

Comprehensive infographic explaining terminology management in the translation and localisation of content

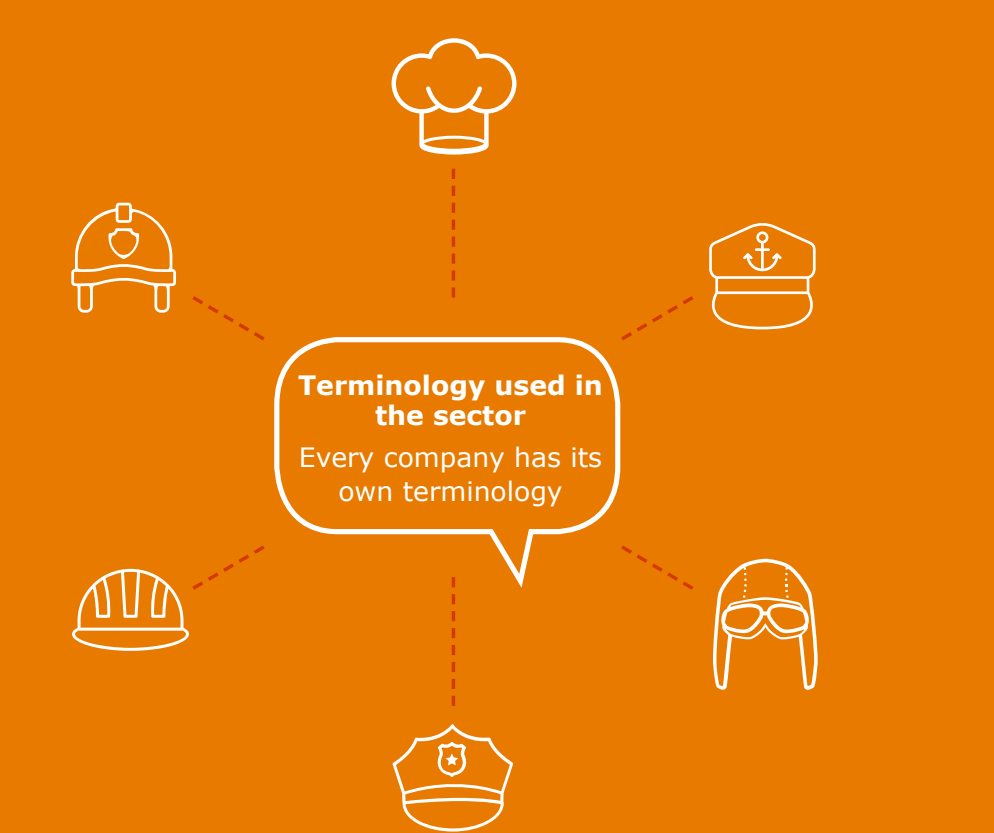


An increasing number of businesses operate on a global scale, or are striving to expand internationally, and translating and localising content is often viewed as the place to start to achieve this growth. Translation is not merely a tool for marketing and websites. From communication with customers to internal documentation, from applications to training videos or tutorials, and from media content to digital business texts, translating materials for all areas of a business helps preserve the unique voice of the brand and get it heard around the world.

If you want to succeed in reaching your target audience, wherever they are in the world, and establish a reputation there (wherever 'there' might be), terminology management will be an important part of the translation process; in fact, it's an essential ingredient that can speed up the translation process and make it more accurate.



