



SimulTrans®

your languages – your timeline

Writing for a Global Audience

A SimulTrans Expert White Paper — Free Excerpt

Did you know that how your source content is written directly affects the quality, speed, and cost of every localization project? Small choices (in word selection, sentence structure, and document design) can either streamline your workflow or create expensive bottlenecks.

This expert guide, developed by SimulTrans with over 40 years of localization experience, gives your writing teams practical, proven techniques to create source content that translates better, and costs less to localize.

Why Source Quality Matters

Every translation project begins before the translator ever opens your document. The clarity, consistency, and structure of your source content determine how efficiently, and accurately, that content can be rendered in another language.

Terminology: Build a Glossary, Protect Consistency

English, for instance, has approximately 500,000 words — far more than most other languages. Many of those words are synonyms with subtle differences in connotation. For a writer, variety feels natural. For a translator working under deadline, it raises a question that costs time and money.

What a Terminology Glossary Should Include

- Standardized names for all product elements: software features, hardware components, GUI labels
- Clear definitions written with both new writers and translators in mind
- Usage notes for terms that carry different meanings across product lines or contexts
- All acronyms and abbreviations, written out in full on first use

Once built, your glossary becomes a shared asset. At SimulTrans, we incorporate client glossaries directly into our translation memory and LQA workflows, ensuring every project reflects your approved terminology, every time.

Common Clarity Pitfalls That Cost You Money

Even experienced writers make these mistakes. Each of those ones adds time, risk, and cost to your translation projects.

- Idioms and Slang
- Cultural Bias
- Ambiguous Sentence Structure
- Missing Serial Commas

What You'll Find in the Full White Paper

This excerpt covers the foundational principles. The complete white paper goes further, with detailed guidance on:

- Planning page layouts that account for text expansion
- How to design graphics and callouts so artwork doesn't need to be rebuilt for each language
- Choosing fonts that work across writing systems, including Asian languages
- Managing incremental document changes during product development cycles
- Using document comparison tools to minimize costly rework when source content is revised

Get White Paper