Easy Offices - Website Audit

Turkey - Turkish



croud

Scope of our review

The localisation review has covered the following pages:

- Homepage
- Product Overview Pages
 - Office Space
 - Coworking Space
- X2 Location Search Results Pages (one for coworking spaces and one for office spaces)
- X2 Centre Pages (picked at random)
- Terms
- Privacy
- About

The tech review has included testing of the following forms:

- Get a quote (Main nav)
- Send me my quote (Centre Details)
- Contact us (footer link)



How the localisation report works

We have evaluated translation quality across the following categories:

Meaning	Is the meaning and nuance of the original source conveyed?
Accuracy / Readability	Does the text sound natural and fluent? Is the correct terminology used?
Grammar / Spelling / Punctuation	Are standard grammar / spelling and punctuation rules followed?
Tone	Has the correct tone been used (e.g. formal / informal) and is it consistent throughout the website? Are the greetings and naming conventions appropriate?
Dates/Currencies/ Addresses/ Measurements	Are dates, addresses, currencies and measurement units adapted to the market?
Untranslated Content	Has some content been left in English or in another language?
Layout / Special Characters	Is the content displayed in the correct layout (e.g. right-to-left or left-to-right)? Are special characters displayed correctly?
Imagery / Videos / Maps	Have images, videos or maps been localised? Are they culturally appropriate for the market?

Errors can vary in severity:

Critical

Harmful to brand

A crucial word that defines the sentence is mistranslated or missing.

Major

Confusing or Misleading

As an example "You have accepted the terms" is translated as "You have to accept the terms"

Minor

Noticeable, not confusing

As an example "all of our office plans are flexible" translated as "all of our office plans is flexible"



How the technical report works

We have evaluated technical quality across 5 main areas:

Browser & device compatibility

We have reviewed selected pages across the two most popular browsers Chrome (63%) & Safari (19%) and looked at desktop, tablet and mobile.

Broken / missing links

We will check the links across the selected pages that we review checking for broken or missing links.

Broken / missing images

High-quality images without distortion

Form functionality

Testing of form submissions across a number of pages ensuring there are no issues enquiring.

Site load time

Longer load time / page speed tends to result in a higher bounce rate and lower avg. time on page.

Errors can vary in severity:

Critical

Harmful to brand

An issue that is likely to prevent a user from enquiring.

Major

Inconvenient

The issue is an inconvenience or annoying but there are clear workarounds or alternates.

Minor

Small/background issue

A very small or barely noticeable issue that can be addressed when time permits.



We've scored the ecommerce journey as well as core pages

Using the following bandings we have given an overall localisation score and overall front end technical score.

Critical (C)	Needs Improvement (NI)	Acceptable (A)	Excellent (E)
<60-69%	<70-79%	<80-89%	>90%
There are many issues that might impact the success of the brand in market.	The content is well localised, but it can be further enhanced.	The content needs little improvement to resonate well with international users.	The content resonates well with the target market.



General Overview

Scoring of core pages: Excellent 94/108

We assign a score of 0-3 (low to high) to each webpage. Based on this scoring, we determine the average score of a specific page and an overall score for your website.

• 3 - Excellent

2 - Acceptable

1 - Need0 - Critic	ls improvement	Homepage	Product Page e.g.Office Space	Product Page e.g.Coworking Space	Terms	Privacy	About
	Images/Maps	3	3	3	3	3	3
Localisation	Translations	2	2	2	3	3	3
	Contact us form fill	2	2	2	3	3	3
	Text / image formatting	3	3	3	3	3	3
Technical	Button functionality	3	3	3	3	3	3
	Search / use location*	3	3	3	3	3	3
	Average for page:	16/18	16/18	16/18	18/18	18/18	18/18



Scoring of location and centre pages: Excellent 68/72

We assign a score of 0-3 (low to high) to each webpage. Based on this scoring, we determine the average score of a specific page and an overall score for your website.

Co-working Search

Centre Page: e.g.

Centre Page: e.g.

