

The Ultimate Audiovisual Translation Checklist

The following checklist can be used alongside our blog: [Introduction to Audiovisual Translation](#), as a starting point for your international video marketing strategy. Please note that this is not an exhaustive list and is purely based on our experience. The suggestions are in no particular order.

- ☑ Get to know your audience – make sure you understand what's their preferred method for localising video
- ☑ Visually impaired audience? Audiodescription, voiceover or dubbing is your choice!
- ☑ Deaf or hard of hearing audience? Subtitles are the way to go!
- ☑ Keep a version control of all files
- ☑ Save your script – you will need it to avoid extra costs
- ☑ Neutral videos, such as product descriptions, are great to localise
- ☑ Advertising videos may need consideration on whether to create new versions for every market or not
- ☑ Understand what's the method mostly used in the channel you are using and its pros and cons
- ☑ Make the most of your subtitles – bear SEO in mind!
- ☑ Bear localisation in mind when creating your video assets – be careful with culture-sensitive references or visual metaphors
- ☑ Make sure your subtitles are not too short nor too long – the ideal reading speed is 160-180 words per minute
- ☑ Get some advice on which voice to use for your videos
- ☑ Speak slowly when filming the original video – this will make it easier for localisation
- ☑ Don't use a lot of on-screen text – especially if you have subtitles in mind
- ☑ Wait until the script has been fully finalised to avoid extra costs
- ☑ Give the translation agency as much reference as possible in terms of style and brand guidelines, glossaries or translation memories.
- ☑ Timelines for dubbing and voiceover are generally longer than for subtitles – account for them in your planning
- ☑ Hire professionals – they will tell you all you need to know about audiovisual translation