

**MULTILINGUAL CONTENT OPTIMISATION SERVICE ANNEX**

High-level Error Categories	Granular error-types	Definition	Example
Accuracy		The target file does not accurately reflect the source file, allowing for any differences authorised by specifications.	
	Addition	The target file (optimised content) includes keywords that weren't present in the source file (keyword map).	A keyword is included during content optimisation without it being present in the keyword map.
	Omission	The target file (optimised content) is missing keywords that were present in the source file (keyword map).  (if requested) The project delivery does not include unique meta tags (meta titles and meta descriptions).	A keyword is not included during content optimisation despite it being present in the keyword map.  Meta tags are missing.
	Misrepresentation	The target file (optimised content) does not accurately and comprehensively represent the source file (keyword map).	A keyword is included in the wrong web page content according to the keyword map.
	Inaccurate content optimisation	The target file was not accurately optimised: all required elements of a web page (For on-page optimisation purposes, unless otherwise agreed, Lingo24 will perform the content optimisation by optimising: Header 1 tag, first two paragraphs, image ALT text, URL, meta tags (meta title and meta description), anchor text in case of links) keywords included as per agreed frequency following best practice SEO guidelines and/or in line with general client requirements or project- specific instructions.	A keyword is not included in all required elements, appears too often or not often enough.
Fluency		Issues related to the form or content of content optimisation.	A keyword or newly created content introduces errors.
	Punctuation	Keywords or newly created content introduce errors in these areas.	
	Spelling		
	Grammar		
	Grammatical register		
Inconsistency	The target file shows inconsistencies with the client's requirements and instructions.	A keyword or newly created content was introduced differently than the client's requirements in this respect.	
	Inconsistent with termbase	Newly created content uses terms that are inconsistent with a specified termbase.	A term is used when the termbase specifies a different name for it.

Terminology			
	Inconsistent use of terminology	Newly created content uses terminology in an inconsistent manner within the text.	The same component is named differently across the text.
Style		Newly created content is used inappropriate style	
	Awkward	Newly created content contains awkward phrasing.	
	Company style	Style of newly created content violates company /organisation- specific style guidelines.	
	Inconsistent style	Style of newly created content is inconsistent within a text.	
	Third-party style		
	Unidiomatic		
Verity		Newly created content contradicts the rest of the content.	Newly created content states that a feature is present on a certain model of automobile when in fact it is not available.
	Culture-specific references	Newly created content uses culture-specific references that will not be understandable to the intended audience.	Newly created content is specific to the source language and is difficult to understand and will confuse the target audience.
Design		Issues related to the format of the target file.	

	<p>Format</p>	<p>Keywords included during content optimisation are highlighted in an offline version of the translated content for easy reference.</p> <p>Target file follows pre-agreed content optimisation template.</p>	<p>A keyword included during content optimisation is not highlighted.</p> <p>Target file is structured differently than the agreed template.</p>
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