LOCALIZATION

Localization

End-to-end localization workflows. QA gates, language glossaries, voiceover guides, and cultural adaptation.

Localization vs Translation

Translation converts words; localization adapts meaning, culture, and context. Treating localization as translation produces mediocre content. Treating it as cultural adaptation produces content that competes with native creators.

- Translation word-level conversion from source to target language
- Localization full adaptation of meaning, tone, humor, and cultural context
- Transcreation creative rewriting when direct adaptation is impossible
- Platform adaptation for norms that vary by country

Source Content Preparation

- Clean transcripts with speaker labels, timestamps, and section markers
- Context notes explaining purpose, audience, and desired response per section
- Cultural flags highlighting references that may not translate
- Humor and idiom annotation marking jokes and figures of speech
- Tone specification per section formal, casual, urgent, playful

Translator Brief Template

- Brand overview audience and market position in one paragraph
- Brand voice guidelines summarized for the target language
- Content type notes for educational, promotional, or community tone
- Platform context for where the content will live
- Target audience demographics and platform habits in market
- Glossary reference linking approved term translations

Language Glossary Deep Dive

- Brand name handling transliterate, translate, or keep original per locale
- Key terms with approved translations for recurring concepts
- Forbidden terms to avoid in each market
- Tone and formality formal vs informal pronoun usage per language
- Platform terminology adapted per locale
- Update process with version tracking and team communication

Four-Gate QA Process

- Gate 1 Translation Accuracy linguist reviews against source
- Gate 2 Cultural Fit local specialist reviews imagery, tone, references
- Gate 3 Technical QA producer checks formatting, timing, platform specs
- Gate 4 Business Approval owner signs off on readiness
- Escalation path for disputed translations

Voiceover and Dubbing Workflow

- Timing-accurate scripts with word count targets per section
- Breath marks and pauses indicated for voice talent
- Voice match casting with energy, pitch, and delivery specs
- Pronunciation guide for brand names and key terms
- Lip-sync review for close-up shots in dubbing
- Audio QA for levels, room tone, sync, and format

Cultural Adaptation Checklist

- Imagery review for audience representation in each market
- Color meaning check for cultural symbolism per locale
- Humor audit for every joke and humorous reference
- Example swap replacing local-market examples that do not apply
- Authority signals adapted per market expectations

Post-Launch QA

- Platform verification for formatting and display correctness
- Audio sync check on multiple devices and connection speeds
- Engagement monitoring for 48 hours in each locale
- Cultural feedback review scanning comments for concerns
- Post-mortem capturing lessons for workflow improvement

Resources & Links

Full playbook with updates: dablock.com/playbooks/localization

DaBlock Academy: skool.com/dablock-creators-8717

Generated for educational purposes. Updated regularly.