



Linguistic instructions for Amazon CCM (former SPCM) v.3.1

Table of contents

1. [CCM OVERVIEW](#)
2. [IMPORTANT NOTES](#)
 - a. [LEGAL SENSITIVE CONTENT](#)
 - b. [AMAZON STYLE](#)
 - c. [HOW TO TREAT SOURCE TEXT](#)
3. [CONTENT TYPES](#)
 - a. [SELLER CENTRAL HELP PAGES](#)
 - b. [SELLER CENTRAL UI STRINGS](#)
 - c. [SELLER NEWS \(SN\)](#)
 - d. [MASS MAILS](#)
 - e. [BLURBS IN AJUDA](#)
 - f. [PARAGON WORKFLOW FOR ASSOCIATES \(P4A\) UI STRINGS + BLURBS](#)
 - g. [PARAGON WORKFLOW FOR SELLERS \(P4S\) UI STRINGS + BLURBS](#)
4. [AD-HOC REFERENCES WITHIN ATMS](#)
5. [MT STRINGS AND HIGH FUZZY MATCHES](#)
6. [CCM STYLE GUIDES](#)
7. [LINE OF BUSINESS AND PIPELINE](#)
 - a. [HOW TO DETERMINE THE LOB AND THE PIPELINE](#)
8. [PRIORITY FOR TERMINOLOGY REFERENCE AND TMs](#)
 - a. [DAILY PROJECTS](#)
 - b. [COUNTRY LAUNCH](#)
 - c. [KNOWLEDGE BASE](#)
9. [UI OPTIONS](#)
10. [TESTING ACCOUNTS](#)
11. [HOW TO HANDLE CONTENT INSIDE SQUARE BRACKETS](#)
12. [QUOTATION MARKS FOR UI STRINGS](#)
13. [HELP PAGE TITLES](#)
14. [TAGS](#)
 - a. [SPACES BETWEEN TAGS](#)
 - b. [CONDITIONALIZATION AND CONDITION TAGS](#)
15. [APOSTROPHES / QUOTES](#)
16. [TRANSLATION TOOL & ATMS QA CHECKS](#)
17. [XBENCH CHECKLISTS](#)
18. [QUERY MANAGEMENT](#)
19. [SELLER CENTRAL TUTORIAL VIDEOS](#)

CCM OVERVIEW

CCM stands for **Customer Trust & Partner Support (CTPS) Content Management**. This will be used in replacement of where Selling Partner Content Management (SPCM) has been used in the past within Amazon Selling Partner Support. Teams include Seller Central, Vendor Central, Standard Operating Procedures (SOP), LTE, Risk Content Management (RCM) and Brand Registration.

- **Seller Central** is a web site that allows sellers to manage all things including their listing and orders. Sellers list their product in Seller Central with the price they wish. They can either ship their items to Amazon Fulfillment Centers using

product in Seller Central that the price they want they can enter and ship their items to Amazon fulfillment centers using FBA service, or ship directly to customers from their storage. On the Amazon.XX site, their listing will be shown as "Ships from and sold by XXX (Seller's name)". It includes different text types. See below for details.

- **Vendor Central** is a different business where vendors list their items with "cost price to Amazon" and Amazon purchases their items with their proposed price (cost per unit) at which Amazon issues them Purchase Orders (PO). Vendors then accept the PO and ship their items to Amazon Fulfillment Centers. Once products are received, they will be shown as "Ships from and sold by Amazon" (retail order) on Amazon.XX site. Vendor Central has its own specific termbase.
- **Brand Registry** is a sub-website of Seller Central and Vendor Central. This is for Intellectual Property (i.e. Trademarks) owner sellers/vendors to register their brands so Amazon can provide more protection to those branded items on Amazon site. For more context, please refer to <https://brandservices.amazon.com/>. As a result, they contain sensitive content. Please be very cautious.

IMPORTANT NOTES

LEGAL SENSITIVE CONTENT

In some of the handoffs emails you receive for this project, you might see a note which reads "**LEGAL SENSITIVE**" in a column alongside the other specific handoff information. This note indicates content that is **extremely legally sensitive for Amazon and should be translated and review with extreme care.**

By **LEGAL SENSITIVE CONTENT** we refer to text that cannot have **any potentially-misleading wording, terminology, or implications.**

In essence, it means that we need to handle the text in a way that there isn't any possibility for customers who do not speak any English to misunderstand the content or be confused by it.

As such, please keep the following in mind at **ALL TIMES**:

- This content **cannot have any accuracy errors**. It is of the utmost importance for Amazon. Any errors in it might bring legal consequences.
- The content has to read **naturally**, not at all like a literal machine translation. Please make sure the flow is natural and the file reads normally.
- The wording and style has to be consistent with the language rules and conventions.
- The Style Guide has to be followed **closely**. Please download them from this SharePoint and keep it open during translation/review.
- The approved terms in the term bases has to be **impeccably applied**.
- No grammar and punctuation errors are accepted. Please make sure the content has none of these basic issues.

