language it uses.

Localizing an entire website can be daunting. Why not just translate your most popular or ‘evergreen’ content for now? It’ll speed up your time to market, and help you maximize the long-term value of your content.

Study your new market’s privacy and data protection laws. In Europe, for example, you’ll need to consider GDPR and ensure your site meets regional legal requirements. This can get complex, so consult your legal advisor before diving in.

Localization can also be quite fiddly. A simple spreadsheet is fine for small projects, but use a translation management system for anything larger. It will also help streamline the process and give you extra time/cost-saving features like ‘translation memory’.

Consider your website platform and design. Can it be translated in multiple languages? Space and layout is also key. For example, German words tend to be longer than English and will quickly fill the page. Other languages, like Arabic, read right to left – and some sites can’t handle special characters. We recommend using Unicode (UTF-8), as it supports all characters, in any language.



Translation tips

- 01** Online translators are fine for everyday use, but to a native speaker your content will probably sound clunky or, worse still, inappropriate. These are best avoided.
- 02** Hiring a qualified local will ensure your translations are not only accurate, but also culturally correct and accessible to people. Many communities crowdsource translations among themselves, which can be a fast and effective way to source high-quality content from your existing audience.
- 03** Colloquialism and common phrases like “the best of both worlds” or “call it a day” make sense in English, but don’t translate easily. Always remove or replace them before localizing.
- 04** Consider using a glossary for your content that lists the most common phrases and whether they should be translated. You can also give guidance on brand words and how they should appear.
- 05** Use a Universal Language Selector (ULS) on your site. This gives people an easy and flexible way to configure their language preferences when reading your content.

- 06 Your website will soon be displaying content for different languages and locations, so be sure to follow international SEO best practices. For example, use [hreflang tags](#) to make sure Google knows which version of your site to serve.



Reviewing your localization

Always check your dates, symbols, and currency are in the right format for each country. For example, in the UK, dates typically appear as DD/MM/YY, whereas in the US it's MM/DD/YY. Decimal and thousands separators should also be adapted to regional norms.

Make sure your images are culturally sensitive, and any overlaid language is translated. Ideally, choose pictures without any embedded text, as it will make your translations harder and just add extra cost.

Check your fonts work well with your new language, and make the content easy to read. Try using Google fonts to test across multiple languages, and select one that works best for all.

Always bear in mind the cultural significance of different colors. For example, in North America and Europe, blue can mean trust and serenity, but in China it's associated with festivals or celebratory events.

Before going live, have a native speaker review your site to ensure it reads well. Connection speeds vary around the world too, so ask them to check your load times.



After going live

Now that your site's localized, let your audience know you're up and running by promoting it online and through social media.

You'll also need to check whether your localization is achieving your original goals. Google Analytics can help here, as it shows how many visitors your site's getting, how long people stay for, and even bounce rates for each language. Plus, if you're monetizing your site, you can measure the impact on revenue from the new audience.

Localization takes time and careful planning, but with our checklist and top tips you'll be well on your way to creating great content your audience loves.