

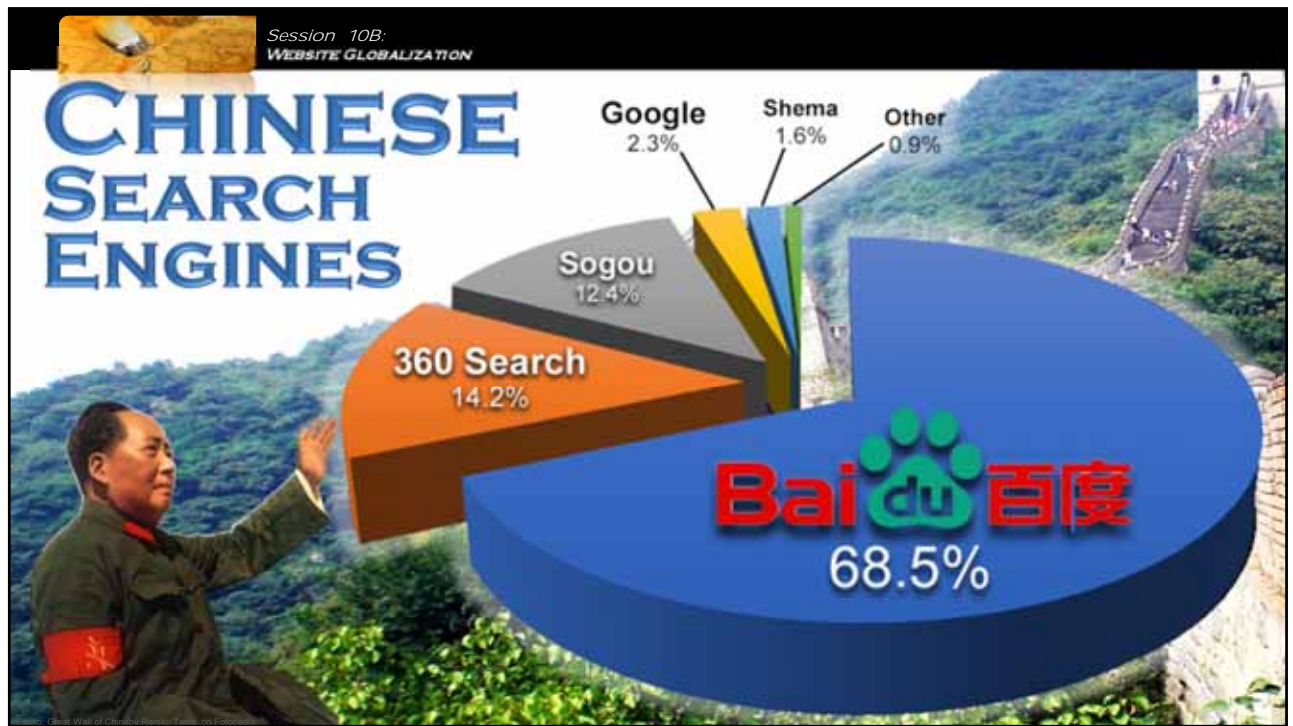
Website Globalization

Promotion, International ization, & Localization



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A screenshot of the eBay homepage. At the top left, there is a small thumbnail of the mouse and map image from the previous slide, with the text "Session 10B: Website Globalization" overlaid. Below this is the eBay logo and a navigation bar with a search bar, a "Shop by category" dropdown, and a "Search" button. A hand is pointing at the search bar. Below the navigation bar is a "G'day!" greeting and a row of category links: Saved, Fashion, Motors, Home & Garden, Electronics, Sports, Liquor & Grocery, and More. The main content area features a large promotional banner for "No Fear Shopping" with the text "Free Returns on Pretty Much Everything*" and a "How It Works" button. To the right of the banner are two images: a man wearing headphones and a woman holding a camera.





Session 10B:
Website Globalization



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Website Globalization

COUNTRY-SPECIFIC SEARCH ENGINES

NAVER | #1 in S. KOREA

매일 카페 블로그 지식IN 쇼핑 Pay TV 사진 뉴스 증권 부동산 지도 영화 뮤직 책 웹툰 더보기

무엇든
매일 매일 새로운 재미
내어준다고 자랑하기

담아한vs공모리
장재혁을 폭발시켜버렸..!

