

ISO-certified knowledge and skill • Individualised customer service • Firm schedules



WEBSITE TRANSLATIONS

Your company's calling card

A polished and up-to-date website is your company's most important calling card. Your website enhances your company's credibility in an international environment. We have translators who specialise in the special requirements of website translations and are quick to adopt client-specific terminology.

Tailor-made services for the client

The website translation process is adapted to client requirements. Our tools enable us to work effortlessly with a variety of file formats and, where necessary, we can translate directly within the client's publishing system. On request, we will gladly lighten the purchaser's work load by handling the entire target country validation process with the client's contact person in the target country. In this case, the only task left for the purchaser will be the decision to publish the final text.

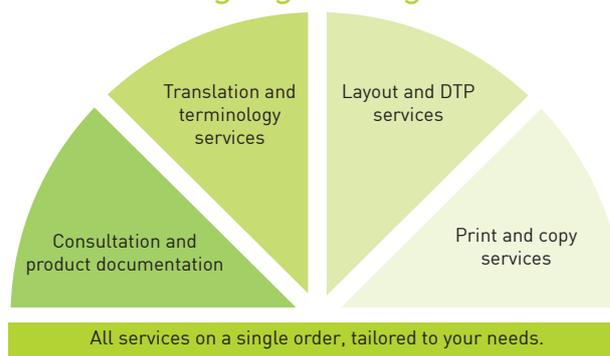
Flexible and timely deliveries

Our services adapt flexibly to the client's needs, and thanks to our extensive network of professionals, our delivery reliability is first rate.

More visibility through keyword localisation

Keyword localisation applies the working principles of search engines, improving your company's search engine rankings in different languages. The localisation is carried out in cooperation with the client, and ensures that the client's company will stand out in all of the desired language areas.

Nouveau Language's range of services



SERVICES RELATED TO WEBSITE TRANSLATIONS

Audiovisual translation

The focus of our audiovisual (AV) translations is on closed captions, i.e. subtitles. Subtitles are an important part of corporate communication. The subtitles, picture and sound of audiovisual material communicate the company's message to its stakeholders. The meaning, clarity and conciseness of the subtitles play a fundamental role in conveying the desired message.

Proofreading

The purpose of proofreading is to ensure that the content of the translation corresponds to the source text and is grammatically correct. The proofreader also verifies that the translation is appropriate for its purpose and target audience, and carries out the final editing to ensure the best possible style in accordance with the client's instructions. The best way to ensure the quality of a text is to have two professional sets of eyes examine it.

Target country validation

Target country validation refers to a separately agreed work stage in which the translation is validated by the client's own target country specialist or a similar party before the material is finalised and delivered. Target country validation is common with multilingual publications, medical texts and technical instructions.

Keyword localisation

Keyword localisation aims at optimising the company's search engine visibility in the target country, and making the service as user-friendly as possible for the target audience. A clear advantage is that everyone will be able to use the service in their own native language. This ensures accessibility to potential customers whose language skills would otherwise make it difficult for them to use the company's services. Keyword localisation ought to be a part of all international marketing, as it ensures the best possible visibility in the search engines of the target country.

Laws and practices of the target country

It will often be the case that the original website has been designed for the market of a particular country, so that its content is specific to the laws and practices of that country. This can create problems when the website is translated and localised for use in other countries, especially with regard to trade-related conditions and their application to the practices of the target country. In a separate revision phase, we finalise the translation to fit the laws and practices of the target country with a specialist in legal texts.

Marketing translation

Carefully crafted and fluent translations created by a specialist marketing translator and edited to the requirements of the target market. Although the style and structure of the original text guide the translation process, the translation need not strictly adhere to them.

Technical work

Collecting the material from the client's website or publishing system for translation and, where necessary, uploading the finished materials to the publishing system according to the client's wishes.

Terminology work

The correct use of terminology is important to companies, and terminology is often well-established. It may be difficult for an outsider to know company-specific terminology, even with a sound knowledge of the industry. Everyone involved in creating the company's communication and documentation should use the same terminology from the outset. This ensures that the content is clear, and in general reinforces the company's professional image. Accuracy of the content and terminology of the source language is especially important when the texts are translated into other languages.

Read our general terms of delivery: <http://www.nouveau.fi/en/general-terms-delivery>

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