



PUSH INTERNATIONAL

# YOUR TRANSLATION BUYERS' GUIDE

FIND OUT HOW TO BUY AND WHAT TO ASK FOR

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**Many times during the course of the day we are asked to 'translate' something.**

And that's great, because that is exactly what we do! But sometimes we find that our clients, rather than needing a basic translation, actually need more of a 'translation plus' service; guaranteeing that they receive **exactly** what they need.

So if you're in any way uncertain about the levels of translation you require, PUSH have developed a short guide, outlining our **bronze**, **silver** and **gold** translation packages to help you choose the most appropriate service.

## 1. Can I pay?

For commercial clients we have two options, payment upon invoice (standard payment terms 30 days - subject to credit status) or via credit or debit card. Although we don't have a shopping cart on our website, we do have facilities to take credit or debit card payments via the telephone or if you email us your details. We don't take card payment until the work is due for delivery, but please ask your project manager about this option when you make your quotation request.

For private clients who are individuals rather than businesses, we would request payment upon delivery.

## 2. I just need to understand what this document says...

If you need to understand what a document says and it's just for your own consumption, or for your organization's internal use, then it's likely that you only need a straightforward translation without any additional proofreading or editing.

The document will be translated by a subject specialist so it will be accurate. But it may not be suitable for publishing, or if you need rely on it in a court of law.

This type of translation can be fulfilled using our entry-level bronze package. It's the lowest-cost option of the 3 packages.

## 3. I need to translate a document that will be published...

If you plan to publish a translated document, then it must be proof-read first as a minimum requirement. We always recommend that proof-reading is carried out by an independent reader who can check the translation objectively.

This option is best suited to technical, financial or general subjects that need to be translated accurately.

A proofread translation falls into our silver-level package. It's our mid-priced option and ensures our clients have a ready-to-publish document available to them.

## 4. I want to translate my website...

Silver-level is likely to be the solution you need for much of your website content, but some parts of your website may need extra refinement in order to align a strong sales or corporate message to a local market.

In this instance, we would recommend that we use a copywriter in the target marketplace to revise certain elements of your website; making absolutely sure it reads as though written within that market without a trace of 'translation' about it. Again all pages will be independently proofread.

This service would fall within our gold-level package. Clients calling on this package are assured of a highly-polished and fully-adapted solution.

## 5. I have a Press Release I need to translate...

You really don't want this translated! Take a step back and think about how long it takes to write a good release in the first instance. Also, don't forget how long it has taken you to develop an understanding about your product or service – whether you're the client or their PR agency. The translation company will need to acquire this level of experience in order to correctly fulfill the brief.

It can take time to achieve good results and may mean going through a selection process to achieve the best translator/writer combination for your type of work.

So, if you are planning to translate Press Releases or editorials then please allow sufficient lead time for us to put a team in place.

It costs more... but how much is your brand integrity worth?

This service would fall within our gold-level package. Clients calling on this package are assured of a highly-polished and fully-adapted solution.

## 6. I have a brochure I need translating...

It's likely that the content of your brochure will have been written by a copywriter (who will have charged by the hour, not by the word!). It's also likely to have gone through several drafts before your entire team was satisfied with the finished result.

Again we would always suggest that a translator/writer combination will produce the best results. But be prepared for some editing to make it sparkle and again, for best results please allow sufficient time to do the job properly.

This service would fall within our gold-level package. Clients calling on this package are assured of a highly-polished and fully-adapted solution.

## 7. I have a legal document that I need translating...

This is highly specialized translation. It demands total accuracy as it may have to be relied upon in court.

It will be carefully translated, proof-read and checked by a specialist translator. It will then be independently checked again before being considered as fit for purpose.

If you need a Certified Translation, this will take a little longer and PUSH will provide a letter of Certification sworn by a Public Notary or Solicitor.

This type of specialist translation falls into our silver-level package. It's our mid-priced option and ensures our clients have a thoroughly and accurately-checked document available to them.

## 8. I've heard about translation tools. What are these?

Professional translation companies use a range of software tools that help improve quality, increase productivity and that can reduce cost.

They are best suited to larger projects and are particularly effective when translating technical subjects, websites etc.

They also allow us to translate directly into a wide range of file types, such as those typically found in websites or desk-top publishing applications. This can save both time and cost.

## 9. Tips to help you achieve a better translation

Time – Always allow sufficient time to do the work. If you created the original document, you'll know how long this took – and good translation isn't instant! As a guide you can use the following table to estimate translation turnaround.

Word count	Translation time required (with proofreading)	File management/pre-delivery checking/file transfers	TOTAL
<sup>1</sup> 1000 words	1 day	0.5 day	1.5 days
<sup>1</sup> 2000 words	1 day	0.5 day	1.5 days
<sup>1</sup> 5000 words	2.5 days	1 day	3.5 days
<sup>1</sup> 10000 words	5 days	1 day	6 days
<sup>2</sup> 20000 words	5 days	1 day	6 days
<sup>2</sup> 50000 words	12.5 days	2 days	14.5 days

<sup>1</sup> Using one translator + proofreader  
<sup>2</sup> Using two translators + proofreader

Give clear instructions – Clear, concise and detailed information helps us provide accurate costs and turnaround schedules.

Style – does your organisation have defined style guidelines? This is very important when translating corporate, marketing or PR materials. If possible forward a copy of this to us for evaluation.

Workflow and approvals process – do you have an established process? It might include people in other countries – please let us know if you need us to liaise with your local markets.

The deliverable – what do you need? For instance, if you intend to replicate an existing brochure in a number of languages will you need it typeset?

Create a glossary – If your project contains vocabulary that is specific to your business, maybe even to your organization - then ask us to create a glossary of those words, terms and phrases. Once translated and approved, they form the backbone of every future translation – and they will always be correct. It's a small investment for a big return!

Create a reference library – you may have translated material in the past. If the translation was acceptable then use it to build a library of references. This could be the original (source) document and the translated version of that document. Or it may be that there is relevant material on your website, or on other related websites.

This information can be very valuable when translating material in the future as it fast-tracks the translators understanding of your organization, brand, service or product.

Assign a language champion – All translation companies and their translators will have questions from time to time. So it helps to have a point of contact within your organization willing to answer those questions if or when they arise.

This can also help reduce concerns such as 'does the translation agency understand our business?' A quick phone call or brief email can resolve queries and calm any doubts.

Treat your translation vendor as a partner – It can take a little time for a translation agency to learn how a client company works and what their expectations are. Once learnt, you will have a reliable partner able to provide a responsive service with minimal clientside management input.

## 10. I need to speak to someone

The PUSH team is here to help you. We are a real company with real, friendly people who can answer your questions, so please call or email and we will respond immediately.

Our project managers speak fluent French, Spanish, Italian, Dutch, German, Polish and of course English!

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