Failure to follow these might result in huge problems, so please bring your A game!

FOLLOW THE AMAZON STYLE

Amazon is expecting a natural, dynamic text that **does not read like a machine translation**. So please:

1. Be **precise, clear, consistent**, and **natural**, while keeping a fresh style.
2. Rework the source sentence in way that **conveys the same meaning**, but has a **natural, dynamic flow**.
3. Pay special attention to **word order** in the target to avoid ambiguities in translation.

4. **Avoid stilted, unidiomatic sentences.**

5. **AVOID 1 to 1 translation:** do not simply convey the meaning. The text must read naturally, as if originally written in your language.
6. Shift your focus from merely terminology and stiff accuracy, to naturalness, and flow of in translation that still conveys the same meaning.

DO NOT ADAPT/TRANSCREATE/LOCALIZE SOURCE CONTENT

We **DO NOT HAVE TO LOCALIZE, ADAPT OR TRANSCREATE** the source content to what we think may be applicable to final users. We just have to **FOLLOW THE SOURCE** for what it says. This also means you **don't need to change time format, units of measurement, currency names, marketplace names, URLs, variables, email addresses, phone numbers, etc.** Examples:

Source: This change will enter into effect on June 30, 2021, for Amazon.co.uk.

Wrong ES: El cambio entrará en vigor el 30 de junio de 2021 para Amazon.es.

Correct ES: El cambio entrará en vigor el 30 de junio de 2021 para Amazon.co.uk.

Comments: Translation localized the marketplace name "Amazon.co.uk" into "Amazon.es". It is extremely important to keep marketplace names exactly as they appear in source. Please do not localize them in any context.

Source: The fee is reduced from 15% to 7% on the portion of the sales price over €45/£40.

Wrong DE: Die Gebühr wird auf den Anteil des Verkaufspreises über 45 EUR von 15 % auf 7 % gesenkt.

Correct DE: Die Gebühr wird auf den Anteil des Verkaufspreises über 45 €/40 £ von 15 % auf 7 % gesenkt.

Comments: Translation here omitted the price in pound

Source: As a reminder, FBA inventory was due on December 3 for the holiday season. Please consider sending your replenishment inventory in January as we focus on fulfilling customer orders during the holiday shopping period.

Wrong CN: 特此提醒：亚马逊物流库存会在 12 月 3 日停止圣诞季入库收货。请等到次年元月再向我们运送补货库存，因为圣诞购物旺季这段时间，我们要全力以赴处理和配送买家的订单，无暇顾及及其他。

Correct CN: 我们希望您已在12月3日之前完成针对假日季销售的补货。对于后续补货，请最好等到明年一月再向我们运送，因为圣诞购物旺季期间，我们要全力以赴处理和配送买家的订单，无暇顾及及其他。

Comments: Overtranslation of the original concept of "holiday season" into "Christmas". This generated a huge issue as Christmas is a religious festivity that is not celebrated/applicable in many countries, while the concept of "holiday season" is neutral and internationally valid

This is mainly because:

- Amazon use an authoring tool that creates conditioned text. This means that the text contains variables and/or alternatives for the same source concept that will automatically show to the final reader according to specified rules. So

for the German example, in "The fee is reduced from 15% to 7% on the portion of the sales price over €45/£40.", the condition would make that German readers in Euro countries will read "The fee is reduced from 15% to 7% on the portion of the sales price over €45" and German users in UK would read "The fee is reduced from 15% to 7% on the portion of the sales price over £40."

- CCM content is not specifically addressed to buyers/sellers/users who live in their native country but worldwide. For example, the texts we translate in Japanese are not addressed only to native speakers living in Japan, but also to Japanese people living/doing business from other countries

So this is quite straightforward: do not worry about adapting specific things like these into the market, just follow the source!

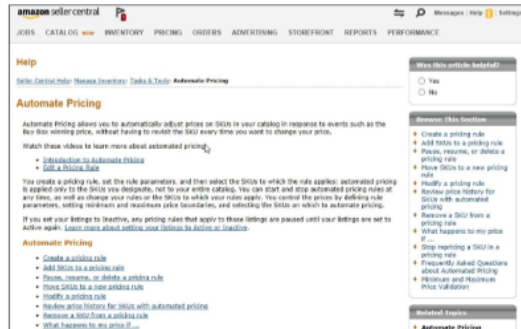
CONTENT TYPES

Seller Central HELP PAGES

Help pages are meant to assist sellers to use Seller Central and understand Amazon Seller business. They include descriptions of the feature, step-by-step instructions, guidelines, policies, agreements and FAQ. Help content needs to be well-structured, clear, accurate and easy to understand.

