

Session 10a:

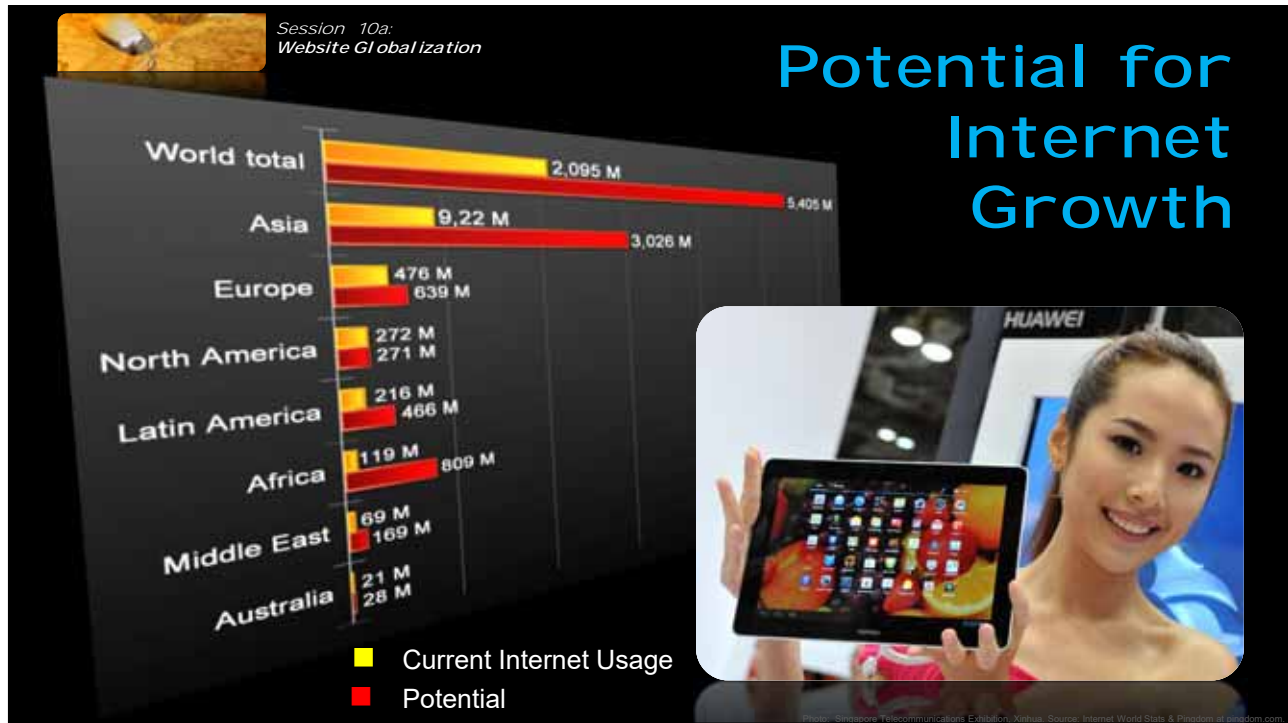
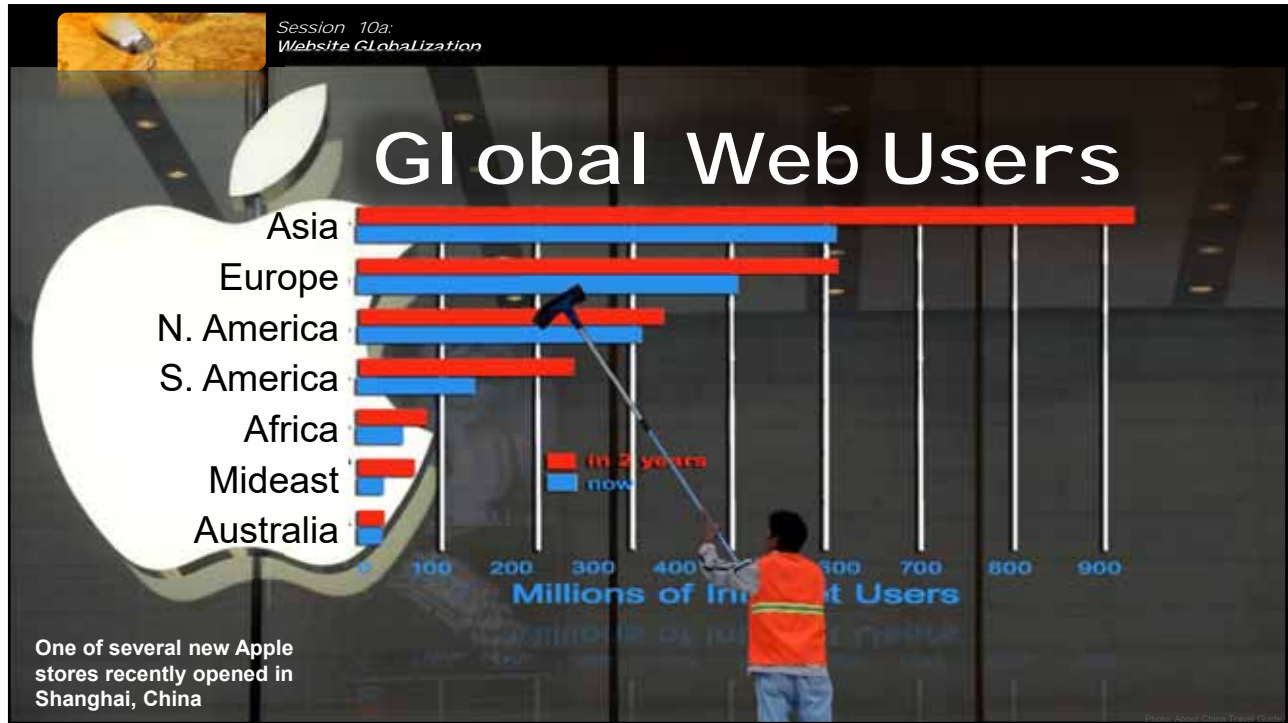
WEBSITE GLOBALIZATION

