

# Differences between translation, localisation, transcreation and SEO optimised copy



Attribute	Translation	Localisation	Transcreation	SEO Optimised Copy
<b>Definition</b>	Transferring copy from one language to another	Tailoring content to fit the cultural and linguistic nuances of the target market	Adapting content from one language to another while maintaining intent, style, tone & context	Content that is adapted to cultural & linguistic nuances of the target market, while also being optimised to improve search engine visibility
<b>Scope</b>	Prioritised correct usage and language accuracy	Combines accurate translation with cultural adaptation	Includes translating, preserving the tone and impact & adopting to culture	Includes translation, adopting to tone, culture & optimising for search engine algorithms
<b>Level of adaptation</b>	Limited and mainly linguistic changes	Extensive - takes into account local customs, traditions & preferences	High level of cultural adaption - using local idioms, expressions, cultural norms & sensitivities	Exhaustive - take into account local customs, traditions, preferences & online search intent
<b>User experience</b>	Ensures grammar, vocabulary & syntax is correct	Ensures content is resonates culturally while being user friendly	Ensures content is culturally relevant and feels specifically tailored for the target market	Ensures content is culturally relevant, search engine & user friendly
<b>Technical aspects</b>	Involves only the written content and simple formatting elements	Involves modifying graphics, images, date formats & other elements	Deals with text, images, graphics, date formatting & other elements to replicate tone	Involves modifying elements such as metadata, alt tags, URLs & other elements
<b>Output</b>	Similar to the source content in terms of content & structure	Structurally similar to the source content with changes to the content	Content that differs significantly from the source but creates the same impact	Content that is search engine friendly following best practices but may differ significantly to achieve the same impact
<b>Goal</b>	Expresses the original idea in a new language while preserving its meaning	Making the content feel like it was intended for the target language	Recreate the original impact of the content, driving the same user action or response	Making the content feel like it was created for the target audience that also ranks
<b>Quality assurance</b>	Focus on linguistic accuracy	Focus on cultural sensitivities while maintaining language accuracy	Focus on creative alignment & impact whilst remaining grammatically correct	Focus on linguistic accuracy, cultural appropriateness, user intent & search engine friendliness
<b>Challenges</b>	Accuracy & consistency	Maintaining accuracy while including cultural aspects	Recreating tone and impact while maintaining the original message	Balancing user intent, cultural relevance, search engine friendliness & content messaging