They are in XML-based DITA (Darwin Information Data Format) format.

DITA coding and "country" tells you the marketplace to which the following sentence belong. See more in the [TAG section](#) below.



Example of Help content

Seller Central UI STRINGS

Strings used for features in Seller Central. Seller Central shows a string as a description text, a title of button, menu item, option in a dropdown, etc. A string can have variables as well as fixed characters. When placeholders are inserted in a string,

Seller Central allocates text or number to them at runtime. Raise a query in case you need help to understand the placeholders.

These files may contain lots of tags, so please make sure to run QA checks and **DO NOT IGNORE** the ones related to:

- **Tag and formatting errors**
- **Inconsistent Tag Content**

Example of UI string content

Brand Registry

For some translation requests, you will be required to work on files with an LOB of CCM-BR. CCM-BR are Brand Registry files (see CCM OVERVIEW section)

For all Brand Registry (CCM-BR) files, please :

1. **DO NOT TRANSLATE** the following Program Names, as they should remain as-is:

- **Brand Registry**
- **Project Zero**
- **IP Accelerator**
- **Transparency**

2. Moreover, please **do not translate** any values within brackets {}, for example: {{Marketplace_Name}}, {{Salutations}}, etc.

SELLER NEWS (SN)

Previously called "Seller Announcements" (SA).

This is a notice displayed in the "News" section of the Seller Central Top page.

MASS MAILS

Mass emails (MM) sent to limited (or all) sellers in bulk.

PLACEHOLDERS AND CODE are sometimes located in the body text and **SHOULD BE LEFT IN ENGLISH**:

- \$XXXX\$, \${XXXX}, {XXXX}, etc.
- <xsl:value-of select="name"/>

BLURBS in AJUDA

Email template that Seller Support Associates use to communicate with sellers. Ajuda is the tool used to create this kind of blurbs at Amazon.

BLURB NAMES SHOULD BE LEFT IN ENGLISH. Do not translate blurb names, regardless whether they are separated by underscores or not. You can easily identify these strings because they are included in the first segment of each file, and they are always in bold format in the Preview tab.

ALWAYS FOLLOW THE DO NOT TRANSLATE TERMS PROVIDED IN THE DNT SPECIFIC LIST [HERE](#) WHEN WORKING ON BLURBS. You will be able to find an automated Xbench checklist with these DNT terms [HERE](#) called "[Paragon DNT list](#)".

PARAGON WORKFLOW FOR ASSOCIATES (P4A) UI STRINGS + BLURBS

"Paragon workflow for Associates" (P4A or Paramount) is an Amazon internal tool that is used by Seller Support Associates to solve contacts from sellers (people and companies listing products in Amazon).

You can also check some screenshots and mock-ups of the Paragon workflow in this [visual guide](#).

ALWAYS FOLLOW THE DO NOT TRANSLATE TERMS PROVIDED IN THE DNT SPECIFIC LIST [HERE](#) WHEN WORKING ON P4A CONTENT. AS WELL AS ON BLURBS. You will be able to find an automated Xbench checklist with these DNT

terms **HERE** called "**Paragon DNT list**". Running this list is mandatory for Paragon projects.

For CN and KO linguists: Due to client preferences, please use the "**Paragon DNT list**" found in the checklist folder for your particular language (**CN** or **KO**).

Standard instructions for P4A

- Do not translate acronyms.
- Do not translate blurb names.
- Do not translate any text inside curly brackets (double or single): **{{example}}** or **{example}**.
- Do not translate names of internal tools, for eg. "FNSKU Lookup".
- No need to localize URLs.
- Please always translate words between double, triple, and single asterisks ****example****, *****example*****, ***example***.
- [please translate] content inside the square brackets. If the content in square brackets is too hard to translate, e.g. Amazon jargon like "Trouble Ticket", you may leave them in English as these will be replaced with translated text by associates anyway before sending out the communication. Raise a query for doubts.
- Any seller-facing content which might be quoted in associate-facing content is subject to "Paragon for Sellers" (P4S) instructions. These are easily identified by instructions to associates such as "Copy the following text to send to the selling partner:", where the text that follows would be seller-facing.

