



how to

[optimize the costs
of your translation
projects



SYNCRO



Assess as objectively as possible the target audience of your text



Take a close look at your text and assess if it is a specialized translation you need or just a standard one.

If you do need a standard translation, then you should inform your supplier and the cost will certainly be a standard one. All you have to do is to objectively assess the typology of your text; in case it is meant for a more academic audience, then the translator's expertise increases, and therefore so will the price and the productivity.

Some texts may require a native translator only. This is what makes a difference! You won't have the slightest chance of receiving a non-localized translation for the target country. The price of a translation performed by a native expert depends on the target language and the price level in the country he or she is located in. For example, a translation made by a Norwegian native into Norwegian will be more expensive than a translation made by an Indian native into Hindi.

As you can imagine, for a better result, ideally one should work with a native translator, specialized in the field of the text to be translated; when it comes to complex projects, however, a single translator is not enough, and it's more efficient to involve a team of translators and specialists who can work together for a perfect job.

Set your deadline

02

The sooner the deadline, the bigger the trouble.

One translator can push their limits at an additional cost. But you do know what happens when you're overloaded.

An option would be to make up a team of several translators. The more the translators, the more numerous the terminological and the style dissimilarities. The more experience the translators have in working as a team, the fewer dissimilarities. In such a case, the technology that brings them together does help!





03

Understand the importance of using the CAT tools

Currently there are a multitude of tools covering what is strictly necessary and they are user-friendly.

And there are the advanced ones, you can achieve remarkable results with, if you are a tech savvy. Either way, they are essential for any translation.

They can increase productivity and optimize costs and turnaround times, while ensuring a homogenous translation.

These are the best ways to work effectively as a team and to be able to benefit from texts already translated that implicitly lead to a substantial cost reduction.

Use your knowledge and experience

04

You can't expect a consistent and homogenously translated texts, unless you create and store memories and you keep glossaries and reference documents.

The memories used in the CAT tools will allow identical segments to propagate automatically. Thus, costs will be greatly reduced.

Moreover, the translator receives suggestions for those segments that are not identical.

If you have several ongoing projects that share a translation memory, they can be treated as one project. So, again, you are very efficient in terms of execution time, quality and costs






Use glossaries

Glossaries are key to maintain homogeneity.

Translation memories can help with repetitive segments, but glossaries can save you from terminological searches or even misuse of terms you found.

Don't have a glossary? Start creating one. This way your work will be streamlined.

Translation vs interpreting



If you need interpreting services as well, you should know that a good translator is not necessarily a good interpreter and vice versa.

The skills required in translation are very different from the ones required when interpreting.

If the translator uses writing and he/she has the time and mental space to create the sentences, the interpreter uses an entire arsenal of nonverbal communication and must reproduce the sentences live, as clearly and correctly as possible.

It is therefore obvious that resources and skills should be used optimally



Translation - graphics

There is a close connection between translation and graphic design services.

Even if we realize that when switching from one language to another, the size of the text changes, or if we take into account that the texts are supplemented by graphic elements and vice versa, it is obviously optimal to keep the same number of pages as much as possible.

This would translate into considerable resource cuts, saving time and money once again.





Translation - SEO

Advertising, and in particular search engine optimization, is closely connected to translation needs.

If your message is misinterpreted, this will impact your business. The SEO technical requirements must be met in order to obtain results.

If all these aren't correlated with the translation, you'll end up modifying/redoing the entire content, which will lead to delays and additional costs.

This will also be reflected in the evolution of the project, by resetting the deadlines and significant delays