- 3 Excellent
- 2 Acceptable 1 - Needs improvement

O - Critical		Page: e.g <u>London</u>	Results Page: e.g. Manchester	<u>Deansgate</u>	<u>Farm Street Mayfai</u> r
	Images/Maps	3	3	3	3
Localisation	Translations	2	2	2	2
	Get a quote form fill	3	3	3	3
	Text / image formatting	3	3	3	3
Technical	Button functionality	3	3	3	3
	Search / use location*	3	3	3	3
	Score for page:	17/18	17/18	17/18	17/18

Office Search Results



Localisation Review

Page (with URL)	<u>Homepage</u>
Device	All devices
Current translation	Ofislerimizden birçok farklı kısa süreli çözüm aracılığıyla da yararlanabilirsiniz
Correct translation	Birçok farklı kısa vadeli çözümler için de ofislerimizi kullanabilirsiniz
Issue description	The current translation is not directly wrong. When we read the sentence even though we understand what it means, it does not sound grammatically correct. It also has a slightly different meaning from the sentence on the English page.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Daha fazla esnekliğe mi ihtiyacınız var?

Ofislerimizden birçok farklı kısa süreli çözüm aracılığıyla da yararlanabilirsiniz...









Page (with URL)	<u>Homepage</u>
Device	All devices
Current translation	Herhangi bir yükümlülük üstlenmeden yerel satış ekipleri kurun ve müşterilerinize daha yakından çalışın.
Correct translation	Hiçbir taahhütte bulunmadan yerel satış ekipleri oluşturun ve müşterilerinize daha yakın olun.
Issue description	In the current translation, there is a word with a missing suffix. The new translation is more compatible with the original English sentence.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.



Uydu Ofisler

Herhangi bir yükümlülük üstlenmeden yerel satış ekipleri kurun ve müşterilerinize daha yakından çalışın.

Daha fazla bilgi



Page (with URL)	<u>Homepage</u>
Device	All devices
Current translation	Girişim şirketleri için ofisler
Correct translation	Start-up şirketleri için ofisler
Issue description	Since the word "Start-up" is a commonly used word in Turkish, there is no need for a direct translation.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.



Girişim şirketleri için ofisler

Küçük ölçekli başlayıp istediğiniz kadar kalmanıza ve rahatça büyümenize olanak tanıyan esnek alanlar.

Daha fazla bilgi



Page (with URL)	<u>Homepage</u>
Device	All devices
Current translation	Herkes. Dijital göçebeler, büyük şirketler, hızlı büyüyen işletmeler, start-up şirketler, mobil çalışanlar, danışmanlar. Harika çalışma alanı seçenekleri isteyen insanlar ve bunları bulmanın hem hızlı hem de kolay yolu.
Correct translation	Harika bir çalışma alanı seçeneği ve onları bulmanın hızlı ve kolay bir yolunu isteyen kişiler.
Issue description	The last sentence in the paragraph is grammatically incorrect.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Easy Offices'ı kimler kullanır?

Herkes. Dijital göçebeler, büyük şirketler, hızlı büyüyen işletmeler, start-up şirketler, mobil çalışanlar, danışmanlar. Harika çalışma alanı seçenekleri isteyen insanlar ve bunları bulmanın hem hızlı hem de kolay yolu.

Ofislere göz atın



Page (with URL)	Homepage - Get a quote
Device	All devices
Current translation	lçindeki ofis alanı için fiyat teklifi alın Turkey
Correct translation	Türkiye'deki ofis alanları için fiyat teklifi alın
Issue description	Grammatically wrong
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Içindeki ofis alanı için fiyat teklifi alın Turkey Fiyatlandırmadan hizmet maliyetlerine ve uygun ofislerden koşullara kadar ihtiyacınız olan her şeyi size göndereceğiz. istanbul 1 kişi / 7 m² O4/10/2021 Özge Medeni Şirket Telefon Bilmemizi istediğiniz başka bir şey var mı? Gönder



Page (with URL)	Product Pages - Office Space
Device	All devices
Current translation	içinde kiralık ofis alanı ve donanımlı ofis alanı Türkiye
Correct translation	Türkiye'de kiralık ofis ve donanımlı ofis alanları
Issue description	Grammatically incorrect.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

içinde kiralık ofis alanı ve donanımlı ofis alanı Türkiye

Her ihtiyacınıza cevap veren bir ortamda işletmenizi destekleyen ofis alanını bulun. Esnek ve etkili ofis ortamları sağlayan, özenle tasarlanmış çalışma alanları.



