

Global App Localization Checklist

This actionable checklist ensures your technical and strategic foundations are solid before you launch into new international territories.

Phase 1: Strategic Planning

- Audit your current Google Analytics to identify countries contributing over 5% of traffic without a localized UI.
- Compare your trial-to-paid conversion rates across regions to pinpoint where language barriers are causing drop-offs.
- Define a Minimum Viable Localization (MVL) scope focusing on your high-traffic landing pages and core navigation buttons.
- Verify if your top three competitors have localized versions for your target market to determine market expectations.
- Calculate your estimated localization budget including translation fees, engineering hours, and quality assurance testing.

Phase 2: Technical Internationalization

- Extract all hard-coded strings from your source code and move them into external JSON, XML, or ARB resource files.
- Replace raw text labels in your code with dynamic keys that reference your new translation files.
- Implement a global date and time library to handle regional variations like MM/DD/YYYY versus DD.MM.YYYY automatically.
- Update your CSS and layout containers to use flexible widths to accommodate text expansion in languages like German.
- Configure your application to detect the user's browser or system language settings as the default display preference.

Phase 3: Linguistic and Cultural Adaptation

- Create a localized glossary of brand-specific terms and technical jargon that must remain consistent or untranslated.
- Hire professional linguists with specific experience in SaaS to translate your resource files and documentation.
- Review all imagery and icons to ensure symbols like currency, mailboxes, and hand gestures are culturally appropriate.
- Translate your App Store and Google Play Store metadata including titles, subtitles, and descriptions using local keyword research.
- Localize your checkout experience by integrating regional payment methods and automated tax calculations for VAT or GST.

Phase 4: Quality Assurance and Launch

- Run a pseudolocalization test to identify layout breaks or truncated text before importing final translations.
- Perform a full smoke test in the target language to ensure every button and notification is translated and functional.
- Conduct a soft launch in one specific territory to gather real-world user feedback on the cultural tone of the app.
- Monitor your localized App Store ratings and reviews daily for the first two weeks to identify any translation errors.
- Re-calculate your regional conversion rates 30 days after launch to measure the impact on your ROI.