

# *10 Essential Questions to Ask When Choosing a Translation Agency*

Finding the right translation agency isn't easy.

We'll walk you through 10 essential aspects to consider before working with a translation agency and what to include in a good agency brief.



# Checklist #1

## 10 QUESTIONS TO ASK YOUR TRANSLATION AGENCY

The more time and effort you invest in this decision from the start, the happier you'll be once you find your ideal agency.

Here are **10** things to consider when choosing a translation agency.

*What languages and language variants do you cover?*

*What industries and specialisations can you handle?*

*Can you provide any work samples?*

*Do you have any client reviews and references?*

*Do you offer any other language services besides translation/localisation?*

*What do you charge for your services?*

*How do you manage collaborative work relationships in regard to:*

- Means of communication*
- Onboarding process*
- Alignment with work schedules?*

*How do you manage workflows in regard to:*

- *Initial contact*
- *Approvals and deadlines*
- *Portals*
- *File formats?*

*Are you willing to submit to a credit check as part of our onboarding compliance process?*

*Do you have relevant accreditations?*

# Checklist #2

## WHAT TO INCLUDE IN YOUR AGENCY BRIEF

Once you've selected an agency that ticks all your boxes, you need to provide them with an agency brief.

**Don't skip this step** as it will determine the success of your expected outcome. Having a good brief can be the difference between a project going well or a project falling apart.

A good project brief should answer the following questions.

- What are your objectives?
- Who's your target audience?
- What's your style and tone of voice?
- What's your budget?
- What's your expected turnaround time?

Choosing the right translation agency to partner with can set your international content strategy up for success. Interested in starting your translation project?

**GET IN TOUCH** with us, it's kind of what we do!