Page (with URL)	Product Pages - Office Space
Device	All devices
Current translation	Büyük Şirketler
Correct translation	Şirketler
Issue description	The same title is used for Corporates and Large Companies.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Küçük şirketler

Size en uygun yerde ve şekilde çalışın. Hedef pazarınıza anında erişebileceğiniz mükemmel bir lokasyonda bulunan, alanını büyütebileceğiniz bir iş merkezi veya ofis süiti bulun.

Start-up şirketler

Enerjinizi doğru şeylere harcayın. Easy Offices, harika bir konumda esnek sözleşmeli ideal iş merkezini bularak, işe hızlıca başlamak için ihtiyaç duyduğunuz temel gereksinimleri karşılar.

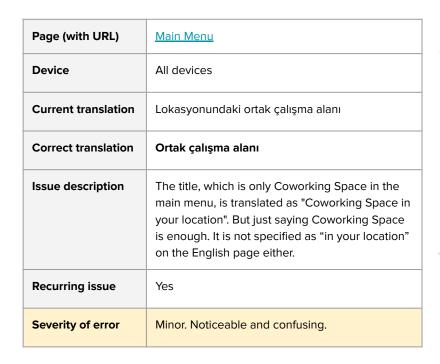
Büyük şirketler

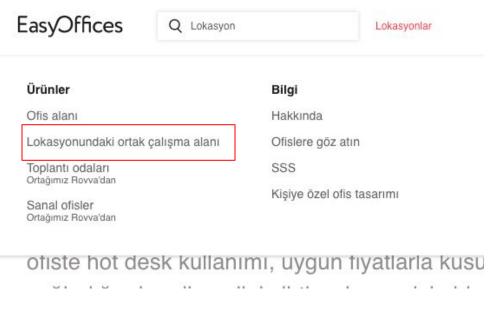
Geniş bir iş merkezi yelpazesi sayesinde büyük ölçekli ihtiyaçlarınıza uyan bir lokasyon bulabilirsiniz. Ara çözüm olarak, yeni bir alanı incelemek ya da harika maliyet tasarruflarından yararlanmak için idealdir.

Büyük şirketler

Uzun süreli veya geçici çözümler sayesinde sorunsuz ofis arama. Easy Offices, çok sayıda seçenek sunarak şirketinizin yeni kalıcı veya geçici adresini bulmasına yardımcı olabilir.









Page (with URL)	Product Pages - <u>Coworking Space</u>
Device	All devices
Current translation	Genelinde ortak çalışma ve paylaşımlı ofis alanları Turkey
Correct translation	Türkiye genelinde ortak çalışma ve paylaşımlı ofis alanı
Issue description	Grammatically wrong translation
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Genelinde ortak çalışma ve paylaşımlı ofis alanları Turkey

İşinize odaklanma, iş birliği yapma ve işletmenizi büyütme özgürlüğü tanıyan bir ortak çalışma alanı bulun. Paylaşımlı bir ofiste hot desk kullanımı, uygun fiyatlarla kusursuz esneklik sağladığından dinamik iş ihtiyaçlarınız için idealdir.



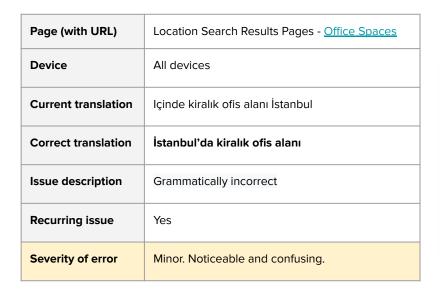
Page (with URL)	Product Pages - <u>Coworking Space</u>
Device	All devices
Current translation	Hot desk yöntemiyle çalışabileceğiniz ve yan hizmetler, internet ve mobilyaların kullanıma hazır olarak sizi beklediği binlerce lokasyon arasından seçim yapın.
Correct translation	Hot desk yöntemiyle çalışabileceğiniz, yan hizmetler, internet ve mobilyaların kullanıma hazır olarak sizi beklediği binlerce lokasyon arasından seçim yapın.
Issue description	Spelling and punctuation issue. Missing comma.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