How to process tags

- It is acceptable to change the position of tag(s) in translation when necessary. Example: "<tag1> View case ID <tag2>" = "<tag1> Fallnummer <tag2> anzeigen"
- Please keep the punctuation between tags the same position as in source. The punctuation itself may be changed to match the target language, but the position remains the same.
- Multiple tags should be considered as "one" word and treated as singular. Example: "FNSKU [tag1][tag2],[tag3] will not be eligible" = "Le FNSKU [tag1][tag2],[tag3] en bénéficiera"

Special syntaxes

If any of the below syntaxes is changed or any additional space is added, the workflow will break as it will not be able to render the page.

```

{{DO NOT TRANSLATE}}
<a href="DO NOT TRANSLATE" >TRANSLATE</a>
<br>
<DO NOT TRANSLATE>

```

Please make sure to run QA checks and **DO NOT IGNORE** tags related to:

- **Tag and formatting errors**
- **Inconsistent Tag Content**

PARAGON WORKFLOW FOR SELLERS (P4S) UI STRINGS + BLURBS

"Paragon workflow for Sellers" (P4S) is an Amazon internal tool that is used by operators in call centers to automate steps and provide solutions to sellers.

You can also check some screenshots and mock-ups of the Paragon workflow in this [visual guide](#).

ALWAYS FOLLOW THE DO NOT TRANSLATE TERMS PROVIDED IN THE DNT SPECIFIC LIST [HERE](#) WHEN WORKING ON P4S CONTENT, AS WELL AS ON BLURBS. You will be able to find an automated Xbench checklist with these DNT terms [HERE](#) called "[Paragon DNT list](#)". Running this list is mandatory for Paragon projects.

For CN and KO linguists: Due to client preferences, please use the "[Paragon DNT list](#)" found in the checklist folder for your particular language ([CN](#) or [KO](#)).

Standard instructions for P4S

- Do not translate blurb names.
- Do not translate any text inside curly brackets (double or single): **{{example}}** or **{example}**.
- No need to localize URLs.
- Please always translate words between double, triple, and single asterisks ****example****, *****example*****, ***example***.
- [please translate] content inside the square brackets.

How to process tags

- It is acceptable to change the position of tag(s) in translation when necessary. Example: "<tag1> View case ID <tag2>" = "<tag1> Fallnummer <tag2> anzeigen"
- Please keep the punctuation between tags the same position as in source. The punctuation itself may be changed to match the target language, but the position remains the same.
- Multiple tags should be considered as "one" word and treated as singular. Example: "FNSKU [tag1][tag2],[tag3] will not be eligible" = "Le FNSKU [tag1][tag2],[tag3] en bénéficiera"

Special syntaxes

If any of the below syntaxes is changed or any additional space is added, the workflow will break as it will not be able to render the page.

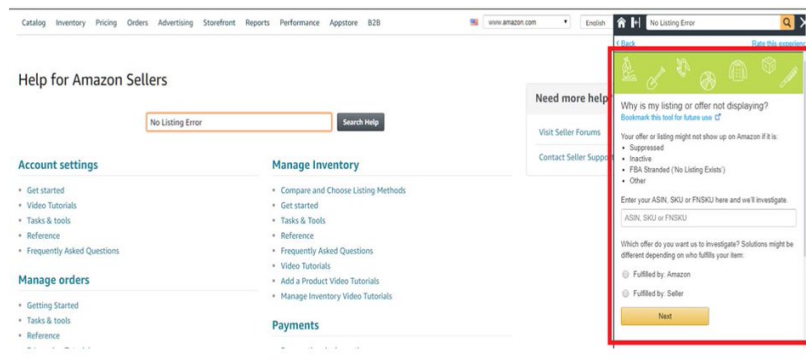
{{DO NOT TRANSLATE}}

TRANSLATE

<DO NOT TRANSLATE>

Please make sure to run QA checks and **DO NOT IGNORE** tags related to:

- **Tag and formatting errors**
- **Inconsistent Tag Content**



Example of P4S content (the right hand of the workspace)

AD-HOC REFERENCES WITHIN ATMS

Sometimes Amazon PMs can include specific screenshots, glossaries or reference material for your reference within the ATMS for that specific task/file. So please make sure to always check the **References** tab to see if any downloadable file available. If yes, please download these additional references and refer to them during the translation. For example:

MT STRINGS AND HIGH FUZZY MATCHES

- Machine Translation should be reviewed and extensively edited. Avoid literal or unnatural translations as final output is expected to have **HUMAN QUALITY** (should sound as if it were written in your own language by a native speaker).
- 100% and High fuzzy matches should be checked and reviewed. Do not trust them blindly. Terminology might have changed, translation in legacy is not necessarily correct, so do not automatically trust them and make sure to **review** and apply changes as needed.

CCM STYLE GUIDES

Please find [HERE](#) the specific CCM style guides with detailed instructions for each language. **Make sure to read it and carefully refer to it for each task**

It contains not only style indications, but also grammar conventions and Localization preferences (standard sentences, to-be-avoided terms and structures, etc.).

Also, style changes according to the text type (UI, Help, Blurbs, etc. so it is extremely important you check this every time specifically). Raise a query to us in case of doubt.