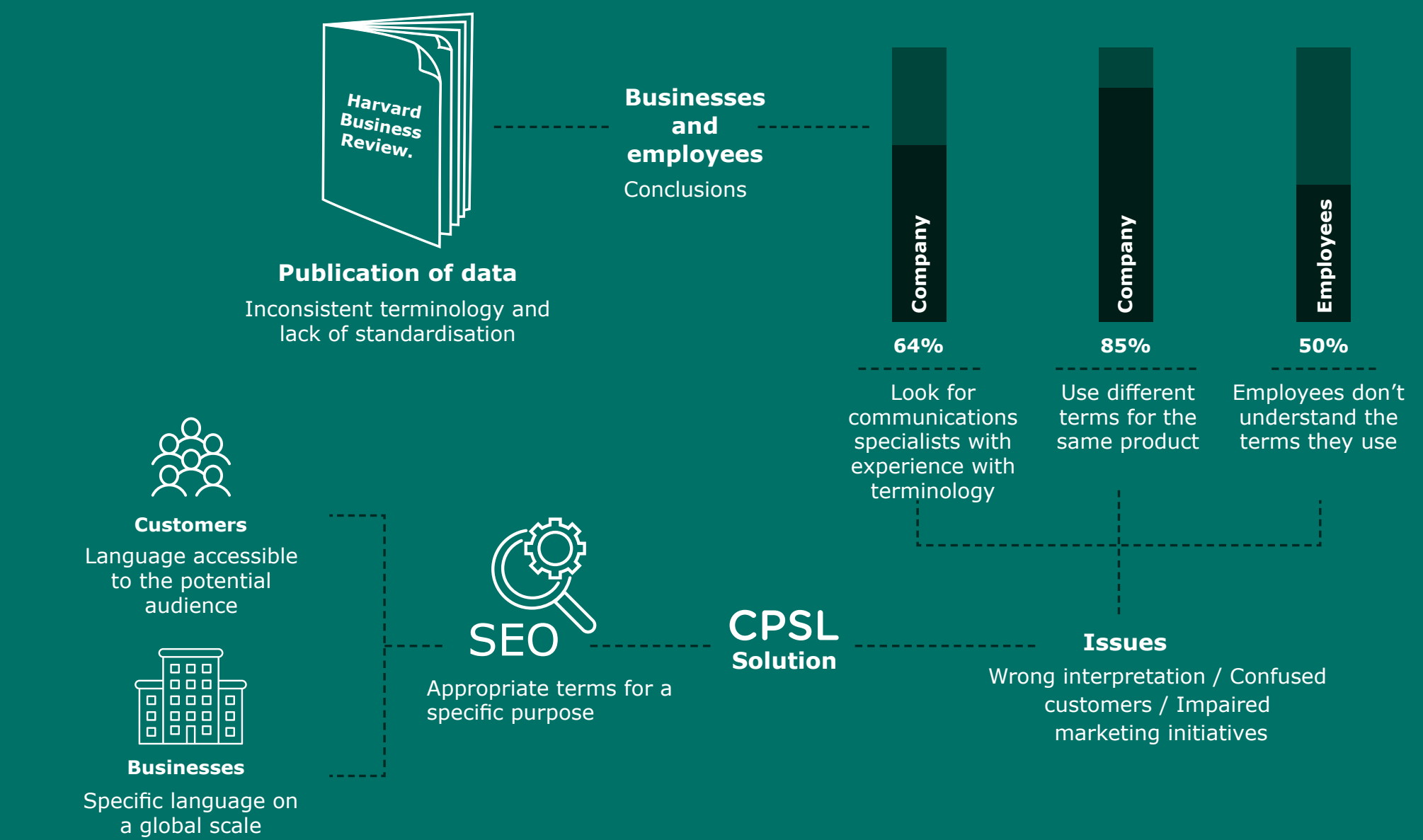
What is terminology management?



- Correctly translating terminology in a series of steps:
- Identify and compile terms**
Propose correct translations
 - Periodically review translations of those terms**
Ensure they are appropriate and correct for the field and business
 - Share translations with relevant managers**
Ensures more effective and consistent use, without errors
 - Create multilingual documents**
Lower costs, and less time and effort



Why is terminology management important?



How can terminology management make a difference to me and my business?



Advantages for companies that opt for professional terminology management

- 1** **Accurate translation**
Proper terminology management is efficient and avoids errors
- 2** **Consistent terminology**
Improves professionalism and boosts marketing
- 3** **Financial savings**
Increase productivity without incurring unexpected additional costs at the last minute
- 4** **Quick and efficient turnaround times**
Translations delivered on time



How do I manage corporate terminology effectively?



If you have not yet given any thought to terminology management, this infographic will give you a comprehensive overview of the ways it can make a real difference to your business, and how we can make it happen. If you have any queries or questions, please don't hesitate to contact us: info-spain@cpsl.com or **download the guide.**

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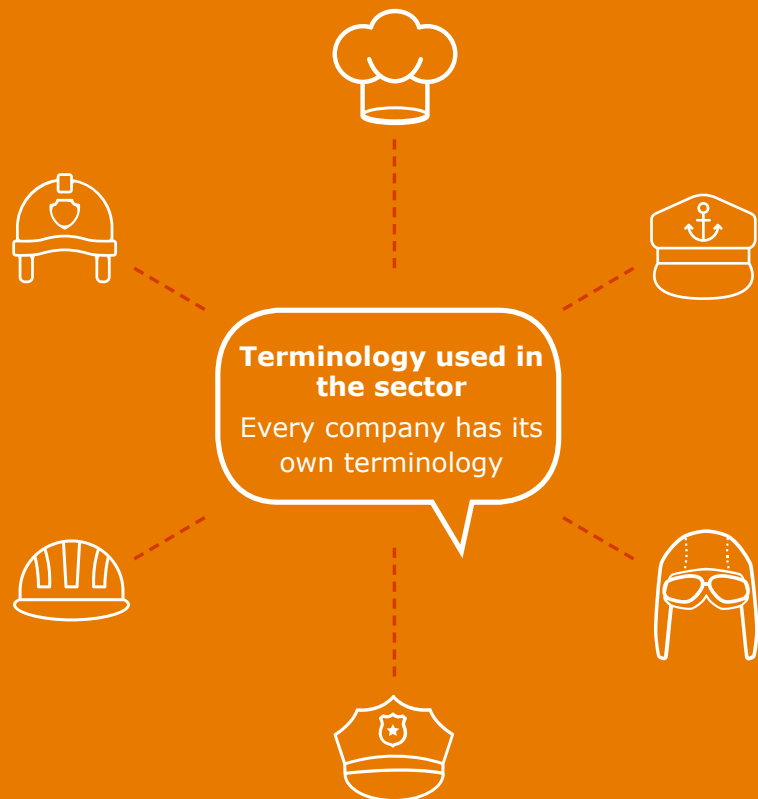


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What is terminology management?