남작로(?) 태어났으면
이정도는 없어봐라지

살며 처음으로 명품
시계를 지른 이유.jpg

뉴스스탠드 > 전체 언론사 MY뉴스

MBC 저음신문 아이뉴스24 한국경제 디지털타임스 스포츠한국

Source: free wallpaper from multiple sources



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HOW SEARCH ENGINES WORK

- **Web Crawlers/Spiders** ("Google-Bot")
 - Determine website ranking
 - Look at keywords, link-backs...
- **Content is King!!**
 - Specific to product & industry
 - Search Engine Optimization (SEO)

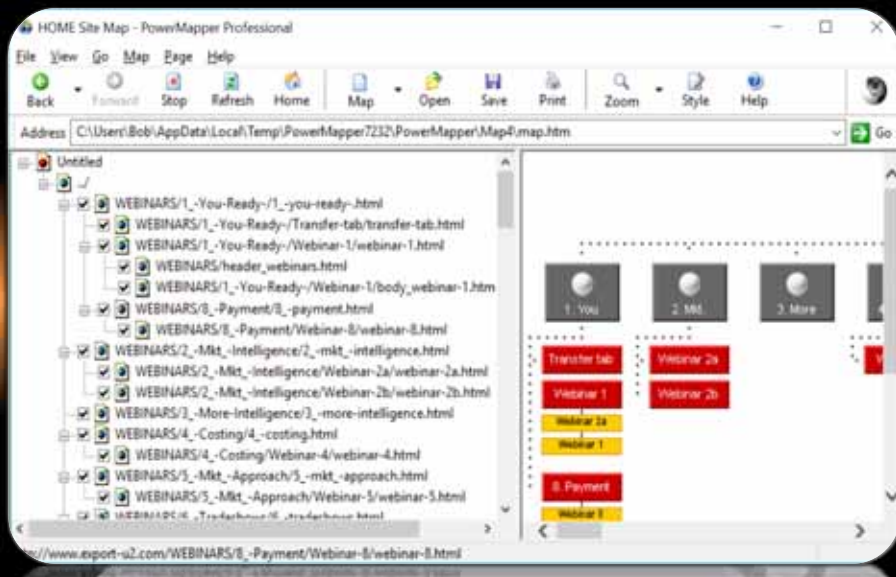


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INTERNATIONAL GOOGLE

Google Site Registration Page

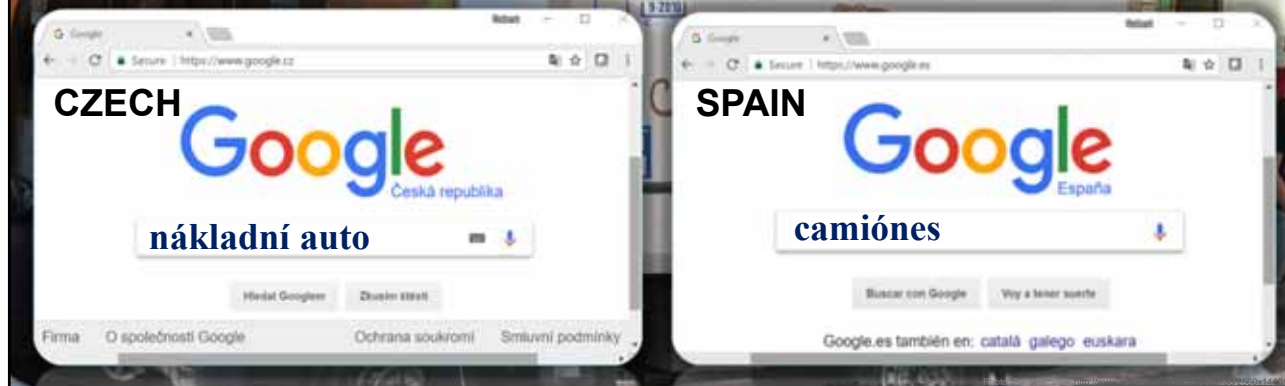
Spain Site Map



Picture: Matador Fancy Dress Costume for Men, Fancy Dress Code, UK

CONTENT: #1 RANKING FACTOR

Consider translating your
INTRODUCTION PAGE



COUNTRY CODE TOP-LEVEL DOMAINS (CCTLD)

Country-specific domains

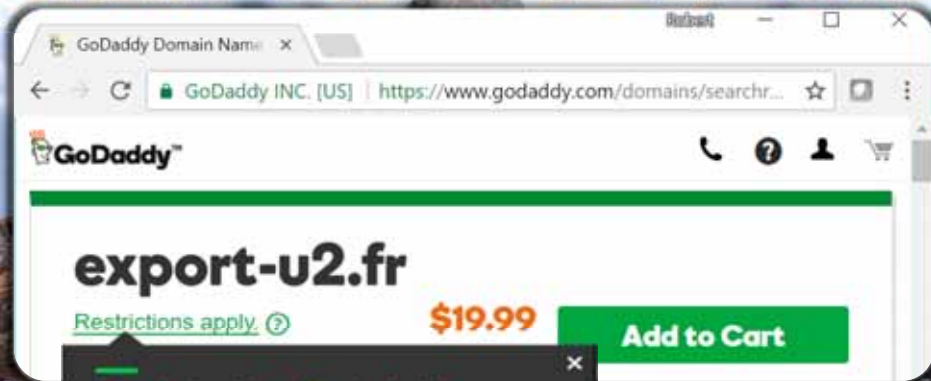
- E.g.: www.yourcompany.fr
- Review regulations first!