Ortak çalışma alanının avantajları

Taahhüt gerektirmeyen, kaliteli bir alan

Uzun vadeli sözleşme imzalamaya gerek kalmadan tam donanımlı bir paylaşımlı ofis alanındaki profesyonel olanaklardan yararlanın. Hot desk yöntemiyle çalışabileceğiniz ve yan hizmetler, internet ve mobilyaların kullanıma hazır olarak sizi beklediği binlerce lokasyon arasından seçim yapın.





İçinde kiralık ofis alanı İstanbul

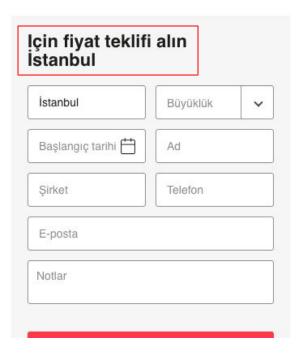


- · Tamamen mobilyalı birçok farklı ofis alanı
- · Business lounge'lar ve iş birliği alanları

- · Saatlik veya günlük oları
- · 24 saat erişilebilen, pers



Page (with URL)	Location Search Results Pages - Office Spaces
Device	All devices
Current translation	lçin fiyat teklifi alın İstanbul
Correct translation	İstanbul için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Location Search Results Pages - <u>Coworking</u> <u>Space</u>
Device	All devices
Current translation	lçinde kiralık ofis alanı İzmir
Correct translation	İzmir'de kiralık ofis alanı
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.



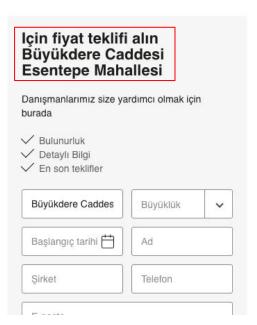


Page (with URL)	Location Search Results Pages - <u>Coworking</u> <u>Space</u>
Device	All devices
Current translation	lçin fiyat teklifi alın İzmir
Correct translation	İzmir için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Centre Pages - Office Space
Device	All devices
Current translation	lçin fiyat teklifi alın Büyükdere Caddesi Esentepe Mahallesi
Correct translation	Büyükdere Caddesi Esentepe Mahallesi için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Centre Pages - Office Space
Device	All devices
Current translation	BINA
Correct translation	BINA
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

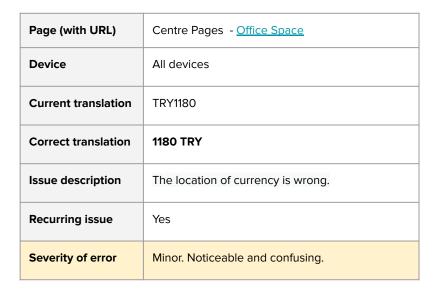




Page (with URL)	Centre Pages - Office Space
Device	All devices
Current translation	lçin fiyat teklifi alın Büyükdere Caddesi Esentepe Mahallesi, No: 100-102 Zemin Kat / Maya Akar Center, Şişli
Correct translation	Büyükdere Caddesi Esentepe Mahallesi, No: 100-102 Zemin Kat / Maya Akar Center, Şişli için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.













Page (with URL)	Centre Pages - Coworking Space
Device	All devices
Current translation	lçin fiyat teklifi alın Folkart Towers
Correct translation	Folkart Towers için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Centre Pages - <u>Coworking Space</u>
Device	All devices
Current translation	BINA
Correct translation	BINA
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Centre Pages - Coworking Space
Device	All devices
Current translation	lçin fiyat teklifi alın Folkart Towers, Adalet Mah., Manas Bulv. No: 39 B Block, Kat: 31, Bayraklı
Correct translation	Folkart Towers, Adalet Mah., Manas Bulv. No: 39 B Block, Kat: 31, Bayraklı için fiyat teklifi alın
Issue description	Grammatically incorrect
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.



