

Melina Arellano
EN > ES translation
and transcreation
portfolio



Disclaimer

I took the following English samples randomly from publicly available sources on the internet and proceeded to translate them
- they don't constitute paid client work or represent any time of business agreement with the brands in question. I am unable to produce real project samples due to confidentiality

Transcreation: landing page of a digital marketing agency

English

For thinking forward brands

Clients choose R** as their digital partner to boost brand visibility, growth and sales. **Here's some of our best work.**

Mistake in the header

It'd be important to inform the client of the spelling mistake in the source material: thinking-forward without the hyphen

Spanish

Para marcas vanguardistas

Descubre por qué tantas empresas eligen a R*** como un socio digital clave para aumentar la visibilidad, el crecimiento y las ventas de su marca. **Te mostramos nuestros trabajos más destacados.**

Rationale

Being concise

Spanish translations tend to be **25% longer** than the original in English, so it was essential to chose a title that was short but just as impactful.

Expressing the same idea

In marketing translation, it's best not to stick too much to the source text so that the new one stands on its own while expressing the same message.

Our best work

In Spanish, I chose "**nuestros trabajos más destacados**" to show that we are focusing on the most note-worthy examples of successful projects the company has worked on.

Transcreation: landing page of a digital marketing agency

English

We provide a full suite of web design and app development services, **with special care for mobile**. We offer everything your brand needs for digital marketing, too.

Explore all the different ways that we can help grow your brand. You'll find us equally at home with **SEO and SEM** as we are on the technical side of things.

Spanish

Ofrecemos una gama completa de servicios de diseño web y desarrollo de apps, **con especial énfasis en el desarrollo para dispositivos móviles**. Asimismo, te brindamos todos los servicios de marketing digital que tu marca necesita.

Te invitamos a explorar todas las maneras en que podemos ayudarte a hacer crecer tu negocio. Nuestro fuerte son tanto el **SEO** como el **SEM**, así como nuestro conocimiento técnico.

Rationale

Dealing with ambiguity

The phrase "**with special care for mobile**" could be ambiguous if translated literally to Spanish. In order to avoid this, and to make it sound more natural, I chose to repeat the concept of development for mobile devices.

Acronyms

The use of the English acronyms **SEO and SEM** is common in the field of digital marketing in Spanish, so I chose to leave them in English.

If the client wanted to target companies without knowledge of this area, I would suggest adding the complete translation to their Services page, where there's more space provided.

Localization: UI of a UK wellness app for Spanish-speaking users

English

Good morning [name]

What would you like to do today?

- Classes
- Personal training
- Beauty

Spanish

Buenos días, [name]

¿Qué actividad **te** interesa hoy?

- Grupal
- Individual
- Bienestar

Bienestar instead of Belleza

Upon research, this menu leads to the different wellness services that the company offers: massages, facials, physical therapy. I opted to change the name of the menu as it's not only about beauty. Of course, this matter would have to be raised with the client first for approval.

Rationale

Spanish variant

The app is aimed at Spanish-speaking users living in the UK, so the question of the variant should be raised with the client in order to choose the best option for tone of voice -tú, usted or vos- and vocabulary.

I chose to use the **tú form of address** as its use is generalized in more countries.

Space restrictions

To fit in the small space provided for each menu, I chose to oppose group classes to individual training by using the adjective in response to the previous question:

¿Qué actividad te interesa? > una actividad grupal, individual o de bienestar.

Localization: UI of a UK wellness app for Spanish-speaking users

English

- Upcoming bookings
- No upcoming bookings

- View timetable

- Home
- Timetable
- My bookings
- Account

Spanish

- Reservas
- No has reservado nada aún

- Ver horarios

- Inicio
- Horarios
- Mis reservas
- Cuenta

Rationale

Clear and concise titles

App menus can be confusing for users when translated, as many times they don't convey the meaning in a clear way.

Here, I opted for concise titles that are effective and user-friendly, while also meeting the space constraints.

Transcreation: website of a UK chain of fitness centers

English

Exercise classes at *** Health Fitness & Wellbeing **Gyms**

At ***, we take pride in offering an exciting and varied class timetable in every one of our 114 **Fitness & Wellbeing Gyms**. Whether you're training for a marathon and require regular **BODYPUMP™** classes, looking for a weekly Yoga class to unwind, or want to work up a sweat in a Group Cycle class, we offer a workout to meet the needs of all ages and abilities.

