

LOCALIZATION SPECIALIST GUIDE

Difference Between Translation and Localization

1.

1. The main differences and similarities between translation and localization

Localization Skills for Translators

2

1. Most important translation skills for achieving success
2. Traits of a great translator
3. Translator's skills and earnings

Key Stages of the Localization Process

3

1. Localization strategy
2. Internalization
3. Localization testing

The Method of Transliteration

4.

1. What Is transliteration?
2. Starter tips for great transliteration
3. Key processes and concepts of translation and transliteration

The Transcreation Approach

5.

1. Transcreation in global marketing
2. The differences of translation and transcreation

Marketing Translation

6.

1. Golden rules of marketing translation
2. The role of translation in international marketing
3. Marketing translation traps
4. New markets, new languages

SEO Friendly Localization

7

1. SEO localization vs. SEO translation for multilingual websites
2. Multilingual SEO
3. The importance of multilingual SEO

Proofreading

8.

1. How to proofread your own content
2. How to detect and avoid plagiarism
3. The biggest mistakes proofreaders make

The Benefits of Localizing Your Website

9.

1. SEO benefits of website localization
2. Why localize your website?

Free Tools and Courses

10.

1. Free localization essentials - Course
2. Introduction to Internationalization and Localization - Course
3. Localization: Adapting Digital Content to Local Markets - Course
4. The Business of Translation - Course
5. Best Online Proofreading Courses
6. Best Online Spellcheck Softwares
7. Free Keyword Research Tools

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