Simple Enhancements and Translation



Session 10a:
Website Globalization

WEBSTATS





*If you have a website,
you already have
global exposure...*

WEBSITE GLOBALIZATION

Photo: iStockphoto.com/... www.istockphoto.com



GLOBALIZATION STRATEGY

Fuses globalization best practices with
your branding & technology

Phased approach

1. Enhancements
2. Internationalization
3. Localization

(Also translation, promotion, e-Commerce)

Photo: Shutterstock.com/... www.shutterstock.com



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Modify Contact Us Page

- Don't use info@company.com
 - Better: International Sales – Tony@company.com
- Create separate international page
- Show address like an envelope:
 - Don't abbreviate state
 - Include USA
- Provide direct-dial phone numbers
 - toll-free won't work internationally
- Use international dial format: +1(619)888-4567

Photo: Neon Internet Cafe, Wikimedia Commons



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INQUIRY FORMS

- Make info request easy
- Auto e-mail links don't work
Better: online form + email option
- Only request critical info
For orders and data capture
- Minimize required fields
- Respond in 48 hrs

Photo: Internet Service Company in Viet Nam, <http://vietnamtoday.ru/?p=112>



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INQUIRY FORMS

REQUEST CALLBACK

Click here to submit our short enquiry form, so that we may contact you at a time of your choosing.

International Sales Inquiries

If you wish to be contacted by one of our international personnel please fill in the information below and hit "submit".

Required Fields are indicated by an asterisk().*

Full Name:*
Email:*
Company:
Phone:*
Address:*
City/Town:*
State/Prov:*
Post/Zip Code:
Country:*
Comments:

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INQUIRY FORMS

India

China

Brazil

Syneron *Visibly Better* Powered by **elös**

CUSTOMER LOGIN WHAT'S NEW CONTACT FOR PATIENTS

International / North America

TREATMENTS PRODUCTS PRACTICE SUCCESS EVENTS MEDIA INVESTOR RELATIONS

CONTACT MENU
 Product Inquiries
 Clinical Questions
 International Inquiries
 Patient Inquiries
 Employment
 Investor Relations

Notes: International Inquiries

International Inquiries

Inquiries for Physicians or Distributors only.

You can fill out the form below. Email international headquarters at info@syneron.com, or call direct to 972.73.244.2205.

