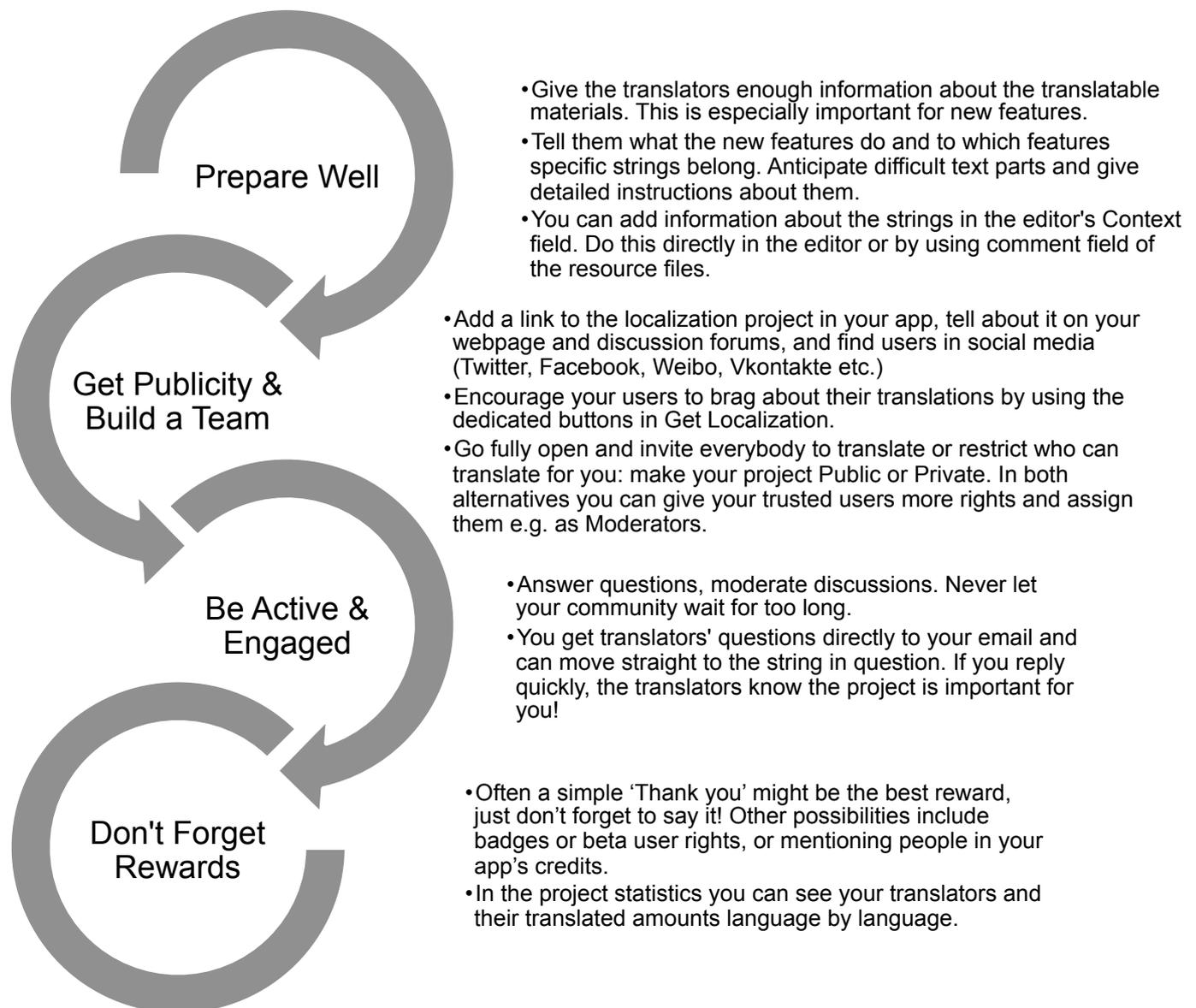


Crowdsourcing with Get Localization

Crowdsourcing localization means that you mobilize your crowd to help in translating your software. Your translation crowd - the community - usually consists of multilingual users who are passionate about your product, but also partners, colleagues, clients etc. Get Localization helps you crowdsource by providing an easy-to-use platform for the translations. Your crowd can log in and immediately start translating.

Crowdsourcing is always about cooperation; you work together with the community to produce the translations. Remember that it always works in both directions: the community gives you something, you give something back.

Crowdsourcing the Right Way



What Drives the Community to Translate Your Application?

Why Is the Community a Good Translator For You?

It is rewarding to work towards common goal with a community

Stickiness – engaged users are likelier to stay on board and might even become evangelists

The community wants to be part of your product creation process, maybe get some merit among other users.

They are your target group, users and also experts on what kind of language they expect to see.

The users want to thank you for creating a good service and give something back.

The community can be very quick and productive. Your updates might get translated immediately.

It's fun to translate!

You will get valuable feedback from people who are involved early on.

Should I Choose Crowdsourcing or Professional Translators?

So which should you choose, or could you take the best of both worlds? Here are a few questions that can help you choose the right way to localize:

Is my community active on user forums and in social media? If your community is active otherwise, they will most likely also want to translate.

Do you want perfect grammar or street credible language? Your crowd knows best what kind of words they use for certain terms and what kind style they use in their regular communication, but they might not always be masters of grammar. If you want both, why not use both crowdsourcing and professionals.

If you have a fixed, tight deadline, crowdsourcing might be a risk. (But then again, if you have a large community, they might be a lot quicker than professionals.)

Crowdsourcing will most likely cost less than professional translations, but in some cases it might demand some time from you, especially in the form of community management.

But please remember that legal texts and disclaimers should be handled by professionals. If someone might sue you over a text, it's better that the translation is done by someone who has experience with similar texts.