LINE OF BUSINESS AND PIPELINE

- **Pipeline:** The Pipeline determines whether the project belongs to Country Launch or Daily Projects.
 - Languages in **Country Launch** are new to Amazon, the content for which has not been published online yet, and are being prepared for launch.
 - Languages in **Daily Projects** have already been published, and the new content being translated will be published alongside the content that has been launched.
- **Line of Business (LOB):** The Line Of Business refers to whether the project belongs to Seller Central (SC), Brand Registry (BR), or Vendor Central (VC). For more information on these, check the information at the top of this page.

HOW TO DETERMINE THE LOB AND THE PIPELINE

- To determine the **Pipeline**, check **Client** and **Note** under the **Project info** pane in the in the project screen in ATMS. If it says "**CountryLaunch**" or "**COUNTRY LAUNCH**", the project belongs to the **Country Launch** pipeline.
- To determine the **LOB**, you must check the **name of the project** in the in the project screen in ATMS.
 - **SC:** Seller Central
 - **VC:** Vendor Central
 - **BR:** Brand Registry

For instance, the LOB of a project with the name "**Chopin_SC_Paragon WF_P4A True_SEDIT-205118-pl_PL-AST-Ixiaya**" is "SC", which means this belongs to "Seller Central".

NOTE: Contact Pactera if you can't see this clearly. Please note that, sometimes, there might be full name of the LOB in the title as well.

PRIORITY FOR TERMINOLOGY REFERENCE AND TMs

DAILY PROJECTS

PRIORITY 1: Glossary with approved terminology and Knowledge Base, both integrated within ATMS.

- **NOTE:** If more than 1 TD is added to the project by the PM:
 - TB* = Primary TB
 - TB** = Secondary TB
- **PRIORITY 2: GOLDEN TM**, the most reliable TM with strings approved by the customer. However, sometimes TB and style guide are updated without implementing necessary fixes in the legacy content in this TM. So it can happen that some strings here are not fully comply with TB and latest style guide version. In those cases we need to fix translation accordingly.

Special note for FR, IT and ES-MX: not all the translations from the Golden TM were fully reviewed by the client. Please re-use translations from the Golden TM with extra care and make any changes that may be required (especially for consistency with the glossary).

- **PRIORITY 3: UNREVIEWED/SILVER TM**, which contains unreviewed and less reliable strings

In case of inconsistencies, please refer to the above priorities in order to choose the best option. Raise a query to us in case of doubt.

NOTE: The term 'Seller Support' is being replaced by 'Selling Partner Support' since now it applies not only to sellers, but also to vendors, and to brand owners. Amazon is keeping the deprecated source term in our TB to prevent the wrong term being used in translations in cases where the source editor forgets to use the right term. This is applicable to all languages now.

COUNTRY LAUNCH

As with Daily Projects (see above), the terminology reference with the highest priority is the Glossary, followed by the Golden TM, and followed by the Unreviewed or Silver TMs.

However, if there are more than one term base, the priority of each for **Country Launch** is determined by the **Line of Business (LOB)** in which you are working. This means that you must determine the LOB of the task, then pay close attention to the Term Bases used for the project, and prioritize the ones specific for that LOB.

NOTE: To properly assess the **LOB**, please check the section "**LINE OF BUSINESS AND PIPELINE**" above.

Once you determine the **LOB**, you can assess which Term Base you should pay the most attention to.

- For **Seller Central** projects, the **SeCm SOAFBA TD** term base is the one with highest priority, over all other TBs.
- For **VC** projects, the **Vendor Central TB** is the one with highest priority.
- For **Brand Registry** projects, the **Customer and Brand Protection** is the one with highest priority.

You can see the name of the Term Base to which the term belongs to in the CAT or Search tabs, on the rightmost pane.

If you see several of the same terms, click on them to see their information and select the one belonging to the highest priority Term Base.

KNOWLEDGE BASE

The Knowledge Base (KB) is a term base that is based on scorecards' defects (such as General Style, Incorrect Translation/Meaning, Glossary and Context, among others) and Amazon knowledge. The purpose of this TB is reducing the number of errors that are found in monthly QAs and it contains stylistic preferences and guidelines provided by the Amazon editors.

For now, it is only configured for German, Japanese, Spanish, Mexican, and Turkish languages.

It is important to remind that KB entries are country specific.

Example of KB entry:

In Amazon content for Spanish, "antes del X DATE" (before X DATE) is historically considered an incorrect translation of "by X DATE" (for example, "You must create a removal order by February 10 or Amazon may close your account."). In those cases, a valid translation would be "a más tardar el X DATE" (no later than X DATE).

In ATMS, it will be shown like this:

UI OPTIONS

Please check [HERE](#) the UI options for your language. This is not available in ATMS, so you will need to check them offline (using Xbench for example).

