

TRANSLATION REVIEW



2024

PREPARED BY **MAKESYOULOCAL**

Introduction and approach

To look professional and trustworthy, a webshop must communicate well in the customers' local language. Correct spelling and grammar are essential, but it's also important to create clear and readable texts that resonate with local customers.

In this report, we will review the text quality on the your webshop, focusing on how the webshop is perceived from a local perspective.

We will go through the following sections:

- Frontpage
- Checkout
- Main menu
- Product category texts
- Product texts
- Product guides



Executive summary

The report highlights the need for proofreading and localisation of the webshop's content by a native specialist. It identifies several areas for improvement to enhance the overall quality and local relevance of the website.

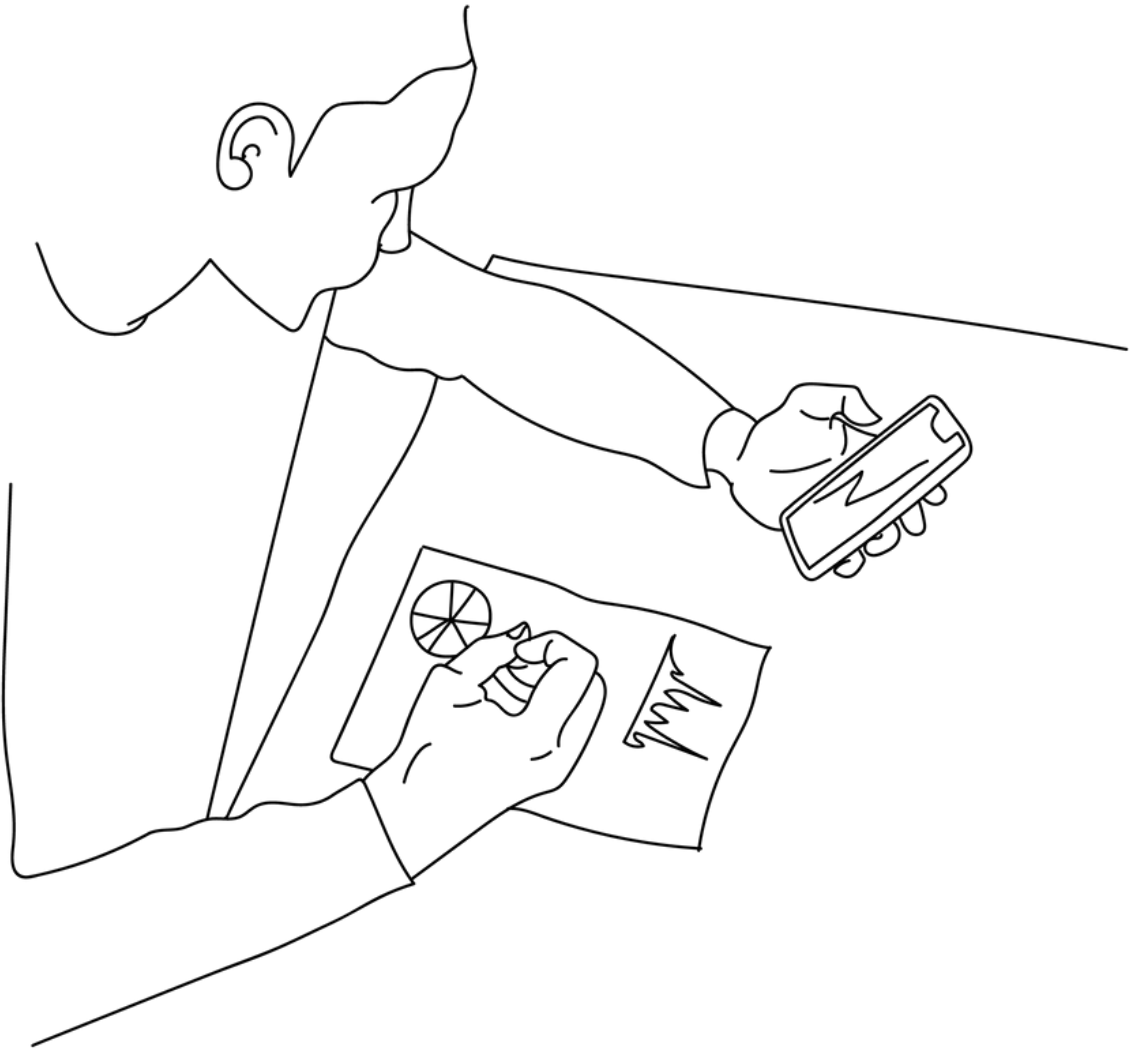
After reviewing the site, our answer is the following:

Is the language quality of the webshop satisfactory?



