LIONBRIDGE

10 WAYS TO MAKE LOCALIZATION REALLY (UNNECESSARILY) PAINFUL

1
DON'T PLAN
Treat localization as an afterthought rather than an integrated part of your process.

2
THINK LIKE THIS:
"It's just translation. How hard can it be?"

3
ASK YOUR COWORKER
who took Spanish in college to translate your site. Do the same for French.

4
ATTEMPT TO LOCALIZE WITHOUT
a global-ready architecture or processes (including CRM, email, and marketing automation suites).

5
Implement a content management system (CMS)
WITHOUT VETTING
it for multilingual functionality and workflows.

6
DON'T COORDINATE
with members of other teams at your organization. And definitely don't communicate.

7
Create web content (text, graphics, videos, apps)
WITHOUT THINKING ABOUT GLOBALIZATION.

8
DON'T USE LINGUISTIC ASSETS
like translation memories or glossaries.

9
DON'T INVEST IN RESOURCES
and processes that enable efficient, sustainable, and repeatable workflows.

10
GO IT ALONE
Don't partner with an experienced, knowledgeable LSP.

GET THE GAIN WITHOUT THE PAIN.
Reach out to Lionbridge to start a painless localization project today.