
| RESEARCH ARTICLE

Translation Errors in Localization of pharma-companies websites

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| ABSTRACT

Website localization from English to Arabic entails linguistic, cultural, technical, and physical considerations. This current study aims to examine only the translation errors considerations when localizing English medical websites into Arabic. This study makes the argument that, in order to achieve a consistent and appropriate translation of medical words into Arabic, medical localization calls for a multidisciplinary approach comprising linguists, medical experts, and software engineers. Additionally, it emphasizes how crucial it is to grasp the linguistic aspects of the target language in order to properly comprehend medical terminology. The research emphasizes the importance of careful preparation, coordination, and stakeholder collaboration to successfully localize medical websites from English to Arabic. Examining the linguistic aspects proposed by Olvera Lobo & Castillo-Rodríguez (2019) will be the focus of the methods section of this study. This study finds many translation issues in all of the examined websites when localizing the preface pages from English into Arabic.

| KEYWORDS

Localization, Pharma-companies, websites, linguistic errors, health information

| ARTICLE INFORMATION

ACCEPTED: 25 June 2026

PUBLISHED: 10 August 2026

DOI: 10.32996/jhsss.2026.8.8.16

1. Introduction

People may now more easily get information on their health thanks to the advancement of the internet and other cutting-edge technologies. It can be difficult for non-English speakers to receive health information that is only available in English due to the language barrier that currently exists. As a result, there is an increasing demand for medical websites that are customized and designed for non-English people.

The process of customizing content, goods, and services to a certain nation or region is known as localization. The localization of medical websites entails translating the website's content into the target language, customizing it to the target audience's language and cultural preferences, and making sure the website is user-friendly. Medical websites must be localized, especially in the Arab world where Arabic is the dominant language.

Access to medical information for Arabic-speaking communities can be improved by translating English-language medical websites into Arabic. The World Health Organization claims that language obstacles prevent many non-English speakers from accessing health information (WHO, 2014). The availability of accurate and trustworthy health information for Arabic-speaking populations could be improved by translating medical websites into the language.

2. Literature Review

Adapting digital material, such as text, photos, and multimedia, for use by users in various cultural and linguistic contexts is a key component of localizing medical websites. This study of the literature looks at several research that investigates the value of language in website design and localization. According to Byrne, J. (2019), Technology both initiates and mediates localization, a complex blend of textual, visual, and intercultural communication. A very quick summary of the numerous aspects and problems

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associated with making technology accessible to varied audiences is provided in the preceding paragraphs. The most crucial thing to keep in mind is that localization entails more than just translation. It is a complicated, multidisciplinary process that necessitates a deep comprehension of culture, language, and how these factors influence how people perceive and interact with technology. Localization is a small component of a much broader process that requires rigorous planning and attention to detail. To guarantee that communication happens as seamlessly and effectively for both the user and the manufacturer, localization is fundamentally about recognizing and addressing cultural variations.

Zhong (2010) investigates how cultural avatars are used in website localization. The authors contend that website localization goes beyond merely translating the text to conform to cultural standards. It also entails changing the design, functionality, and user experience. Power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, and long-term/short-term orientation are five cultural variables they identify as having an impact on website localization. Websites that have been locally modified for Chinese and American audiences perform better in terms of user pleasure, trust, and loyalty, according to the authors, who developed a methodology for cross-cultural usability testing.

Similar research has been done by Gao and Wang (2018), who look into website localization for the Chinese market and uncover a number of cultural and linguistic elements that affect design and content adaption. Traditional symbols, colors, and fashion trends are among them, as are social standards, consumer trends, and legal guidelines. The authors contend that a thorough comprehension of these cultural aspects and a calculated strategy that strikes a balance between localization and standardization are essential for website localization in China.