This will be updated on a biweekly/monthly basis depending on the language.

If you cannot find the corresponding UI option here, please raise a query. **DO NOT INVENT** the UI options as this is a Major error for the customer in LQAs.

For languages that do not have the UI extract, please use the testing accounts to look for them in the live environment.

TESTING ACCOUNTS

Testing accounts to access the Seller Central platform and search/see the strings in context or look for cross-references (help page titles, etc.) are **NOW AVAILABLE**. Click [HERE](#) to open instructions.

These accounts should be used also to look for Missing UI options that are not available in the UI options extract (if any).

HOW TO HANDLE CONTENT INSIDE SQUARE BRACKETS

As a general rule, the content surrounded by square brackets (**[]**) should be handled differently depending on whether it belongs to the PARAGON content type or not (for more information on **PARAGON/NON-PARAGON** content types, see the section **CONTENT TYPES**).

NOTE: Please check the Style Guide for your language **carefully** to see if it contains specific instructions on how to deal with this content. If so, please give **first priority to the instructions in the Style Guide**. Otherwise, please follow the rules below:

NON-PARAGON CONTENT TYPES

Please handle the content inside square brackets depending on the following cases:

1. **Content all in UPPER CASE between square brackets is NOT localizable. Some examples:**

- Its next destination is **[NEXT_DESTINATION]**.
- Seller Central String Build Sanity Check **[DO NOT MODIFY]**
- Shipment **[SHIPMENT_ID]** contained an overweight package weighing **[WEIGHT]** pounds that did not have a Team Lift or Mech Lift warning on the package.

2. **CamelCase content between square brackets is NOT localizable. Some examples:**

- Fulfiller ID in message **[partyIdInMessage]** does not match the one on order **[orderId]**
- COD fulfillment order **[CustomerOrderId]** must have a feed Id
- You are ahead of **[sellerPercentile]**% of sellers similar to you.

3. **Other content between square brackets may be localizable or not. Some examples:**

- Buy Box price raised to **[value]** =====> **unlocalizable**
- Add listings to "**[rule name]**" =====> **unlocalizable**
- English Name **[blank]** Chinese Name =====> **unlocalizable**
- Quantity Reimbursed **[Inventory]** =====> **localizable**
- **[Email Address]** is missing. =====> **localizable**
- Your VAT ID **[optional at this time]** =====> **localizable**

NOTE: We know that **point 3** is still confusing. For content of this type, we recommend you to **raise a query if you have any doubts** so that we can escalate it to the customer.

PARAGON CONTENT TYPE

1. For the **Paragon** content type, **all content inside square brackets should be translated**. Note that **ALL BLURBS** should be considered as part of Paragon, so content inside square brackets should be translated for ALL BLURBS.

For more information on the **Paragon content type** and this rule, please check the **Paragon** sections below, under **CONTENT TYPES**.

QUOTATION MARKS FOR UI STRINGS

When translating/reviewing **UI strings**, please make sure that the quotation marks surrounding the text are **identical to the source**.

This means that, if you see that the source in **UI strings** uses double-byte quotation marks, you should use the exact same quote marks in the target. For instance:

| Source | Incorrect | Correct |
|--------|-----------|---------|
|--------|-----------|---------|

| | | |
|------------------------------|--------------------------------|--------------------------|
| "(Fixed minimum)","column2": | "(किमान निश्चित)", "column2": | "(किमान निश्चित)", "col |
|------------------------------|--------------------------------|--------------------------|

Please note that the original source uses double-byte quotation marks (") while the incorrect target uses single-byte quotation (").

For **UI strings**, please use the exact same quotation marks as in the source. To check this, you can use the [TAGGING CHECKLISTS](#) available to you in this SharePoint (you can find instructions on how to run these checklists in the **XBENCH CHECKLISTS** section below).

For **regular non-UI strings**, please follow the normative instructions for your language as explained in the **APOSTROPHES / QUOTES** section in this SharePoint.

HELP PAGE TITLES

Please find [HERE](#) some tips and instructions on how to retrieve the correct titles for **Help Pages**. This has been detected as a frequent error in the [Full MTPE LQA](#) scores we received from the customer and it is a very useful asset to guarantee accuracy in Full MTPE deliveries (on the contrary, this check should not be done for Light PE tasks as this is one of the things that should not be fixed for Light PE scopes). Make sure to check it and install the related add-in in Chrome.

TAGS

Make sure you go to **Edit > Tags > Expand tags** to show the DITA elements and their attribute values.

This is to make sure you know the meaning of the tag and you get some info about the context. In the sample below, the DITA tag tells us the sentence “Whether you adopt this or any other pricing rule is optional and you can turn it off at any time for any ASIN you choose.” is written for UAE, Australia, Canada, China, Germany, Spain, France, United Kingdom, Italy, Mexico and United States marketplaces. While the sentence in string 13 will only appear in Japan marketplace.