Prioritised recommendations from the report:

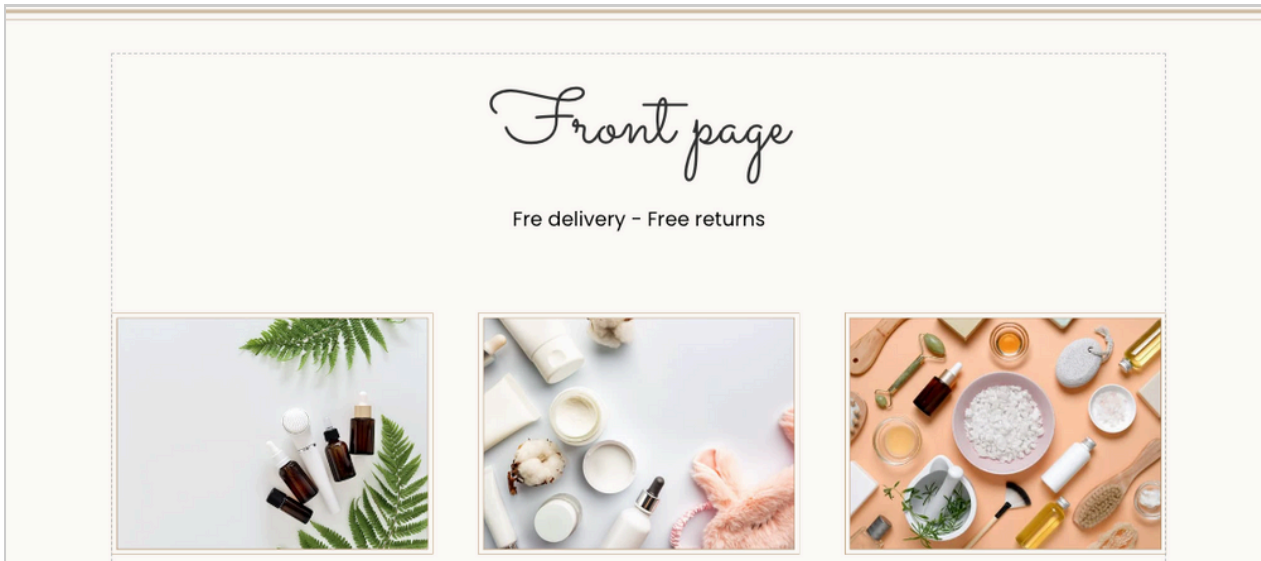
- Correct grammar mistakes in the USP.
- Use a localised term for the shopping basket.
- Adjust currency display to reflect local conventions.
- Change the names for terms and conditions and privacy policy in the footer.
- Ensure that the text and content in the payment links are available in the local language.
- Replace non-local terms in the search function.
- Ensure consistent terminology and fix translation errors in product categories and texts.



On-site Review

We reviewed the language quality in the main areas of your webshop. This chapter presents our findings.

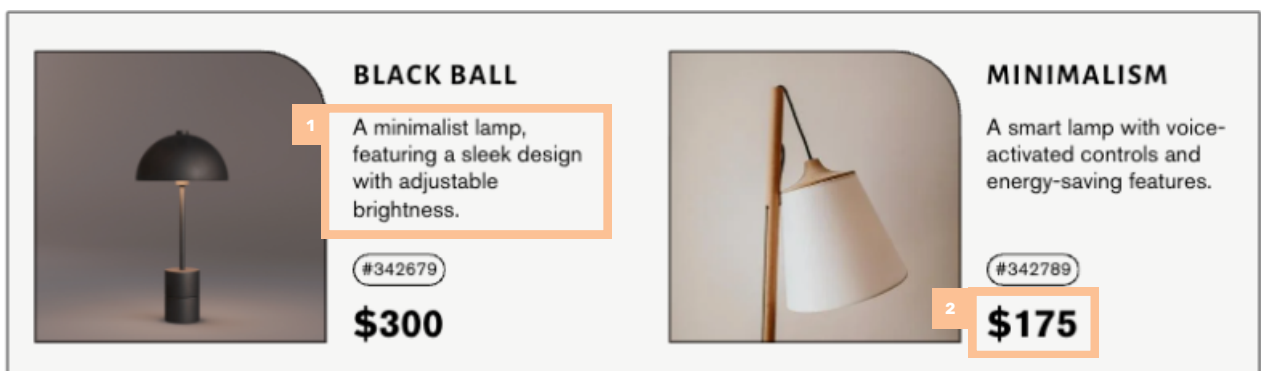
Frontpage



We reviewed the language quality of the frontpage and have the following comments:

- Correct the spelling mistake in the USP.
- Use a localised term for the basket.

Product texts



We reviewed the language quality of 5 randomly selected product texts and have the following comments:

1. Ensure consistent terminology and fix translation errors in the product text.
2. Adjust currency display to reflect local conventions.

UNSURE ABOUT THE QUALITY OF YOUR WEBSHOP TRANSLATIONS?

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or book a meeting to learn how we can help you

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