Localisation workflow audit

Find the gaps before they find you.

Start here

1. Do you have a written brief before content is created?

Yes! Go to 2

⭐ No **Briefing gap**

2. Is keyword research built into your briefing process?

Yes! Go to 3

⭐ No **Intent gap**

3. Can you name the person responsible for reviewing before it goes live?

Yes! Go to 4

⭐ No **Ownership gap**

4. Has something ever gone live that shouldn't have?

No! Go to 5

⭐ Yes **QA gap**

5. If you publish in multiple languages, does QA cover all of them?

Yes! Go to 6

⭐ No **Coverage gap**

6. Do you track errors or issues after content goes live?

Yes! Go to 7

⭐ No **Visibility gap**

7. Is your time from brief to publish a number you chose intentionally?

Yes! Go to 8

⭐ No **Velocity gap**

8. Are the repetitive parts of your workflow automated?

⭐ No **Efficiency gap**

Yes! Go to 9

9. Does someone own each piece of content after it's published?

Yes! Go to 10

⭐ No **Lifecycle gap**

10. Could your process handle 3× the volume without adding headcount or breaking something?

⭐ No **Scale gap**

Yes! Are you sure?

Scoring

⭐ **0–2 gaps**
Your process is in better shape than most. The conversation is about scaling what's working.

⭐ **3–5 gaps**
Real gaps that are likely already showing up as slow output, QA issues, or team frustration.

⭐ **6+ gaps**
This isn't a content problem. It's a systems problem. That's actually the cleaner fix.

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