

The ultimate localization checklist

Evaluate your localization needs and define the scope of your localization efforts

- ✓ Identify your target market
- ✓ Define business goals for the target market
- ✓ Research cultural, communication, linguistic, behavior, and purchasing patterns in the target market
- ✓ Investigate the competitive space in the target market
- ✓ Appoint a localization manager as the strategy and process owner
- ✓ List all software assets that will need to be localized
- ✓ Plan translation costs and budget requirements
- ✓ Choose a translation and localization service vendor you can trust
- ✓ Rely on cloud-based localization technology that combines traditional CAT tools with AI-powered machine translation capabilities
- ✓ Ensure that your process is able to support continuous localization

Internationalize your software from the start to make localization easier

- ✓ Designate a localization lead engineer to support your localization efforts
- ✓ Move UI strings into resource files
- ✓ Organize all your other app resources into external files
- ✓ Prepare application support for multilingual interfaces
- ✓ Integrate support for time zones and target language characters
- ✓ Avoid hard-coding dates, times, numbers, and currencies
- ✓ Take different pluralization rules into account
- ✓ Merge identical keys across iOS and Android
- ✓ Use Unicode UTF-8 encoding
- ✓ Keep your app design flexible for text expansion
- ✓ Accommodate all language directions
- ✓ Integrate your preferred design tools with the localization platform

Localization is more than just mere translation

- ✓ Translate all UI strings and resources by relying on local subject matter experts
- ✓ Leverage automatically generated UI screenshots for more context
- ✓ Re-use previously translated strings with translation memory
- ✓ Provide translators with glossaries for greater consistency
- ✓ Take advantage of AI-powered machine translation when appropriate
- ✓ Verify that imagery is appropriate for the target market
- ✓ Avoid using text in images
- ✓ Assess the necessity of supporting local payment methods
- ✓ Evaluate the support for local target currency for payments
- ✓ Review legal and any special regulatory requirements for your industry or service
- ✓ Provide product documentation in the target language
- ✓ Offer FAQs, help content, and support chatbots in the target language

Localize your marketing campaigns to connect on an emotional level across cultures

- ✓ Develop an approach to adapting any existing marketing campaigns to the requirements of different target markets or creating new ones from scratch

- ✓ Decide on which parts of your website should be localized
- ✓ Research target language keywords for local search engine optimization (SEO)
- ✓ Adapt URL structure to include target language keywords
- ✓ Create accompanying marketing collateral to promote your localized product
- ✓ Localize your campaign landing pages
- ✓ Localize your email campaign templates

Test, measure, and refine your localization process for continuous improvement

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