Other research concentrate on the difficulties and methods of website localization. For instance, Massey and Khatri (2011) explore website localization in the corporate setting and emphasize the need for cross-team collaboration and good stakeholder communication. They contend that improving cultural accuracy and user satisfaction through website localization can be accomplished through a cooperative and iterative process. Similar to this, lvarez-Martnez et al. (2015) look into website localization in a Spanish environment and contrast translation and copywriting. Depending on the type of content and target audience, the authors contend that a combination of these strategies can lead to a more successful and culturally suitable website translation.

These studies demonstrate the significance of taking cultural considerations into account when localizing medical websites. The target audience's cultural norms and values must be understood by designers and developers in order to properly adjust the website's operation, design, and content. In addition to increasing user satisfaction, trust, and loyalty, a culturally appropriate website can also improve information availability and health outcomes.

Numerous studies emphasize the need to localize medical websites. Sun, H. (2001), investigates the use of cultural signifiers in the development of a culturally competent website. The study focuses on cultural cues including text, color, and visual pictures, and how these affect how consumers perceive a website. To create a localized, culturally competent website, the author advises using these markers based on the cultural preferences of the target audience.

According to Moura, F. T., Singh, & Chun (2016), a website's design should take the target audience's cultural ideas, values, and norms into consideration in order to increase website engagement. According to this study, in order to be more effective and interesting, the localization of medical websites should consider the cultural values and beliefs of the target audience. The process of website localization is covered by Charalampidou (2006), including the translation of content, adaptation of culturally relevant pictures and colors, and change of user interface components. In the healthcare sector, where cultural sensitivity is essential for effective contact with patients from a variety of cultural backgrounds, this study emphasizes the significance of website localization. In their 2015 article, Bahri, H., and Mahadi, T. S. T., address the function of avatars in localizing websites. They contend that by mirroring the cultural norms and tastes of the intended audience, avatars may be used to produce a more engaging user experience. This study emphasizes how crucial it is to localize medical websites using culturally appropriate avatars in order to improve user experience. (2011) Yalcin, Singh, Dwivedi, Y. K., Apil, A. R., and Sayfullin explain how culture affects website localization choices. According to the study, cultural variations between nations may have an impact on the website's success and localization approach. This study emphasizes how crucial it is to take cultural considerations into account when localizing websites, especially for audiences outside of the country.

D. Cyr (2013) looked into how culture affected people's trust in e-commerce websites. According to this study, cultural variations may have an impact on how trustworthy consumers find a website. This study emphasizes how crucial cultural awareness is when localizing websites, particularly for delicate subjects like healthcare. The efficiency of various website localization tactics, including translation and copywriting, is also covered by Lako, C. (2013). According to the study, the best method for localizing websites is a combination of these tactics. This study emphasizes the significance of taking into account a variety of elements when localizing websites, such as cultural sensitivity, language, and user experience.

The literature as a whole emphasizes the significance of localizing websites for the healthcare sector, where cultural sensitivity and successful patient communication with patients from various cultural backgrounds are essential. The selection of culturally specific identifiers, avatars, and images, as well as language, user experience, and trustworthiness, are crucial considerations for a successful website translation. For the most effective website localization, a mix of localization techniques, including translation, copywriting, and adaption of user interface elements, is advised. Unlike these previous studies that focused on cultural factors this study focuses on translation errors. The translating techniques utilized by particular translators according to the text type (Jing et al., 2023; Sayaaheen et al., 2024).

3. Methodology

One out of the fundamental localization components as outlined by Olvera Lobo & Castillo-Rodríguez (2019) will be the focus of the methods section of this study and in specific translation errors. Based on Olvera Lobo & Castillo-Rodríguez the process of altering products or services to accommodate for differences in different markets is known as localization. Localization has an impact on key non-textual elements of a product and addresses the following problems. First, linguistic difficulties: any product needs to be adapted for users or installers who do not understand the language in which it was developed. This is especially true if the product is meant for those users. Second, another part of localization is physical, like altering a product physically to better suit the local market. Third, cultural and business concerns since the intended audience needs to be able to comprehend phone numbers, local locations, and name formats. This study focuses only on the translation issues and in order to discover any linguistic differences that can interfere with the localization process; the translation component will be addressed by doing a linguistic analysis of the source content and comparing it with the target language. To ensure the correctness and efficacy of the translated material, website localization entails a number of linguistic considerations that demand close attention. One of these linguistic factors is translation errors, such as opposing meanings, false interpretations, gibberish, or omissions, could unintentionally change the meaning of the information.

