HOW TO CREATE YOUR
TRANSLATION
GLOSSARY

argos
multilingual

Create Your Translation Glossary

Glossaries, style guides, lexicons...sure you have them. Do you really need a glossary of terms to translate your app, website, collateral or software? If you do, how do you create them efficiently?

This eBook helps you break down the benefits of having a glossary for translating your content into different languages. It also includes the steps needed to effectively create a multilingual glossary that will not only protect your brand and company culture internationally, but also reduce the total cost of translation services and time required to take your content global.

Whether you're releasing your product or website into exciting, new, international markets, or delivering training to staff globally on a new software roll-out, having a multilingual terminology glossary will be crucial to successfully translating and localizing your project. This is true even when working with a translation and localization agency. Any responsible, qualified translation agency will ask you about the need for a glossary before starting translation. In short, being prepared with a translated terminology glossary is a cornerstone of your projects' success whether you're implementing your translation and localization yourself or with an agency.

The Two Main Benefits of Having a Translation Glossary

1. A glossary ensures your brand is protected

Your translation glossary, also called a multilingual terminology glossary, protects your brand by establishing how your product's preferred terminology, company cultural messaging style, and key industry terms, should be translated. It's the go-to document for your language translation and content teams—project managers, in-country translators, desktop publishing specialists, linguistic quality assurance staff, global copywriters, marketing professionals. They will use the glossary to figure out what you want said and how you want it presented across your target international markets.

As an example, Workday, the human resources technology company, uses the phrase "Human Capital Management" whereas another similar company may use the term "Human Resource Management System" or "Human Resource Information System". Workday's phrase "Human Capital Management" has become a term that it uses to differentiate itself and its approach to HR technology. Using this term and its translation into international languages consistently across marketing, product, help, training and video ensures that Workday's brand differentiation is intact worldwide.

2. It reduces localization and total translation service costs

The glossary also saves you money and production time by helping you to standardize your own key repeated terms. Repetitions are translated at a significantly reduced translation rate and take less time to process. Upshot: if you're planning to translate and localize, it's worth putting together a basic list of key terms—or asking your translation agency to do it for you.

10 Easy Steps to Create Your Translation Glossary

The core benefits of a glossary or style guide are not trivial. You've invested money, time, and effort in creating your brand and cultural messaging style. You want to see it shine and succeed in all your language markets, so protecting yourself and your brand with a language translation glossary is extremely important. Additionally, money saved on translation services is money you can put toward other important projects or different markets for which you would need to translate.

Now that you know the benefits, you can start planning, preparing, and building your glossary or style guide for your translation and localization project. Follow the steps below and you're sure to be successful.

1 **Start with what you have**

If you have any kind of a corporate glossary, begin here. This is true even if it is something as simple as international footer usage instruction sheet or guidelines on whether privacy policies should be translated.

2 **Collect your marketing literature**

Gather brochures, URLs for your websites, press releases, ad and anything that you use to tell customers about your company, products or services provides valuable data to the team that is defining your multilingual glossary. Not only will the team get a sense of what your brand is, but they will also be able to mimic the messaging and tone in the new, translated and localized content.

3 **Make a list of all branded names that might be used including products, services, processes and company**

Alongside your brand names, indicate whether they are registered trademarks (®), service marks (SM) or trademarks in process (TM). List which names should be translated and which should be left in the original, source language. While obvious to you, the

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linguists translating your content will want to be sure which key terms are to be left as is.terms are to be left as is.

4 **Ask your translation agency for help**

Much can be done by your translation agency to mine your existing content, translated or not. Your agency also has fresh eyes, which can help them spot issues and opportunities folks more familiar with the language of your business might miss.

For example, Argos' process includes using our translation tools to scan the content from which we want to extract terms. We use a general filter to weed out articles and certain word combinations. This usually yields several thousand words and word combinations to review. Next we start reviewing the results. As the reviewer goes through the lists, he/she is looking for two things: words that have a high frequency and technical terms or words that are specific to our client's industry or organization. From this we generate a term list, which, as a rule of thumb, is about 3% of the source content (though this can vary greatly).

5 **Agree upon the translation of key terms and validate your multilingual terminology glossary**

The translation of more technical, industry-centric or company-specific terms should be agreed upon in advance. This prompts your translators to use your preference for the most accepted terms in a given locale. Evaluating the words behind acronyms and whether they should be written in full or truncated as an acronym or initialism can provide tremendous clarity for linguists and voice talent. Some acronyms may not exist in other languages or may not have a translation, which makes the glossary creation that much more important.

6 **Review your logos, buttons and icons**

Consider whether text can or should be eliminated from them. Here's why: translated text can often take more space in the target language. Because of this, the text might not fit well in a small sized image such as an icon or button. Options include not translating text, striking text, and abbreviating the translation. You and your design team will want to review how buttons, icons and logos are used. When you can substitute a universal image for text, it might make sense to do so.

7 **Identify your organization's preferred calls to action**

Do you want customers to "order now", "give us a call", or "check us out online?" Write these consistently in the source language. Make sure to include the phrases in your glossary and you will

have more success getting the responses you want worldwide in any language into which you translate.

8 **Capture your marketing guidelines**

Your organization may already have a list of how it does—and does not—refer to the activities of your business. This could be a formal style guide or something less concrete. If no style guide is handy, interview your marketing team to find out how they handle brand and product language.

9 **Make instructions and action phrases consistent**

Do your users "click" on something, "push a button", or "press a key" to get to the next step? Standardizing instructional phrases can dramatically reduce your translation and localization fees and help provide your audience readability.

10 **Create a list of important word choices**

Make a simple table that lists important words or phrases in your business alongside acceptable synonyms and unacceptable phrases. Your list doesn't have to be comprehensive, and in fact, will always be evolving. Start with the following:

- Key industry terms
- Company specific words
- Brand phrasing
- Company cultural phrasing
- Acronyms and initialisms and their full form
- Phrases that should not be translated
- Product names
- Words that require a special mark or notation such as a copyright symbol or trademark
- Other pieces of text that are relevant, repeated, and required for your brand, business, and cultural messaging.

If you have internal linguistic reviewers, you should add their preferred translations to the different language versions of the terminology list. It can also be useful for the internal reviewers to add information on how to handle words that don't have a translation, such as many acronyms and other words that might be translated into multiple different words.

For example, in German there is more than one word for "procurement" depending on use and context. You can direct your translation team to accurately translate the glossary if needed or to use your preferred term translations by having your internal reviewers outline your preferences in a multilingual terminology glossary.

About Argos

Argos Multilingual provides global language solutions. With over 30 years of experience, we serve clients in the high-tech, life sciences, human resources, and financial industries.

We make it easy for businesses to grow globally and connect with expert talent anywhere in the world. With production centers in Europe, the Americas, and Asia, we follow a strategy of building robust programs for continuous translation and localization.

You can expect a long-term and transparent partnership, backed by innovative solutions around technology, AI & data, creative content, and quality assurance.

For more information and contact details visit our website at **www.argosmultilingual.com**