Another example for Chinese: “带插头的” will only display on the live page for EU mps, and the words without condition tags “串灯” will display on live page for ALL mps. Therefore any unneeded contents (characters or spaces) left outside of the country condition tags could cause extra spaces or other unexpected errors. So please ensure to set your ATMS to “Expand Tags” to understand the purpose of the tags, and handle such conditioned contents carefully.


Also, the customer has changed the way tags are shown and managed withing ATMS files. Please check the specific **Regex Tagging Logic** instructions [here](#).

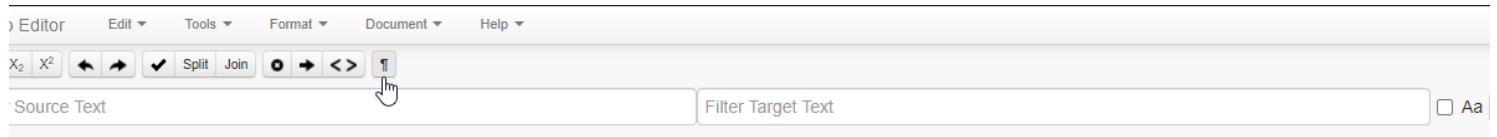
SPACES BETWEEN TAGS

To avoid **severe page breaks and coding issues**, please make sure to keep the spaces between the tags as they appear in the source.

In the examples below, the tags have incorrect spaces between them. They should follow the source **exactly** to avoid breaks.

| English Source | Incorrectly Formatted String | Correctly Formatted |
|--|--|---|
| <code>#{start} - #{stop} of #{total} results</code> | <code>\$(start) - \$(stop) z \$(total) wyników</code> | <code>#{start} - #{stop} z \$ {tot</code> |
| Once I approve you, you can start using Seller Central at <code><1><2><3></code> . | Po zatwierdzeniu możesz zacząć korzystać z Seller Central pod adresem <code><1> <2> <3></code> . | Po zatwierdzeniu możesz zacząć Central pod adresem <code><1</code> |

To help you see this more clearly, make sure to always activate the **Display hidden characters** option (the  button) in the upper tool ribbon.



CONDITIONALIZATION AND CONDITION TAGS

Strings may include parts that are shown only for specific marketplaces

- Conditionalized parts of segments are surrounded by tags with country code(s) and only shown on those marketplace sites.
- Conditions can be used within a sentence, for example, to account for different currencies (like \$ and €), but they can also be used at the paragraph level if entire sentences need to be written differently for different marketplaces.
- These conditionalized parts replace one another on the final website: content tagged "country= SE" for instance will only be shown on the Swedish marketplace site, any other country-tagged parts will not display.
- Since these tags are conditionalized for different countries, **they cannot be left empty**. If so, it would result in this text missing from the text for the respective country. For example:

Conditionalization makes sure that for the relevant marketplaces the correct links are shown

To see the conditions, click Ctrl+Shift+E to expand the tags or go to click Edit > Tags > Expand Tags.

You have to make sure those conditionalized phrases fit the parts that are not conditionalized (i.e. shown for all marketplaces) and into the overall grammatical structure of the segment. For example:

Source: By enrolling, you agree to the {1}terms and conditions and program requirements<1> {2}terms and conditions and program requirements<2>.

Wrong translation: Durch die Registrierung stimmen Sie den {1}Teilnahmebedingungen und den Proorammanforderunaen<1> zu. {2}Teilnahmebedinaunaen und den Proorammanforderunaen<2> zu.

Correct translation: Durch die Registrierung stimmen Sie den {1>Teilnahmebedingungen und den
Programmanforderungen<1} {2>Teilnahmebedingungen und Programmanforderungen<1} zu.

Example of a correct translation:

APOSTROPHES / QUOTES

Some languages (like Italian, French, Turkish, etc.) use special apostrophes/quotes. For example, [French](#) uses **curly** apostrophes and chevrons. [Italian](#) and [Turkish](#) should have **straight** apostrophes and quotes. This configuration should be set in **Format > Quotation > Target** and selecting the correct option. This should be set just once and ATMS will keep it for the following logins. See the example below for Italian:

TRANSLATION TOOL & ATMS QA CHECKS

For this project we are going to use ONLY the [ATMS Web editor](#). QA checks are **mandatory** and integrated within ATMS. Check the technical instructions for translators and reviewers (there are useful tips and tricks) and also refer to specific **QA section** [HERE](#).

For **Asian languages (KO, JA and CN)**, please make sure to extract the files from ATMS and run linguistic checks (spelling, grammar, etc.) offline, for example in Word or in Xbench. This is because ATMS integrated linguistic checks for Asian languages do not work properly.

