

MULTILINGUAL CONTENT OPTIMISATION SERVICE SHEET

What is it?

- Optimising web content by including keywords in specific elements of relevant web pages, in order to increase website performance
- Includes, if required, the creation of unique meta tag sets as a means of identification for each web page, including meta titles, meta descriptions and meta keywords
- Usually offered following Lingo24's <Global Keyword Research> service, or similar activity performed by the client or by a different provider to ensure keywords are relevant and performing and are mapped to the right web pages.

How does it work?

- 1 primary component: Content Optimisation
- 1 optional primary component: Meta Tag Creation or Translation of existing source meta tags sets
- 1 secondary component (if required): Transcreation (SEO), if the creation of additional content is required to allow keywords to be included.
- The content optimisation project is assigned to:
 - 1 native digital marketer from the target country
 - SEO check performed by an SEO specialist for compliance with SEO requirements
 - Linguistic check performed by a linguist for linguistic compliance
 - Final check
 Note: In case the Transcreation (SEO) component is required, the task is assigned to a transcreator.
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines
- Optimisation is usually performed during the process of translating the website content.
- The project is processed offline.
- The file format and content are processed according to our <Standard File Filtering> service.

Quality and Scope of service

High-level Quality Categories

DQF	Accuracy	Addition	
		Omission	Omitted variable
		Misrepresentation	
		Inaccurate content optimisation	
	Design	Format	
	Fluency	Punctuation	
		Spelling	
		Grammar	
		Grammatical register	
		Inconsistency	Inconsistency with external reference
	Terminology	Inconsistent use of terminology	

	Style	Awkward	
		Company style	
		Inconsistent style	
		Third-party style	
		Unidiomatic	
	Verity	Culture-specific references	
	Locale Convention	Address format	Postal code
		Date format	
		Currency format	
		Measurement format	
		Shortcut key	
Telephone format			

Source: The harmonized DQF-MQM error typology adapted for Lingo24's Multilingual Content Optimisation service

For a granular view of these quality categories and error types, refer to the service annex <Harmonized DQF-MQM Error Typology for Multilingual Content Optimisation>. The annex provides a detailed description of each error category including definitions and examples.

High-level Quality Category Weight

DQF	Accuracy	Multiplier: 3
	Fluency	Multiplier: 2
	Terminology	Multiplier: 2
	Style	Multiplier: 1
	Locale Convention	Multiplier: 1
	Verity	Multiplier: 1
	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:

- The number of confirmed errors per high-level quality category
- The quality category weight
- The error severity level and multiplier
- The number of words.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's content optimisation 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 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:

General client requirements, project specific instruction and client reference material might contradict SEO best practice guidelines

Adherence to service scope

- Adherence to service scope is ensured through:
- Supplier selection as per the criteria listed above
- Briefing process between client and Lingo24
- Briefing process between Lingo24 and suppliers
- Ongoing Query Management and Issue Clarification
- Final check performed by an SEO specialist
- Use of content optimisation assets and resources:
 - Keyword list including search volume and competition data
 - List of web pages
 - Keyword map
 - Assessment and implementation of client feedback

Step 1: Feedback is assessed to determine the category:

- Confirmed changes: the changes address confirmed errors in the content optimisation
- Stylistic improvements
- Preferential changes
- Unsupported changes

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

Step 3: Communication of findings

- Lingo24 allows up to 1 feedback cycle within the service scope.

Service Prerequisites

- Agreement on content optimisation being performed for a specific search engine
- Source file format and content to be supplied as per <Standard File Filtering> criteria
- Final version of the source file
- Final version of the translated file (if content optimisation is not performed during the process of translating the website content)
- Service specifications provided
- Access to client website
- Complete and final keyword map containing:
 - List of validated keywords and optimisation requirements for each web page via Lingo24's <Global Keyword Research> service, or by client if keyword research/localisation not performed by Lingo24
 - 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 source file format and content are not compliant with our <Standard File Filtering> service, we will recommend the <File Engineering Services> in our Service Catalogue. Any issues caused by non-compliance with these service engagement rules will be the responsibility of the customer.
- Where translation of web content is required, we recommend our core translation services in Lingo24's Service Catalogue, in particular <Professional Translation> or <On-Brand Translation>
- Where the keyword list provided by the client is insufficient, irrelevant or not in line with required search volume and competition thresholds, we recommend <Global Keyword Research> in our Service Catalogue
- For shorter turnaround times, we recommend <Rush & Split> in our Service Catalogue
- When making revisions or additions to the content or content optimisation requirements after order confirmation and with service provision in progress, we recommend <Revision Handling> in our Service Catalogue
- Where general client requirements, project-specific instructions and client reference material significantly contradict SEO industry best practice guidelines and can negatively impact the quality of service, Lingo24 reserves the right to decline service provision.

Service Price

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

Service Level & Availability

- All language combinations
- Output capacity, given standard web content: up to 3 standard web pages optimised per hour
- Output capacity is influenced by requirements for additional content creation
- 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