Optional required field:

*First Name
 *Last Name
 *Company
 *Phone
 *Email
 *Specialty
 *Postal Code → Could probably omit zip code
 Message
 *Country

INQUIRY FORMS

We would like to hear from you.
Use this form to contact us with questions about our services, to place an order, or get a quote.

First Name:

Last Name:

Company Name:

Title:

Email:

Headquarter Address:

Branch Address:

City:

State:

Zip:

Country:

Phone:

Fax:

What can we help you with?

Additional Comments:

Yes. Send me Tele-pak offers and promotions information via Email.
Tele-pak does not share Email addresses with third parties.

When requesting a quote, please list number of cards, number of versions, card size and material.

Image: Internet connections in the US, at the location

Image: Internet connections in the US, at the location

International Address Formats

- Free text postal codes – 12+ digits
- Allow multiple last names & titles
- Include country & city field
- Allow multi-digit phone numbers
- Request no abbreviations:

Hiro Wananabe
C-207 1-19-25
Ikki-Machi
Aizu-Wakatsu City
Fukushima 765
Japan

Truli Dongivahecht
Oude Gracht 621
1381 X2 Weesp
The Netherlands



Photo: Arabic street sign, at chronikler.com



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INTERNATIONAL TIME STANDARDS

- **Specify service hours**
both 12 and 24 hour
- **Show time zone**
& consider GMT reference:

Office Hours: 9am – 7pm PST =

9H00 - 19H00 GMT - 8



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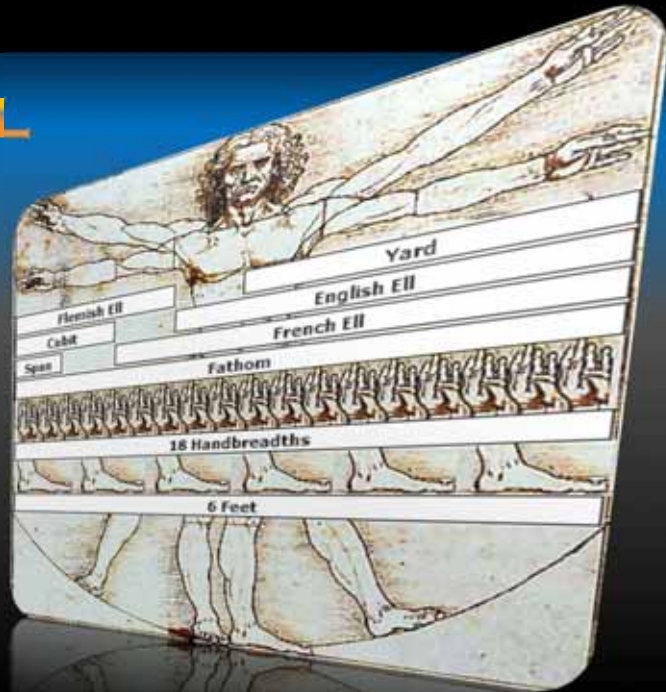
INTERNATIONAL DATE STANDARDS

- Spell out dates to avoid confusion
- U.S. convention different from most countries
 - 8/3/01 - March or August?
 - August 8, 2001 (clear)

