

TRANSCREATION (SEO) 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 (general/project specific client requirements or SEO purpose driven).	
	Addition	The target file includes keywords that do not belong to the list of researched keywords. The target file includes content which is not in line with source content and project requirements.	A keyword / Specific content is mistakenly added to the target file.
	Omission	The target file misses keywords which should have been included according to the list of researched keywords. The target file misses content which should have been included according to source content/project requirements.	A keyword / Specific content was mistakenly removed from the target file.
	Misrepresentation	Transcreated content does not accurately and comprehensively reflect the agreed themes.	Specific content is not in line with agreed themes (i.e. client content, target audience, target market).
	Insufficient Transcreation (SEO) content	Not enough transcreated content has been produced vs. agreed purpose.	Insufficient content to incorporate all researched keywords
Locale Convention	Address format	Locale Conventions apply unless otherwise agreed with the client as part of project requirements or SEO conventions.	
	Date format		
	Currency format		
	Measurement format		
	Shortcut key		
Style	Telephone format	Style choices which are not in line with the project requirements or SEO conventions.	
	Awkward		
	Company style		
	Inconsistent style		
	Third-party style		
Fluency	Unidiomatic	Fluency rules applies unless project requirements require and explicitly request deviation from them.	
	Grammar		
	Inconsistency		
	Link/cross-reference		
	Punctuation		
Design	Spelling	Design will accommodate length and purpose of transcreated SEO content, following project requirements and SEO	
	Length		
	Local formatting		
	Markup		
	Missing text		

	Truncation/text expansion	conventions.	
Terminology	Inconsistent with termbase	Company termbase	Transcreated SEO content includes other terms than agreed or uses the terms inconsistently.
	Inconsistent with use of terminology	Third-party termbase	
Verity	Culture-specific references	Culture-specific references apply unless otherwise agreed with the client as part of project requirements or SEO conventions.	