content rules™
the global content experts™

Content Rules Prepares Your Content to Reach Global Proportions

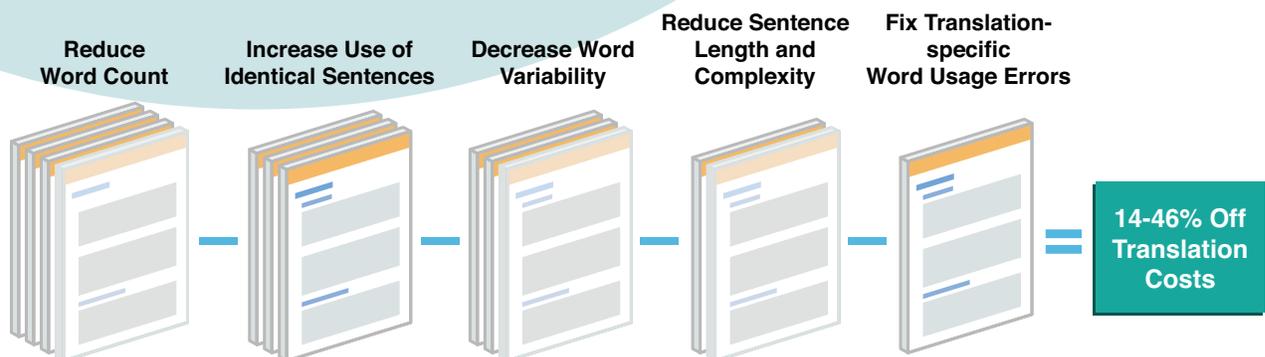## Global Readiness Services: It Starts with the Source

It's simple, if you fix your source content before you send it to translation, your translations will be better, cheaper, and faster. Your English content will be easier to read, too. Do it right the first time using our global readiness services.

Global Readiness Reporting and Analysis

- We provide a detailed look at your content from a grammar, style, and translatability perspective.

Pre-Translation Editing

- Our specially-trained editors work with your content to make sure it is ready for localization and translation.

Reduce Word Count	Increase Use of Identical Sentences	Decrease Word Variability	Reduce Sentence Length and Complexity	Fix Translation-specific Word Usage Errors	14-46% Off Translation Costs

Global Ready Writing and Editing Training

- Our global ready writing course teaches your content developers and editors how to create content that can be easily, cheaply, and effectively translated.

Terminology Development and Management

- Our terminology management service uses state of the art tools to harvest and extract your terminology, validate the terms that you need to manage, and corral it all into a comprehensive database.

Let us prepare your content to go global.
For information on our global readiness services contact us at info@contentrules.com or 408-395-8178 x 2.

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Content is Like Milk. You Are Always Running Out of High-Quality Content Just When You Need it.

Content Optimization: Your Content. Your Way.

You've spent time and money creating your corporate standards and terminology. Yet, your content seems to stray from the rules and terms that you've mandated. Our content optimization service uses state of the art linguistic software to enforce adherence to your corporate brand and style. Imagine having reports that pinpoint individual issues and provide metrics about your content. We can even fix the problems for you. In the process, your content becomes much easier to read, and your translations are cheaper and more accurate.

Don't have a style guide? No worries. Our software has 100+ best practice writing rules to make sure your content is as good as it can be.

Need Content? Your Project Just Got Easy

An impossible deadline and a tight budget. A long-term project that seems overwhelming. Ongoing needs that tax department resources. Sound familiar? Relax. Content Rules exists for one reason—to take your unruly project and tame it, making it fit within the constraints of the time, budget, and people you have available.

Technical Writing

- We assign industry experts for high-quality, accurate documentation and a fast learning curve.

Marketing Writing and Design

- Our marketing writers and talented designers create materials from scratch or polish up your existing efforts.

Courseware Development/ Instructional Design

- We deliver sales, product, and technical training materials that suit your audience.

Editing

- Detailed, high-quality editing polishes your content, setting it apart from the rest.

Website Design and Development

- We can create or optimize your website to support branding, improve search results, or finesse what's already there.

Technical Illustration

- Our technical artists have decades of experience illustrating complex technologies.

Desktop Publishing

- Our desktop publishers can convert your files from one format to another, create a customized look and feel for your content, and provide the finishing touches.

Project Management

- Your first line of contact, our project managers have decades of experience handling all types of content development and delivery. They eliminate costly surprises so you can stay on budget.

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