The top 20 pharmaceutical companies by 2022 revenue are Pfizer, AbbVie, Johnson & Johnson, Novartis, Merck & Co., Roche, Bristol-Myers Squibb, AstraZeneca, Sanofi, GSK, Takeda, Gilead Sciences, Eli Lilly, Novo Nordisk, Amgen, Boehringer Ingelheim, Bayer, Moderna, Viatris, and CSL Behring. This means that any pharmaceutical company not mentioned in this list is outside the scope of this study. Only 6 of these mentioned pharmaceutical companies have Arabic language options on their websites. In all of these 6 pharmaceutical companies, you can choose the region and then select the Arabic language. These companies are:

Bristol-Myers Squibb

AstraZeneca

Gilead Sciences

Amgen

Viatris,

CSL Behring.

4. Results

To ensure the accuracy and effectiveness of the translated material, website localization requires careful attention to a number of Translation Errors. These translation errors, such as opposing meanings, false interpretations, gibberish, or omissions, which could unintentionally change the meaning of the intended message are in the core of this study. Translators and localizers should conduct thorough checks to identify these errors. The below are the translation errors that were found in these websites.

In general, the two main titles of Science and products in the main page were totally omitted. In addition, there were some translation errors, as shown in the following examples.

Example 1

The second part of this long sentence has been translated wrongly. This part might be translated as "مهمتنا في أمجن هي خدمة المرضى. فنحن نكرس جهودنا لمواجهة الأمراض الخطيرة التي تهدد الحياة من خلال زيادة الفضاءات العلمية لإحداث ثورة طبية وجل اهتمامنا بتركز على النتائج العلاجية."

Another example that might explain more about this point.

Example 2

In this example, the sentence is not readable and it is hard for Arabic readers to understand it, as we need to add the word how that means in Arabic "كيف". The literal translation for this sentence is اكتشف كيف تعمل شركة أمجن على الارتقاء بالبحث والتطوير إلى مستوى جديد تمامًا

In one of the obvious examples, the whole paragraph has been translated totally away from the source text. Please see the following example.

Example 3

The literal translation for this paragraph is

المجالات العلاجية

تشمل مجموعة منتجاتنا المجالات العلاجية التالية: الأورام وأمراض الكلى وأمراض الدم وأمراض العظام وأمراض القلب والأوعية الدموية والأمراض الالتهابية.

Example 4

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Cookie policy

In addition the above-mentioned un-translated strings there are some other translation errors in this page. Please see these examples.

Example 5

The use of the word محركنا is not suitable for this context. This word means engine and it might affect the understanding of this title. The meaning of this title might be translated as وعدنا هو دافعنا الأساسي

Example 6

The meaning in Arabic is not clear in the eye of the Arabic readers as the meaning in this context might be translated as بدافع من نفس الوعد

Example 7

Also, this one can be translated as بدافع من وعدنا. By using the suggested translation we keep the consistency of using the same terms.

Example 8

In this example, "improve" has been translated wrongly, as تحسين طرق التعايش مع المرض which literally means "improving ways of living with the disease", while improve means in Arabic تحسين. That means the suggested translation might be إنقاذ حياة الأشخاص وتحسينها

Example 9

The sentence has no meaning in Arabic as the literal translation for it is "Always putting patients first", while the meaning of the English sentence based on the context is "the priority is always for our patients" which might be translated as نحن نضع مرضانا في مقدمة أولوياتنا. Some examples from the page of Bristol Meyer Squibb Company show some translation errors. Please see the below examples.

