RELEVANCE AND LINGUISTIC ACCURACY OF THE INFORMATION PROVIDED ON WEBSITES

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The research aim is to investigate the relevance and linguistic accuracy of the information provided on business websites. The subject of the study is the information provided on the websites of translation agencies. The objectives of the report include the theoretical definition of the notions of the relevance and linguistic accuracy of the information provided within the scope of Internet linguistics; the identification of the relevance and linguistic accuracy of the information found on the websites of business companies; and the submission of evidence-based recommendations for improvement.

Keywords: company website, information, linguistic accuracy, relevance.

The methods applied include a review of the theoretical sources on the relevance and linguistic accuracy of the information provided online, the descriptive analysis of the relevance and linguistic accuracy of the information found on certain business websites and modelling the improved versions of the content provided on the websites under investigation.

The findings of the investigation revealed that the relevance of the website content depends on the target audience, market share, size of the company, the available layout options, and the scope of information. The information and description of services vary in quality. Even though most of the information provided on the websites selected is relevant and linguistically correct, the semantic, grammatical, and stylistic errors found on the homepages make an unfavourable impression. Some texts seem to have been machine- translated.

The research is highly **relevant** because the number of individuals or organisations providing textual information on their websites (both in source and target languages) is continuously increasing, which raises the issue of its quality. However, the study revealed that companies are reluctant to pay language service providers to create the content of their websites, and the internal human resources managing the websites are not aware of the requirements to be followed to maintain the relevance and linguistic accuracy of the information to be provided in several languages in case the company operates internationally. Therefore, evidence-based recommendations on how to avoid the most common pitfalls are of great importance. Among them there are the recommendation of investing more effort in providing relevant and linguistically accurate information online; avoiding automated translation tools if there are no human resources available to check for errors; using spelling and grammar checking applications or writing assistants.