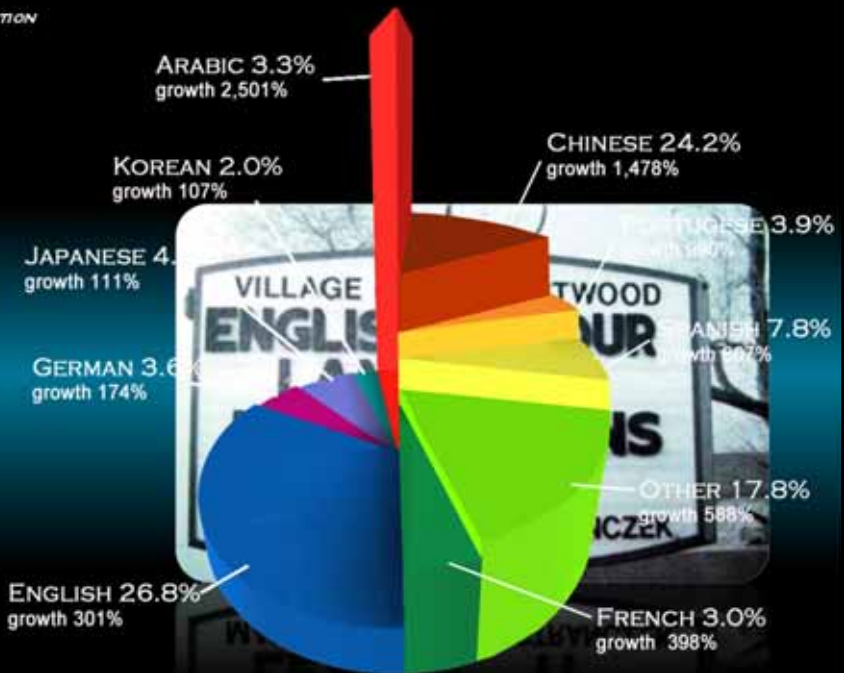


INTERNATIONAL TECHNICAL STANDARDS

- Include metric weights & measures, plus U.S. conventions
- Calculation routines: must yield correct results from either input
- Electrical requirements: specify voltage, cycles, etc.
- Say if willing to modify product



WEB LANGUAGE GROWTH






Data source: Internet World Stats, <http://www.internetworldstats.com/stats7.htm>



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NUMBER 1 RECOMMENDATION

Engage professionals that employ native speakers!!!

 é ê ð ó	↔	Different Accents
 € ¥ £	↔	Different Symbols
 β ض 网 ウ	↔	Different Alphabets



澳洲唐人街.com
オルソ.com
россия.net
서양화가.com

- ✓ Better not translate than do it poorly
- ✓ English still no.1 language of international business... for now
- ✓ Not simple to fully translate



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TEXT EXPANSION & SHRINKAGE

European languages: 30-40% larger ,
Asian languages: 30-50% smaller

The word "speed" in German: **GESCHWINDIGKEIT**



In Chinese: 馬也



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TRANSLATION MISHAPS



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AVOID MACHINE TRANSLATORS



“**Cómo**” means “How” in Spanish,
“**Mucho**” means “Much.”

BUT “¿Como mucho?”
does not mean “How much?” ---

It means, “**I eat a lot.**”

“¿Cuánto?” means “How much?”

Image: Machine translation, all over web.



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READY FOR BUSINESS IN THEIR LANGUAGE?



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http://translate.google.com/translate_tools

GOOGLE TRANSLATOR



Make your website instantly available in other languages

Add Google's website translator to your webpages, and offer instant access to automatic translation. Here's how to do it:

1. Select the language of your webpage:

2. Choose optional settings:

- Translation languages All languages
- Specific languages

3. Copy and paste this snippet of code into your webpage

```
<div id="google_translate_element"></div><script>
function googleTranslateElementInit() {
  new google.translate.TranslateElement({
    pageLanguage: 'en'
  }, 'google_translate_element');
```

[Preview And Try!](#)

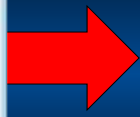


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**DON'T TRANSLATE
WHOLE SITE
IMMEDIATELY...**

Consider Translated into page



(Chinese intro page submitted to Google China)



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**Where's
the
English
link?**





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CLEAR LINK TO TRANSLATION



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TAKE CARE WITH DROP-DOWNS

Why isn't
Japan
translated?

Best practice

Siemens Global Website | English | Deutsch

Siemens Mobile | English

Choose a Region

- Afghanistan | English
- Algeria | English
- Angola | Português | English
- Argentina | Español
- Australia | English
- Austria | Deutsch
- Azerbaijan | English
- Bahrain | English
- Bangladesh | English
- Belgium | Français | Nederlands | English
- Guatemala | Español
- Honduras | Español
- Hong Kong | English
- Hungary | Magyar
- India | English
- Indonesia | English
- Ireland | English
- Israel | Hebrew | English
- Italy | Italiano
- Japan | 日本語
- Kazakhstan | Русский



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Website Globalization

LOOKING AHEAD

Session 10b:

Proactive Promotion,
Internationalization,
and Localization

Session 10c:

International eCommerce



Photo: Radio telescope, NASA, downloaded at [gettyimages](#)

Session 10a:

THE END

Simpl e Enhancements and Transl ation

