



BigTranslation®

Swift translations by
committed & native professionals

ENGLISH STYLE AND FORMATTING GUIDELINES



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1. General Requirements

1.1. Product Name

- Word order in English: Brand + Model + Generic Name.
- Use the most popular generic name according to Google AdWords*.
- Capitalise like a title (nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions all capitalised).

NOTE:

- Pack / units ('unidades' in Spanish): A group of items containing several units of the same product (in different colours, etc.), such as a pack of bras.

Brand + Model + Generic Name + (pack of X)

E.g.: Biceps Muscle Hanger (pack of 2)

- Set/pieces ('piezas' in Spanish): A group of different items, such as a set of pots and pans with different pieces, make-up sets, knife sets (they often contain different knives for specific purposes and other accessories), etc.

Brand + Model + Generic Name + Set (X pieces)

E.g.: Perfect Blade Knife Set (11 pieces)

1.2. Description

- Translation of the source version (on the left)
- Bold format: Use bold for three or four relevant word strings (keywords or important information) only. Do not use bold format for words like 'BigBuy,' 'online shop,' 'best price,' etc.
- Natural use of capitalisation and prepositions
- In the case of products designed by BigBuy, a product website address is included. Use bold format.
- Please also add/make sure the relevant links are present in the target text (see below).

How to correctly create a link

To correctly create a link, highlight the word (or word string) that requires the link in your target text. Right click on the word(s) and select Insert link. A dialogue box will appear. You then need to ensure that the correct code appears in the URL code field (our system uses codes rather than web addresses for link URLs). No other text or numbers should appear in the URL box other than the code. The following are the correct codes for the corresponding words in EN.

1. References to BigBuy:

##CMS_0##

2. References to wholesale price:

##CMS_8##

3. References to drop shipping:

##CMS_9##

4. References to dropshipping shops:

##CMS_10##

5. References to become a distributor:

##CMS_15##

6. References to wholesale packs

##CMS_34##

The Text to display should be your target text term, with no spaces before or after.
In the Target, you should see the word None.

If you have any doubts about adding or editing links, please feel free to contact us.

1.3. CSV description

- The CSV description must not contain any references to 'BigBuy,' 'drop shipping,' 'B2B' or 'wholesale.'
- Use bold format for up to three relevant word strings.

NOTE:

1. The product title must appear in bold once in both the Description and the CSV Description.
2. Never use semicolons in the CSV Description.

2. Meta Information

2.1. Short description

- Offer [Brand + generic name] at wholesale price. Buy [generic name in plural] wholesale
E.g.: Offer Rocket alarm clock at wholesale price. Buy alarm clocks wholesale

NOTE: 'Offer' here is a noun, not a verb.

2.2. Meta URL Key

Delete the information contained in this field every time the product name is translated or changed. When the product is saved, this field will be automatically updated with the new information.

2.3. Meta Title

- [Brand + generic name] | Buy at wholesale price
E.g.: H2O steam mop | Buy at wholesale price

2.4. Meta description

This is very slightly different from the Short Description:

- Offer [Brand + generic name] at wholesale price. Buy [generic name in plural] wholesale at BigBuy
E.g.: Offer Rocket alarm clock at wholesale price. Buy alarm clocks wholesale at BigBuy

NOTE: 'Offer' here is a noun, not a verb.

2.5. Meta Keywords

- 5 to 7 words or word strings (product name, synonyms and related concepts).
E.g.: snake venom cream, anti-wrinkle cream, snake venom, anti-aging cream, beauty treatments, best anti-aging cream

NOTE: Please use Google AdWords* to check which words are the most effective (those with more 'searches' and a lower 'competence').

3. Measurements

- If you are unsure of the correct usage of metric measurement units, please consult the UK Metric Association's Measurement units style guide: <http://ukma.org.uk/docs/ukma-style-guide.pdf>

NOTE:

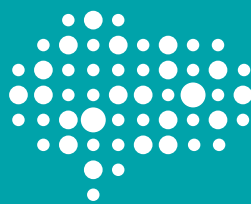
- Please use mL (not ml) for abbreviations of millilitres.
- Please remember that decimals use a decimal point (.) in English, unlike Spanish and most European languages, which use a comma instead.

E.g.: 1,7 L (SP) > 1.7 L (EN)

4. Style

- Use of British English (standard usage of Britain and Ireland) is preferred (unless otherwise specified in a project's brief).
- If in doubt, the European Commission Directorate General for Translation English Style Guide is a useful and freely available resource that you can find here: http://ec.europa.eu/translation/english/guidelines/documents/styleguide_english_dgt_en.pdf

*Please see the BigTranslation Support Area post on web positioning (SEO) for an introduction to Google Adwords (<http://support.bigtranslation.com/web-positioning-seo/>)



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