

Key Differences Between Translation and Localization



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ATTRIBUTE	TRANSLATION	LOCALIZATION
DEFINITION	Converting text from one language to another	Adapting content to fit the cultural and linguistic nuances of a specific target market
SCOPE	Focuses on language accuracy	Involves translation plus adopting to culture
CULTURAL ADAPTATION	Minimal, mainly linguistic	Extensive. Takes into account local customs, traditions, and preferences
USER EXPERIENCE	Ensures correct language usage	Ensures content is culturally relevant and user-friendly
TECHNICAL ASPECTS	Usually deals with text and simple formatting	May involve modifying images, graphics, date formats, and other elements
GOAL	To convey the same message in a different language	To make the content feel like it was created for the target audience
QUALITY ASSURANCE	Focus on linguistic accuracy	Focus on linguistic accuracy and cultural appropriateness