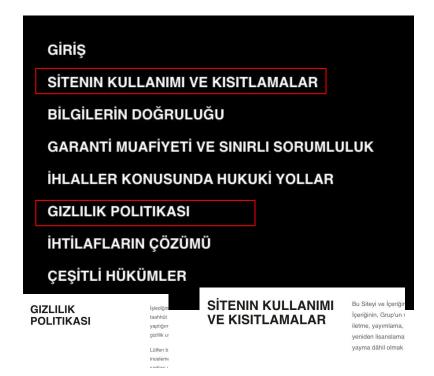


Page (with URL)	Centre Pages - Office Space
Device	All devices
Current translation	TRY1200
Correct translation	1200 TRY
Issue description	The location of currency is wrong.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	<u>Terms</u>
Device	All devices
Current translation	SİTENIN KULLANIMI VE KISITLAMALAR & GIZLILIK POLITIKASI
Correct translation	SİTENİN KULLANIMI VE KISITLAMALAR & GİZLİLİK POLİTİKASI
Issue description	Wrong letters. The same titles are also incorrectly located at the bottom of the page.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	<u>Privacy</u>
Device	All devices
Current translation	'ten çıkmak için kullanılabilecek seçenekler Google Analytics
Correct translation	Google Analytics'ten çıkmak için kullanılabilecek seçenekler
Issue description	Grammatically wrong
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.

- Google Analytics Gizlilik Politikası
- 'ten çıkmak için kullanılabilecek seçenekler Google Analytics



Page (with URL)	About
Device	All devices
Current translation	Hakkında Easy Offices
Correct translation	Easy Offices Hakkında
Issue description	Grammatically wrong
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.



bir çatı altında toplamak.



Page (with URL)	Homepage - Get a quote - <u>Thank you Page</u>
Device	All devices
Current translation	Talebiniz Kolay Ofis ekibine gönderildi.
Correct translation	Talebiniz Easy Offices ekibine gönderildi.
Issue description	The name of the brand has been translated into Turkish.
Recurring issue	Yes
Severity of error	Minor. Noticeable and confusing.





Page (with URL)	Location Search Results Pages - Office Spaces
Device	All devices
Current translation	Untranslated Content
Correct translation	N/A
Issue description	Untranslated content but I think this part is left as a demo. Same for EN site as well.
Recurring issue	Yes
Severity of error	Major. Confusing or Misleading

9 1.6 kmanları Keşfedin







Maslak, Eski Büyükdere Cd. No:5, 34398 Sisli

Find a home for your business in Maslak Link, a well-connected location in one of Istanbul's main financial districts. Take professional office space in a...

Keşif turu için rezervasyon yapın

1.9 Kınınları Keşfedin



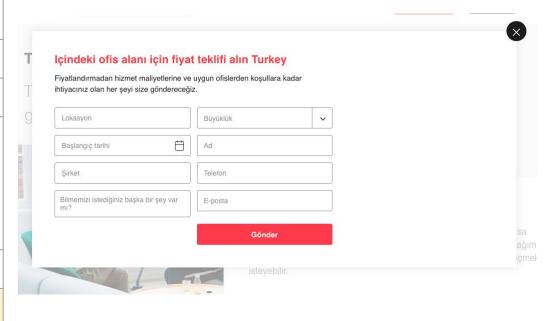


Kağıthane Ofis Park, Merkez Mah., Bağlar Cad.