Before the delivery, it is **MANDATORY**:

- To run the QA checks **across all the files opening them all together in the same view for consistency issues** (and not on each file separately). You can select all the files at once from the Jobs view and click on one of them to see the merged view.
- Fix all the real issues and mark the **False Positive** as FP. You can select multiple error rows by holding **CTRL**. You can also order the errors by **Issue type** by clicking on the Type column heading.
- Make sure you have checked **all** the issues by scrolling down to the very bottom of the list. Sometimes, when there is a high number of issues, some of them are hidden and a **"More..." button** will be displayed. Make sure to check them all.
- Make sure you have a **green tick** under the QA column before marking the file as Delivered. This means you have done QA checks properly. Otherwise, you will see 3 dots or other error symbols in case you still have some issues to fix or to mark as FP.

| <input type="checkbox"/> | # | Progress | QA | File |
|--------------------------|---|----------|-----|-------------------|
| <input type="checkbox"/> | 1 | 100% | ✘ ⋮ | TRMS_7730_DE.docx |
| <input type="checkbox"/> | 2 | 100% | ✔ ✔ | TRMS_7730_ES.docx |

XBENCH CHECKLISTS

Before delivering a file, make sure to run the specific **language Xbench checklists**, as well as the **general Tagging/Bracket handling checklist for ALL LANGUAGES**. They will help you avoid known and common issues that have been described in the style guide or in customer feedbacks.

Language-specific checklist:

These are checklists which were created based on specific linguistic feedback from the client. These will solve some of the commonly-

found issues. Please take the checklist specific for your language.

General Tagging/Bracket checklist:

These are checklists specifically created to detect possible tagging issues in the files (spaces between tag components, translatable or untranslatable bracketed content, etc.)

- **NOTE:** there are two checklists. You must use the correct one depending on the content type:
 - **PARAGON & BLURBS Amazon CCM Brackets & Blurb titles v2.8:** Use for **Paragon** and **Blurb** content.
 - **NON-PARAGON AMAZON CCM PLACEHOLDERS v2.3:** Please use for all other content.

Please check the CONTENT TYPES section above for more information on content types. If you have questions related to content type, please contact the project manager who assigned you the task.

comment type, please contact the project manager who assigned you the task.

PROCESS

Please make sure that before delivering the project you:

- Download the bilingual files in **mxliff** format (select the files from the project screen > **Download** > **Bilingual MXLIFF**)
 - **NOTE:** if you're using Xbench 2.9, please download the bilingual files in **TMX** format. Memsources-based MXLIFF files are not supported in 2.9.
- Load the bilingual files in Xbench (**F2** > drag and drop the bilingual file > **OK** > **OK**)
- Load the specific checklist for your language (**Checklist manager** icon > right button in the **Personal Checklists** column > **Add** > select the checklist > **Open**)
- Go to **QA** tab, select **Checklists** and double-check that your checklist is shown under List of Checks and selected.
- Exclude ICE segments that are always out of our scope and click **Check Ongoing Translation**
- The tool will run the selected checks and show you a report of results. Fix the real issues in ATMS and ignore the false positive hits.

You can also watch our [video training about this](#) here in the [Trainings](#) section.

IMPORTANT NOTES:

1. If there is no language-specific checklist available for your language, do download and run the [general tagging checklist](#).
2. Xbench can be used also to do other checks (like inconsistencies in source, target, numbers, tags, etc.) or make searches within TMs, TB, bilingual files, etc. If you don't have it, you can download it [HERE](#) (2.9 version is freeware).
3. You can find **some detailed instructions** on how to run and create your own checklists and make advanced searches [HERE](#)
4. For other general training and instructions on how to use this tool, please check the official [Apsic Xbench Documentation](#) and [YouTube channel](#).

QUERY MANAGEMENT

In case of linguistic doubts, please raise a query using our query management system [GLOBAL QUERY](#) (C821-Amazon CCM project).

You can find instructions on how to use it [HERE](#).

Do not make assumptions! Raise a question and make sure to double-check all your doubts before the final delivery to the customer.

Note: make sure to leave the queries with the **Private** status (default selection). **DO NOT change it to Public.**

SELLER CENTRAL TUTORIAL VIDEOS

You can find here some video tutorials which describe some important Seller Central features.

- [Quick start guide: Intro to Seller Central](#)
- [Quick start guide: Account Info](#)
- [Manage inventory](#)
- [Adding Products](#)
- [Manager Order](#)
- [Fulfillment by Amazon](#)
- [FBA: Your first FBA Shipment: Part 1](#)
- [FBA: Your first FBA Shipment: Part 2](#)
- [Quick start: Intro to Seller Fulfilled Shipping](#)
- [Payments](#)
- [Seller Performance](#)