

LINK CHECKING SERVICE SHEET

What is it?

- Review of online or media content (surveys, assessments, interviews, audio files, video files etc.) in order to ensure that the online or media version:
 - is accurate, complete and consistent with the source content and its translation
 - is displaying and performing as expected

HOW DOES IT WORK?

1 component: Link Checking

- Assigned to 1 native professional linguist who has subject matter expertise and experience working for the industry and on similar content
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines
- The link checking is processed in the client's tools, platforms, interfaces, etc. using an agreed correction log template

QUALITY AND SCOPE OF SERVICE

High-level Error Categories

DQF	Accuracy	Addition		
		Improper exact TM match		
		Mistranslation	Ambiguous translation	
			Mistranslation of technical relationship	
			Overly literal	
		Omission	Omitted variable	
	Untranslated			
	Design	Length		
		Local formatting		
		Markup		
		Missing text		
		Truncation/text expansion		
		End-pages	End pages do not get displayed correctly on the online survey.	
	Screen-out/terminate functionality	The online survey layout fails to trigger screen-out/terminate functionality when entering data outside the targeted audience.		
	Fluency	Character encoding		
		Grammar		
		Inconsistency	Inconsistency with external reference	
		Link/cross-reference		
		Punctuation		
		Spelling		

Source: The harmonised DQF-MQM error typology

High-level Error Category Weight

DQF	Accuracy	Multiplier: 3
	Fluency	Multiplier: 2
	Design	Multiplier: 1

Error Severity Levels

Severity Level	Definition	Multiplier
Minor	Errors that don't lead to loss of meaning and wouldn't confuse or mislead the user but would be noticed, would decrease stylistic quality, fluency or clarity, or would make the content less appealing.	1
Major	Errors that may confuse or mislead the user or hinder proper use of the product/service due to significant change in meaning or because errors appear in a visible or important part of the content.	5
Critical	Errors that may carry health, safety, legal or financial implications, violate geopolitical usage guidelines, damage the company's reputation, cause the application to crash or negatively modify/ misrepresent the functionality of a product or service, or which could be seen as offensive.	10

Quality Threshold

The quality pass/fail threshold is 98%.

The quality pass/fail threshold is based on:

- Number of confirmed errors per high-level quality category
- Quality category weight
- Error severity level and multiplier
- Number of words.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's link checking which are:

- Preferential changes: equal in accuracy
- Unsupported changes: changes not in line with the general client requirements and project-specific instructions, changes not in line with the source content and/or the translated content Lingo24 used as reference for the link checking (adding or omitting content) or changes containing errors.

Impact on Quality

The service-specific risk factor that can have a negative impact on all quality categories of this service is:

- Lack of control over client's online platform performance

Adherence to service scope

Adherence to service scope is ensured through:

- Supplier assignment as per criteria listed above
- Briefing process between client and Lingo24
- Briefing process between Lingo24 and suppliers
- Ongoing Query Management and Issue Clarification
- Use of link checking assets and resources:
 - Online platform and content
 - Correction log
 - Reference material: source and translated content
- Assessment and implementation of client feedback:

Step 1: Feedback is assessed to determine the category:

- Confirmed changes: the changes address confirmed errors in the link checking
- Unsupported changes

Step 2: Instances of feedback that improve the quality of the link checking, specifically a, are incorporated in a revised file, if requested, and/or stored as reference for future orders

Step 3: Communication of findings.

Service Prerequisites

- Final version of and access to the online content
- Final version of the translated content, if subsequent changes have been performed by the client
- Correction log format and instructions provided or, if using Lingo24's correction log, this is to be validated by the customer
- Estimated respondent completion time for online content
- Service level specific briefing process completed
- Receipt confirmation within 1 business day
- Explicit service acceptance within 3 business days, otherwise acceptance is assumed. Customer-specific service acceptance timeframes and criteria can be requested.

Disclaimers of Service

- Where the translation was not carried out by Lingo24 and Lingo24's assessment concludes that it is of low quality and requires retranslation, we recommend <Professional Translation> in our Service Catalogue
- Where subsequent rounds of link checking are required to ensure the required corrections have been implemented correctly in the online content, this will increase the number of hours required to complete this service
- Where implementation of changes in the project Translation Memory following corrections to the online content are needed, we recommend <Feedback Implementation> in our Service Catalogue
- Where requiring link checking beyond the scope of this service (style, terminology, localisation & country standards), we recommend <Checking and editing> in our Service Catalogue
- When making revisions or additions to the online survey after order confirmation and with service provision in progress, we recommend <Revision Handling> in our Service Catalogue
- For shorter turnaround times, we recommend <Rush & Split> in our Service Catalogue.

Service Price

- Based upon a per hour pricing scheme
- Minimum charges per language combination apply

Service Level & Availability

- All language combinations
- Output capacity: online content between 1,000 - 3,000 words, taking respondents between 5 and 15 minutes to complete, per hour
- Output capacity is influenced by the quality of the online content, the complexity of instructions and/or by requirements for value-added services
- Default service availability: 24 hours a day/5 days a week
- Permanent or ad-hoc 24/7 value-added services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <24/7> in our Service Catalogue.