

Don't Get Lost in Translation

A Quickstart Checklist to Localization 



Translating your eLearning courses into multiple languages is not just about broadening your audience—it's about **building a deeper, more meaningful connection with learners across cultural boundaries!**

It's a strategic move that speaks volumes about your organization's **commitment to inclusivity and global engagement**. When your learning resonates in the native tongue of the learner, it's far more than words that are translated; it's also **respect, understanding, and empathy**.

It fosters a sense of belonging and demonstrates sensitivity to the learner's cultural context. This, in turn, can significantly boost engagement, as learners are more likely to pursue a course that caters to them on a cultural level. **Plus, cognitive overload is reduced when processing information in a second language, allowing** learners to focus on mastering the material rather than decoding language nuances.

Offering multilingual courses can have **a huge impact on your brand's reputation**. It clearly signals a global outlook and an embrace of diversity that today's socially conscious consumers and professionals not only appreciate but expect. This isn't just about being trendy; **it's about being on the right side of educational progress and innovation!**



Localization Checklist

Language

- Have you used professional translators for **accurate** and **culturally appropriate translations**?
- Are all text elements localized, including **buttons, labels, and instructions**?

Cultural Adaptation

- Have you considered cultural **nuances, idioms, and references** that might be unclear or offensive in certain regions?
- Are **images, examples, and case studies** culturally relevant and sensitive?

Multimedia

- Do videos or audio elements have **subtitles or translations**?
- Have you checked for **regional restrictions** on certain multimedia content?

Evaluation

- Are assessments **fair and unbiased** across different cultural backgrounds?
- Have you considered using **a variety of assessment types** that may be more suitable for diverse learning styles?

User Interface

- Does the user interface accommodate **different reading directions** (e.g., left-to-right, right-to-left)?
- Have you ensured that **colors and symbols** used are culturally appropriate and meaningful?


Time and Date

- Have you adapted time and date formats to be **regionally appropriate**?
- Is the scheduling of **live events or webinars** accommodating different time zones?

Feedback & QA

- Have you sought **feedback from representatives of diverse regions** during the development process?
- Is there a system in place for **ongoing feedback and updates** based on user experiences?

Want us to handle the checklist for ya?

They're exhausting, aren't they? So much checking. Such list. 



We Have a Craig.

Meet **Craig McMichael**, our Director of Client and Community Engagement! If you're in need of translation services, give Craig a shout! **Click his pic to connect with him now.**