Correctly translating terminology in a **series of steps:**



Identify and compile terms

Propose correct translations



Periodically review translations of those terms

Ensure they are appropriate and correct for the field and business



Share translations With relevant managers

Ensures more effective and consistent use, without errors

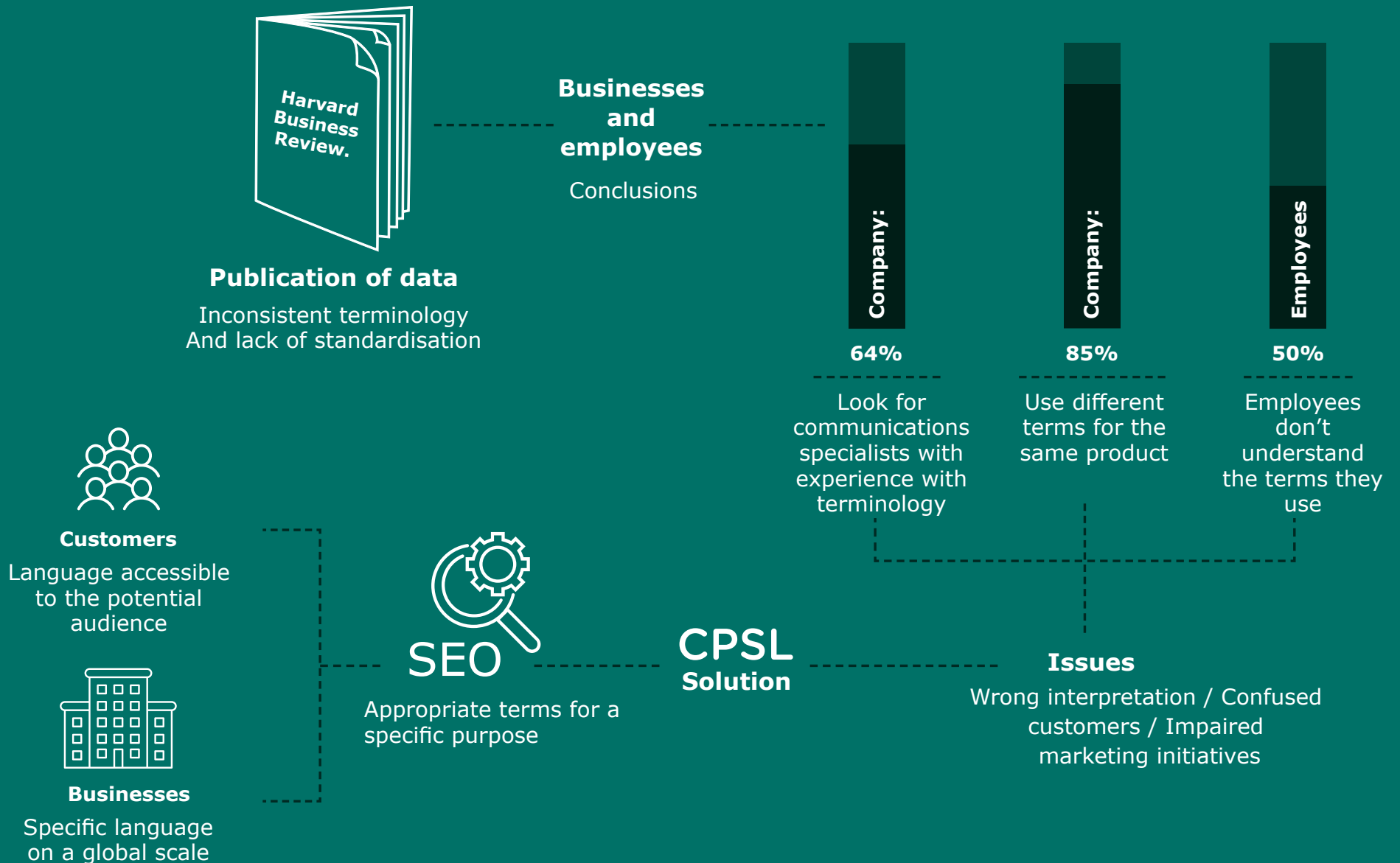


Create a multilingual document

Lower costs, and less time and effort



Why is terminology management **important**?





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



Documented terminology

Helps build brand identity and market position

+



Marketing

Greater professionalism, recognition, and consistency contribute to growth and success

you need



Use a trusted LSP

Reliable expert
In terminology management

CPSL



Advantages for companies that opt for professional terminology management

1



Accurate translation

Proper terminology management is efficient and avoids errors

2



Consistent terminology

Improves professionalism
And boosts marketing

3



Financial savings

Increase productivity without incurring unexpected additional costs at the last minute

4



Quick and efficient turnaround times

Translations delivered on time



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CPSL

Language Services

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