Example 10

The word "produce" has been translated literally to "إنتاج" while the context means in this text to achieve. In Arabic, we say لتحقيق لإنتاج فوائد but we do not say فوائد

Example 11

This example is related to the page for the United Arab Emirates as part of the page has been kept in English.

Legal Notice

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These two expressions have been translated into Arabic on the Saudi Arabia page.

The following sentence has been omitted in the target text.

Example 12

This string should be split into two strings or add a linking word between them. The following is the first string هذه الصفحة مخصصة للزوار خارج الولايات المتحدة ومخصصة للزوار

Is the second string.

In many cases, literal translation easily leads to a wrong translation. The below example can explain more about that.

Example 13

The term breakthroughs have been translated wrongly according to the context. This term has been translated into "اختراقات" which means in English "violate". In this context, the translation might be "قفزات نوعية" which means in English "qualitative leaps"

Also, the term "partner" has been translated literally without caring about the cultural differences between the two languages that belong to two different cultures. Please see the below example.

Example 14

The translation of the word "partner" should be "زوجة" which means "wife".

For VIATRIS Company, it seems that the information on the Arabic page has no correspondence source text. However, there are many translation errors found on this page.

Example 15

The literal translation for this sentence is "Viatris in Saudi Arabia is a healthcare company that has been providing medicines that have been helping patients in Saudi Arabia around the world for nearly 40 years."

Logically we need to change patients in Saudi Arabia to The Saudi people.

Also, it is hard to understand the below sentence in the eyes of Arabic readers.

Example 16

The literal translation for this sentence is "The combination of Mylan and Upjohn was formed on the mission of empowering people to live healthier at every stage of life."

In addition to the above examples, all the information in the bar at the bottom of the page is in English.

5. Discussion

These pharmaceutical businesses offer Arabic web pages specifically for Arabic-speaking regions. Amgen has an entire page dedicated to Saudi Arabia. With the exception of the Saudi Arabian page, which is largely in English, AstraZeneca provides Arabic pages for Algeria, Saudi Arabia, Egypt, and the United Arab Emirates. Arabic content is provided by Bristol Myers Squibb to Saudi Arabia and the United Arab Emirates. Saudi Arabia and the United Arab Emirates both have Gilead pages in Arabic, while the United Arab Emirates page is mostly in English. Saudi Arabia has its own page on VIATRIS. Saudi Arabia and the United Arab Emirates both have Arabic content available on CSL Behring; however, the United Arab Emirates website is mostly in English.

The documentation of pharmaceutical firms like Amgen SA, CSL Behring, Bristol Myers Squibb, GILEAD, and VIATRIS contained translation errors that unintentionally changed the information that was supposed to be conveyed. In other words, five out of six pharmaceutical firms—Amgen, , CSL Behring, Bristol Myers Squibb, GILEAD, and VIATRIS—found translation problems. I detail, six translation errors were found in CSL Behring website. Also, three translation errors in Gilead and three translation errors in Amgen. In addition, two translation errors in Bristol and two translation errors in VIATRIS were found.

6. Conclusion

The process of localization becomes crucial in order to ensure that the final product is accepted and succeeds in the target market. It includes all language aspects of website adaption and is a crucial step for pharmaceutical companies looking to present information, goods, or services online in order to increase their market share in other countries. Giving this duty to

qualified professionals not only makes it easier to communicate effectively with customers from a variety of sociocultural backgrounds, but it also improves the usability of the website, boosts the company's reputation, and creates a positive first impression on users and potential customers.

It's important to take into account numerous relevant elements as early as the website building process when localizing websites. This proactive strategy helps avoid wasteful costs and flaws in the final product. The many stakeholders involved in product creation, such as localizers, clients, and web developers, should ideally work closely together. This teamwork is crucial to ensuring that the final product is of good quality and satisfies expectations. Businesses can create a smoother and successful user experience for their foreign audience while avoiding linguistic hazards that may impair comprehension or turn away potential visitors by taking these linguistic considerations into account during website localization.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

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