Technical Review

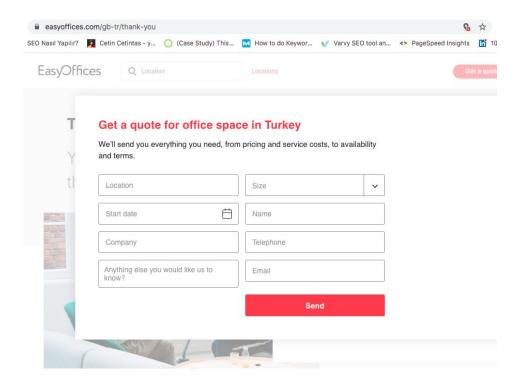
Page (with URL)	Homepage Get a quote
Device	All devices
Browser	Chrome (Version 93.0.4577.63)
Issue description	After filling the form, when the page is refreshed, the form is coming again with all blank. When we close the pop-up blank quote form, we can see the thank you page. It can be a little confusing, because you may not understand that the form has been sent or not at first.
Recurring issue	Yes
Severity of error	Minor







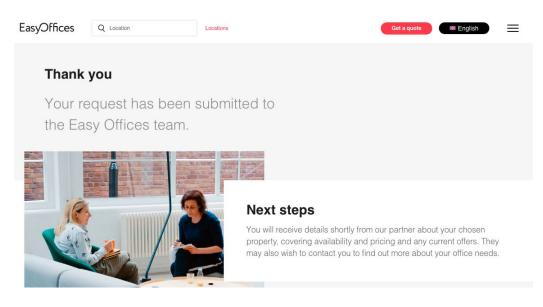
Page (with URL)	Homepage - Get a quote
Device	All devices
Browser	Chrome (Version 93.0.4577.63)
Issue description	After filling the form 1-2 times (I tried several times just to be sure), thank you page and all site comes in English. When I first fill the form, it didn't happen.
Recurring issue	Yes
Severity of error	Minor







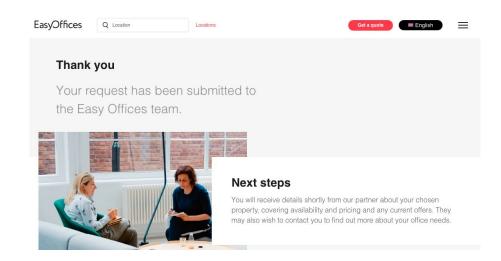
Page (with URL)	<u>Centre Pages</u> - Get a quote
Device	All devices
Browser	Chrome (Version 93.0.4577.63)
Issue description	After filling the form thank you page and all site comes in English.
Recurring issue	Yes
Severity of error	Minor







Page (with URL)	Contact us
Device	All devices
Browser	Chrome (Version 93.0.4577.63)
Issue description	After filling the form thank you page and all site comes in English.
Recurring issue	Yes
Severity of error	Minor







Page (with URL)	Location Search Results Pages
Device	All devices
Browser	Chrome (Version 93.0.4577.63)
Issue description	Buttons are overlapping in all the location search result pages for office space and coworking space.
Recurring issue	Yes
Severity of error	Minor



Q Lokasyon

Lokasyonlar

Ana sayfa > Türkiye > Ofis Alanı > İstanbul





No:193 K:2, Şişli, 34330

Merkez, İstanbul profesyonel hayatın öncüsü Levent'te , ünlü 193 Binası'nda konumlanmıştır.Bu prestijli binanın çevresinde

evorie markazlari

Keşif turu için rezervasyon yapın © 1.32 Afanları Keşfedin





Selenium Plaza No:10/I, Kat: 5-6, Fulya,

kalbinde yer alan Selenium Plaza İş Merkezi, 22 katlı plazanın 5. ve 6. katlarında bulunmaktadır. Bir

Hakkı Yeten Cad.

kompleksten oluşan...



Recommendations & opinions

croud

Remarks

What do you like or dislike about the website? Why?

- The site is generally easy to navigate and understandable.
- The translations are also very good, except for minor localisation problems.
- Loading speed is excellent.

Does this feel like it was designed for your market? If not, why not?

Yes, the design is very well.

Is there anything you haven't already mentioned that you would recommend that we change or add?

- When I first filled out the form, I entered my own mobile phone. A short time later I was called for information. I wanted to mention that because calling for information in a short time is an important point for customers.
- The abbreviation of Turkish Lira is "TRY" on the site. While the abbreviation "TRY" is used globally, the abbreviation "TL" is more common. Maybe you can consider changing it this way.



The end.



croud