EXPANSION & INCLUSION

The Localization Checklist.

Translation changes the words. Localization changes the experience, and customers decide whether to trust you based on the experience. *Understand first. Build second.*

STEP 01 Name the market before the words

One sheet per market

MARKET
Which country, and which cities first?

LANGUAGE VARIANT
Mexican Spanish? Brazilian Portuguese?

BUYER
Who decides, and what do they need to see?

DECISION PAGES
Which pages drive the purchase there?

STEP 02 Review the seven areas

Mark one per row

AREA	OWNER	TO DO	IN PROGRESS	DONE
Tone and formality · Tú or usted? Você or o senhor?		☐	☐	☐
Examples and references · Holidays, sports, idioms a local reader knows		☐	☐	☐
Units and formats · MXN or BRL, day-first dates, decimal comma		☐	☐	☐
Payment and contact · WhatsApp, Pix, OXXO, local phone		☐	☐	☐
Legal wording · Reviewed under local law, not translated		☐	☐	☐
Search keywords · The words local buyers actually type		☐	☐	☐
Visuals · People and places a local customer recognizes		☐	☐	☐

Start with the decision pages: home, pricing, sign-up and contact. Protect your trademark in Mexico before you promote the name.

STEP 03 Check before you build

UNDERSTAND FIRST

- ☐ *Which market and language variant are we writing for, and who is the buyer there?*
- ☐ *Which pages and messages actually drive a buying decision in that market?*
- ☐ *How do local customers expect to find us, contact us and pay us?*

BUILD SECOND

- ☐ Write a short voice guide and a shared glossary for each market.
- ☐ Have native reviewers adapt the decision pages first, using local search terms.
- ☐ Protect your trademark in Mexico and add local contact channels before launch.

TAKE THIS INTO YOUR NEXT MEETING

Would a customer here feel we were speaking to them, or that we had simply translated ourselves?