

# Complete infographic on terminology management in **translation** and **content localization**



An ever-increasing number of companies are operating globally or striving to expand and grow internationally, and translation and content localization are often considered the starting points for that growth. Translation isn't merely a tool used for marketing purposes or for websites. The translation of materials in all areas of a business – from communications with the customer to internal documentation, from applications to training videos and tutorials, from media materials to e-commerce texts – helps give voice to a brand throughout the world, while continuing to ensure its exclusivity.

If you'd like to successfully reach your target market and forge a reputation anywhere in the world, you'll find that terminology management is a key element in the translation process. In fact, it's an essential ingredient for accelerating translation work and achieving greater accuracy.



## What is terminology management?

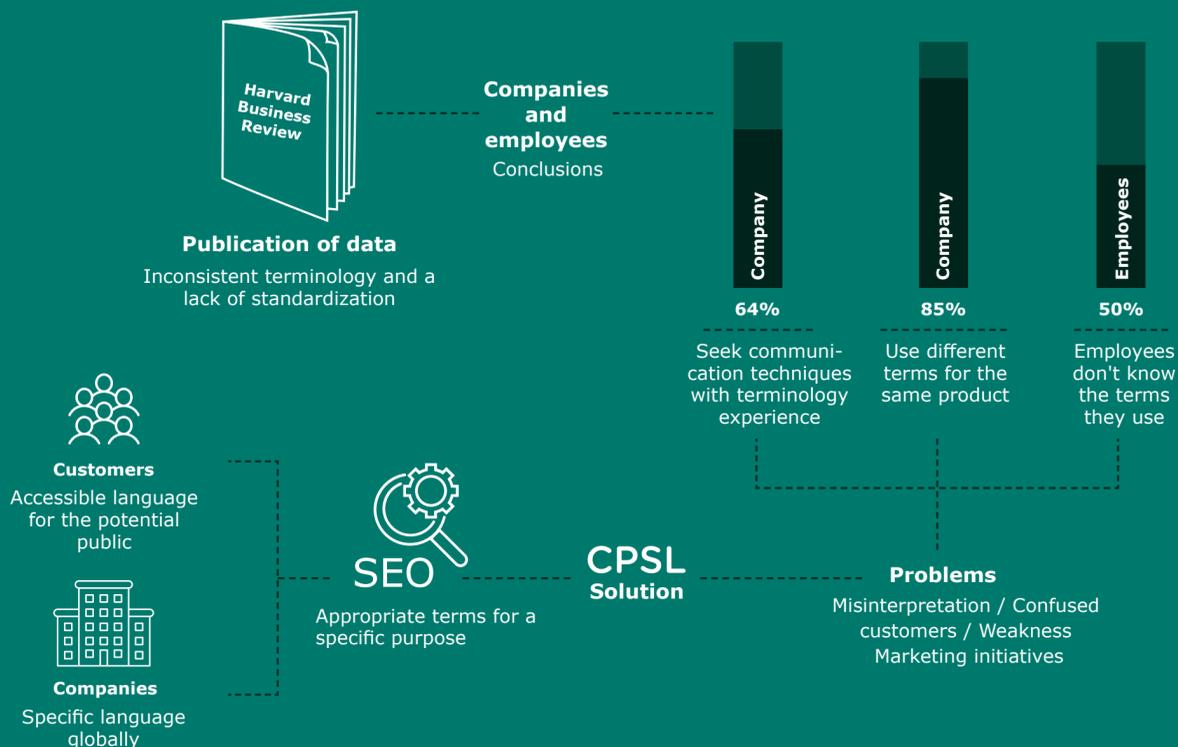


The right translation of terminology according to a **series of steps**:

- Identification and compilation of terms**  
Proposing the right translations
- Periodic review of translated terms**  
Ensuring that terms are correct and appropriate for both the field and the company
- Sharing translations with the people in charge**  
It guarantees consistent, error-free, and more effective use
- Creation of a multilingual document**  
Lower cost, less effort, and less time



## Why is it **important** to manage terminology?



## How can terminology management make a **difference** for me and my business?



## **Advantages** for companies that venture on professional terminology management

- 1 Translation accuracy**  
Appropriate terminology management contributes effectiveness and prevents errors
- 2 Terminological consistency**  
It enhances a professional look and boosts marketing
- 3 Financial savings**  
It increases productivity without added costs or last-minute expenses
- 4 Short and efficient turnaround**  
Translations are delivered on time



## How can I efficiently manage my corporate terminology?



If you have yet to think about terminology management, this infographic not only offers a comprehensive view of the reasons why it could make a real difference for your business but also shows how we can make it possible. If you'd like to try it or if you have any questions, please contact us at: [requests@cpsl.com](mailto:requests@cpsl.com), or you can also **download the guide**.

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# What is terminology management?



The right translation of terminology according to a **series of steps**:



## Identification and compilation of terms

Proposing the right translations



## Periodic review of translated terms

Ensuring that terms are correct and appropriate for both the field and the company



## Sharing translations with the people in charge

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## Creation of a multilingual document

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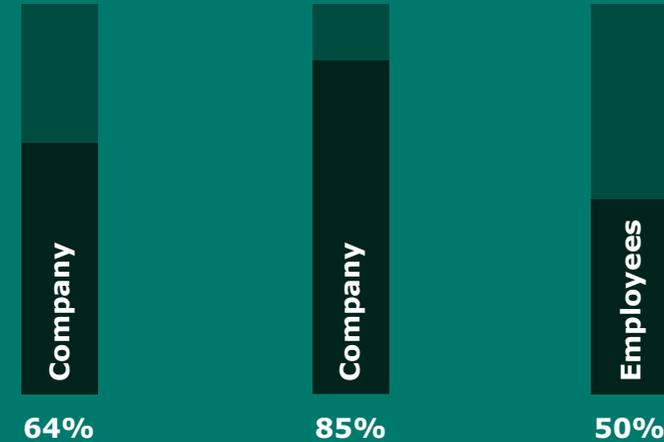


## Publication of data

Inconsistent terminology and a lack of standardization

## Companies and employees

Conclusions



## Customers

Accessible language for the potential public



## Companies

Specific language globally



## SEO

Appropriate terms for a specific purpose

## CPSL Solution

## Problems

Misinterpretation / Confused customers / Weakness Marketing initiatives



# How can terminology management make a **difference** for me and my business?



## Terminology documentation

It helps to forge brand identity and positioning in the market

+



## Marketing

An enhanced professional look, greater recognition, and increased consistency bring growth and success



## Trust an LSP

Trusted expert in terminology management

CPSL



# Advantages for companies that venture on professional terminology management

1



## Translation accuracy

Appropriate terminology management contributes effectiveness and prevents errors

2



## Terminological consistency

It enhances a professional look and boosts marketing

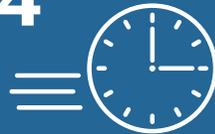
3



## Financial savings

It increases productivity without added costs or last-minute expenses

4



## Short and efficient turnaround

Translations are delivered on time



## How can I efficiently manage my corporate terminology

**CPSL**  
Language Services

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