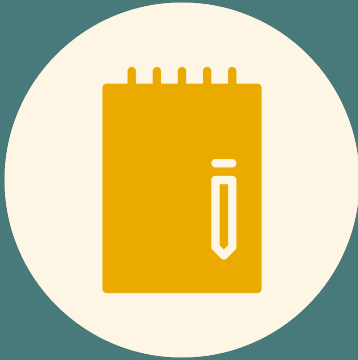




What is

Localization?



Why should I localize my content?

- Customize your products, services, and Internet presence to reflect differences in distinct markets
- Connect with international markets on a whole new level
- Polish your corporate image, increasing your visibility as a trustworthy organization
- Tap into previously inaccessible markets
- Present yourself as culturally and ethnically sensitive to customer needs, and give yourself a leg up on your competitors
- Connect with new markets in a dynamic, cost-effective way

Localization is the process of adapting a product or content to a specific locale or market. While localization does involve document translation, that is only one of many steps of the process.

What pieces of content need to be localized?

- Graphics from your content will be localized to ensure the imagery is suitable for the target culture.
- Colors will be localized to ensure the colors you're using are positively viewed by the target audience.
- Symbols will be changed to be appropriate for the target culture.
- Writing style and tone will be edited to reflect the typical tones and styles.
- Cultural references and idioms will be adjusted to be effective in the target market.
- Dates, addresses, and phone numbers will be changed to local formats.

The goal of localization is to ensure that your translated content is as valuable to the target culture/target market as possible. With that goal in mind, anything that needs to be changed to effectively reach the target culture or target market will be localized.

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