Spanish

Entrenamiento grupal en **los gimnasios** *** Health Fitness & Wellbeing Gyms

En **los gimnasios** *** **Health Fitness & Wellbeing Gyms** ofrecemos una variedad de divertidas clases grupales en cada uno de nuestros 114 centros. Ya sea que estés entrenando para un maratón y necesites clases regulares de **BODYPUMP™**, requieras de una clase semanal de yoga para relajarte o quieras una clase de bicicleta fija que te haga sudar, tenemos un entrenamiento para todas las edades y capacidades.

Rationale

Proper names in English

The name of the company remains in English, but it is always good to add an explanatory noun phrase before it in the target language.

In the second paragraph, I chose to put the name in the first position, making it easier to read.

BODYPUMP is a trade mark from Les Mills, so it remains in English as well.

Transcreation: website of a UK chain of fitness centers

English

BODYATTACK™ is an intense 55 minute, sports inspired cardio workout aimed at building both your strength and stamina.

Legs, Bums and Tums

A popular group exercise class (especially with our female members) which targets the legs, bum and tum area to shape and tone the body

Spanish

BODYATTACK™ es un entrenamiento cardiovascular intenso de 55 minutos, inspirado en movimientos del deporte, destinado a mejorar tu fuerza y resistencia.

Legs, Bums and Tums

Un entrenamiento grupal popular (en particular entre nuestras socias) que se enfoca en piernas (legs), **glúteos** (bums) y **abdomen** (tum) para definir y tonificar el cuerpo.

Rationale

Proper names in English

BODYATTACK is a trade mark from Les Mills, so it remains in English once more. In this case, I also looked up the official website in Spanish to help me write a better definition.

Colloquial terms

The name of the second class can be left in English as well, since the users attending this class live in the UK. However, as the terms **Bums and Tums** are colloquially used to refer to parts of the human body, I opted to explain them in the body of the text.

The challenge here would be to find casual Spanish terms that wouldn't be perceived as vulgar by some speakers, so I opted to use anatomical terms that are more neutral: **glúteos y abdomen** = gluteus and abdomen.

SEO translation: blog post

I carried out a marketing translation for some excerpts taken from Jimdo's blog:

"How to Use Visual Marketing to Boost Your Website Traffic"

I found a primary keyword and a secondary keyword for Spanish LATAM, I then wrote a meta title and a meta description for the URL.

Primary KW: marketing visual 100-1K

Secondary KW: contenido visual 100-1K

Meta title: Marketing visual: estrategias para tu web | Jimdo

Meta description: Descubre los elementos imprescindibles de una estrategia de marketing visual que genere más tráfico.

Spanish version

Estrategias de marketing visual para generar más tráfico a tu sitio web

La manera en que consumimos la información en internet no ha parado de cambiar en los últimos años. Por consiguiente, los y las profesionales del marketing tienen que mantenerse al día regularmente y cualquier persona experta que se jacte de serlo sabe que para ofrecer un contenido más atractivo es indispensable usar el **marketing visual**.

Rationale

- After doing my research on the primary KW "marketing visual", I found that it was often paired with "estrategia(s)" in blog articles and titles, so I opted to transcreate the title from "how to" to: these are our tips for a good strategy (also in the meta title and description).
- The primary KW is not used in the introduction of the English article until the end of the second paragraph, so I would suggest adding the primary KW to this first part, I transcreated the text to include it.

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Spanish version

Por ejemplo, los tuits con **contenido visual** reciben un 150 % más de retuits que aquellos sin imágenes.

Como alternativa, existen bancos de imágenes de alta calidad gratis.

Si no tienes ni idea de cómo empezar a crear tu **contenido visual**, lo primero que puedes hacer es ponerte en contacto con alguien que ofrezca servicios de diseño profesional, platicarle la visión de tu marca y empezar a planear tu estrategia de **marketing visual**.

Rationale

- I included the secondary KW and changed the link to an article in Spanish that explains the study by Buffer from the original link.
- The second link leads to the same article from the Jimdo help center in Spanish.
- The overall ToV from Jimdo's blog is friendly and about giving advice, so I changed from the imperative "get in touch.. etc" to "here's what you can do".
- Overall, I avoided using only the masculine form of nouns, for inclusivity reasons.

Need translation services for
marketing?
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Contact

Melina Arellano Corte
EN/FR > ES translation,
transcreation & copywriting
melina@arecotraductions.com

