

Global Content and Keyword Consistency: How Using Fewer Terms Can Help Clarify Your Content

When looking at global content, some of the first concepts that may come to mind are translation and localization. Translation can be one of the larger costs for your company, especially when taking a product into the global market. There are several ways to make the most out of your translation budget, including writing with a focus on localization (read our previous article [here](#)). One option that can cut both translation time and costs is keyword consistency.

What is Keyword Consistency?

Keyword consistency is both a marketing and localization concept, but goes by a slightly different name in each field. 'Keyword consistency' is used more commonly by marketers, and terminology management is the term used more commonly in localization. Though termed differently, their concepts remain much the same--both terms are used to mean consistent and singular use of key terms. This includes taking out synonyms or other words that are used to refer to the same item or concept.

Problems Introduced by a Lack of Consistency

Consistency can be taken for granted, even for keywords. If keywords are not kept consistent within a brand, you may:

- Introduce error
- Compromise user safety
- Make the experience confusing
- Compromise customer loyalty

For example, if a customer is confused about the name of a part while assembling pre-manufactured furniture and sees that it is referred to under multiple names, the consumer may become frustrated and carry a negative association for the brand, decreasing customer equity. Or, imagine perhaps, that a product in a manual is under a different name than what is on the website. Again, the consumer is left frustrated. There are real, tangible drawbacks from a lack of consistency.

Keyword Consistency and Global Content

Using the same keywords across all components such as marketing collateral, product documentation, UI and hardware builds a positive customer experience, is easy to understand and is a cohesive product. It's essential that content is easy to understand in multiple languages, and Simplified Technical English focuses on keeping content clear and concise (more on that [here](#)).

In a study conducted by tekcom surveying 1000 tekcom members from a variety of backgrounds, 84% of respondents indicated that they believed terminology work would be beneficial for their companies. This is seemingly in contrast with the 48% of companies who

were ready to make a medium to very large investment in terminology management/keyword consistency.

But what is the significance of terminology management/keyword consistency? The potential does exist within a company for separate departments or groups within that company to have different names for one part or object. For example, marketing may phrase or name that part or object one way, engineering another, and documentation still a different way. Implementing one keyword that is used consistently to reference that part ensures a cohesive and consistent experience for the user; there is no need for the user to determine what other names a part may go by.

Keyword Consistency and SEO

Using consistent keywords can improve Search Engine Optimization (SEO); there are several recommendations for keyword consistency within SEO. Previous thoughts for learning how SEO works and using SEO to your advantage covered concepts like “keyword stuffing”, or putting as many mentions of the keyword in a document, blogpost, or website to make your content show higher in search results for that word. What is now recommended is using the same key word or phrase in a few important locations: URL, title, meta title, tagline, the content, images, and meta tags. Using the same term, phrase, or word in these locations can be beneficial for increasing your visibility within search results.

Keyword consistency with regards to SEO falls more directly under the umbrella of marketing than localization. Being aware of how best to appear in the search results is a necessary element of reaching larger audiences with your content.

Cost Benefits

There are significant cost savings provided by this investment. When key concepts, components, or products use the same wording or terminology, translation costs are cut significantly compared to documents with multiple synonyms or alternate naming conventions. This cost cut is also one that saves time; translators do not need to translate several different names because content can be reused, as we covered in our blogpost on [“Boosting content quality with Product Information Management”](#).

Implementing Keyword Consistency

There are several different ways to keep track of your keywords, like developing a glossary and style guide with keywords specifically laid out. This glossary/style guide will usually be in the source language, and can be translated for any target language

Keyword consistency/terminology management should be implemented during the initial authoring of the content, especially when writing with an eye on localization (more on that [here](#)). If implemented during the early stages of creation, initial keyword consistency saves money in the long run, and does not have a significant upfront cost.

Not all companies have the luxury of using consistent keywords from the beginning of content creation. In situations where content already exists, effort and resources will need to be used to create that consistency for your products and documentation. There are tools that can

help manage keywords used within a document, such as Terminology Extraction Tools (TET), which track repeated key words or phrases within documentation.

Send us your content!

If you're curious about the potential improvements and savings you could make with regards to keyword consistency/terminology management, why not **send us some of your collateral**? We'll assess your content for synonyms and differing terms, and we'll get back to you with advice on how you can optimize your approach for ease-of-translation and quality.

At Rubric, our specialists have almost 25 years of localization experience, and they are ready to provide their best practice expertise to help you transform your content strategy.