



The Ultimate Guide to Business Translations

2022 GUIDE

How Can Translations Help Your Business?

Globalisation

Translations should be at the top of your globalisation plans, from the moment you decide to expand and go global.

Accurate translations ensure your product or services reaches your desired audience effectively. In business, there is no room for mistranslations, which can be rather costly.

Implementing a translation project into all your marketing plans will help you reach your global success faster.

Translations can not only help you with communication but also culture, with localisation services. Localisation helps adapt your materials to the specific culture and country you are targeting.

Brand Reputation

A bad translation can be incredibly damaging to your brand. The quality of the services you outsource can reflect on your image and reputation as a company.

A negative brand reputation is a hard thing to combat and can lead to thousands of pounds lost in correcting the mistake.

In the same way that translations can be the key to your success, it can easily be your downfall if you don't choose the correct agency.

Make sure you always ask for a free sample, especially with big projects. Ask questions during the early stages, and most importantly: read case studies and reviews.



Global Expansion



How You Can Achieve

Reaching global success has never been easier with the advances in technology and communications.

Using translation services can help you maintain a competitive edge over your competitors.

Expanding your business means a brand-new market to explore; this leads to increased profits and being one step closer to your goals.

Translations will help create a more inclusive and conscious environment on your path to international expansion.

Global Success

Quality translation services help you achieve these goals through the power of effective communication.

Partnering up with a reliable service provider helps you become the reputable global success you desire.

International audiences are more likely to engage with products or services that are in their native language.

Therefore, they're more likely to see you as a trustworthy and reliable company if your content is accurately translated.

What Makes a Good Translations Service Provider?

The benefits of translation services are clear and endless, the real question is—**How do I choose a service provider?**

We start at the beginning and ask:

Who are the translators?

What makes a good translator is a combination of **education, first-hand experience and knowledge**. Ask your service provider who their translators are, are they native speakers or did they study in the target language's country?

Every translator needs to have lived in the country for some time, to become costumed to traditions and cultural nuances that only a local would know. Colloquialisms, and unique regional language, all of this is as significant as any other part of the language.

Secondly, if you need a **technical translation**, ask if your translator has at least 5 years' experience working within that industry. That way, they would have unique knowledge of technical terms.

Does the company pay their workers, fair wages and on time?

This might not reflect directly on the translation quality, but it does reflect on how your relationship with the company will go. A company that has strong morals and ethical duty make an excellent partner, it indicates they are trustworthy and can handle their company well, therefore will treat your partnership and translations project with the high standard that it requires.

Is the service provider ISO accredited?

ISO accreditations such as **ISO 9001:2015 & ISO 17100:2015** are exceptional ways to know that the company has a high standard. **ISO 9001:2015** demonstrates that the company has a high level of quality management, whilst ISO 17100:2015 is unique to the translation industry, and it certifies that the service provider follows a high-quality standard with their translations.

Types of Services

Knowing where to start in your journey to globalisation is tough, with so many types of translation services to choose from.

Deciding on a service depends on your unique business, some are essential, and others might be seen as optional. We have broken down the most common and necessary types of translations for **business owners**:



Document Translations

Document translations are the most requested and needed services for businesses looking to expand. Legal documents, policies, and employee contracts need to be translated efficiently and correctly.



Website & App Translations

Your audience is more likely to purchase a service or product from you if the materials are in a language they can understand. Translating websites and other marketing materials avoids misunderstandings and helps create more meaningful relationships with your audience.



Technical Translations

Technical translations are for businesses that specialise in an industry that uses technical language (medical, engineering, even music or linguistics). Translators with specialised knowledge in that area will translate your document to ensure no information gets lost. It can also be used for marketing materials. A technical translation of it will help your business expand internationally and globalise your message in a way that is understandable for everyone.

About Company

Global Translations UK is a double award-winning translations agency that specialises in 11 sectors, including business.

We offer our professional translation services in 120 languages and over 900 language combinations.

What separates us from the rest is our strong ethical mindset, our competitive prices and fast turnaround.

We strongly believe in sustainability and ethical professional practices. Global Translations UK aims to break down cultural barriers and create more effective communication between you and your audience.



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How We Work



Free Instant Quote

The first step is to get your free quote using our instant calculator on our website. Get your quote in just minutes! Afterwards, a member of our team will contact you to discuss your project.



Competitive Prices

We offer competitive prices to fit most budgets—getting a high-quality service shouldn't have to break the bank.



Global Translators

Your project is then sent to one of our native-speaker translators that specialise in the two target languages.



Expert Service

Our team of translators have years worth of experience in our specialised sectors. We are ISO 17100 & ISO 9001 accredited and a 100% customer satisfaction guaranteed.



Checked by Project Managers

Once your project is translated, it is then checked by our project managers to ensure it is to the standard of Global Translations UK. If there is a mistake or the quality is not high enough; it will then be sent to another translator to correct and back to the PM.



Fast Turnaround

From our instant quote to the process of starting a project and finishing, we aim to be time-efficient. The industry never sleeps and in this fast-paced environment—we offer urgent translation services and operate 24/7.