Benefits

- Improves site ranking in specific countries
- Protects your brand



COUNTRY TOP-LEVEL DOMAINS



Registration Restrictions
Address validation—Registrant contact address must be in France. Otherwise, registrant can register through a trustee.

■ **Ideal:**
Country sites
(www.ebay.co.jp)

■ **Good:**
Country subfolders
(www.ibm.com/jp-ja)

■ **OK:**
Country sub-domains
(<https://ja.wikipedia.org>)



HANDLING DOMAIN STRUCTURE



SPIDER'S EYE VIEW

Sparetech High precision ceramic hybrid bearings for semiconductor robots Today home search sitemap Home 200 mm 300 mm Wrists Spindles Robot Repair New Products Contacts History Press Releases Reference Material Distribution Opportunities High Performance Bearings Fala Ceramic Hybrid Bearings Sparetech com Inc is the worldwide distributor of Fala high precision ceramic hybrid bearings and related spare parts for use in semiconductor manufacturing Fala Technologies is specialty manufacturer of engineered goods mini environments and reticle handling systems Fala is the only independent thin section bearing manufacturer serving the semiconductor industry Fala and Sparetech offer high quality ceramic hybrid bearings for ultra clean robotic applications Read More Overview Fala Technologies and Sparetech were the first to release thin section ceramic hybrid bearings for semiconductor robotic applications Ceramic bearings give clean long life performance in many vacuum and atmospheric applications High quality bearings last times as long as OEM components and run considerably cleaner 200 mm Solutions 300 mm Solutions Blade Housings Spindle Rebuild Services Robot Repair Services Gate Valve Bearings New Products Bearing Technology Overview Pivots End Effectors Read More Upcoming Events July 13 15 2010 Semicon West September 30 to October 2009 SemiconTaiwan Booth 296 October 19 22 2009 ISMI Sematech

Photo: Spider, by spider on 2/11/10



Export12
All Web Site Data

Source

Sessions

2016.export.gov

2013.06.01.000

03035e.netachad.com 1837452 export-v2.com.nadman.com 2016.export.gov 2013.06.01.000 export.com
 alwet.scramble.net apps.export.gov www.plgsv.org 2016.export.gov 2013.06.01.000 export.com
 businessreport.algsv.org 23researching.com 2016.export.gov 2013.06.01.000 export.com
 com.google.android.googleusercontent.com 2016.export.gov 2013.06.01.000 export.com
 export-v2.com 2016.export.gov 2013.06.01.000 export.com
 fita.org 2016.export.gov 2013.06.01.000 export.com
 nasbite.org 2016.export.gov 2013.06.01.000 export.com

**LINK-BACKS
ARE
CRITICAL!**

Photo: Photo, by Galtier on 1/11/10

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BRAZIL #1

MEXICO #10

CHINA #3

ARGENTINA #10

OVERSEAS SEARCH RANKINGS

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Country	Count	Contribution to total
United States	7,798	75.40%
India	296	3.83%
United Kingdom	137	1.32%
Canada	104	1.01%
Nigeria	103	1.00%
China	92	0.89%
Egypt	89	0.89%
Brazil	61	0.59%
Germany	61	0.59%
Mexico	57	0.55%

WHERE ARE YOUR HITS FROM?

Web-tracking software lets you see.

If you don't have it, get it!



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INTERNATIONALIZATION

WOW! That's quite a mouthful!!!

Photo: NASA/Goddard/NASA's Earth Observatory/NOAA/DOO



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INTERNATIONALIZATION: CULTURALLY NEUTRAL WEBSITES

"Sites that are easy to load & navigate, and that facilitate localization."



Image: all over the



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INTERNATIONALIZATION: HIRE A PROFESSIONAL!

- With cultural, business, and tech knowledge
- Often it's your primary global website
- Not localized for a specific country
- Facilitates localization and maintains global consistency

Photo: <http://www.flickr.com/photos/sherwing/5032209000/>



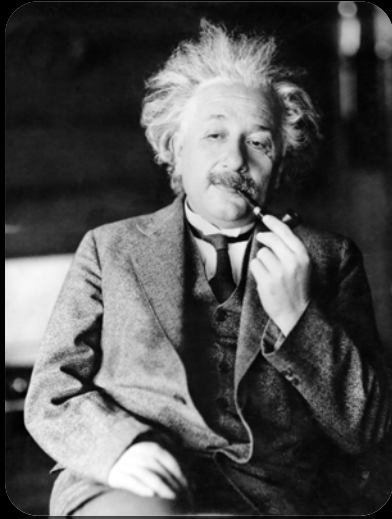
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BEST PRACTICE!

CONSISTENCY IS THE KEY!



HIGH LEVEL RECOMMENDATIONS

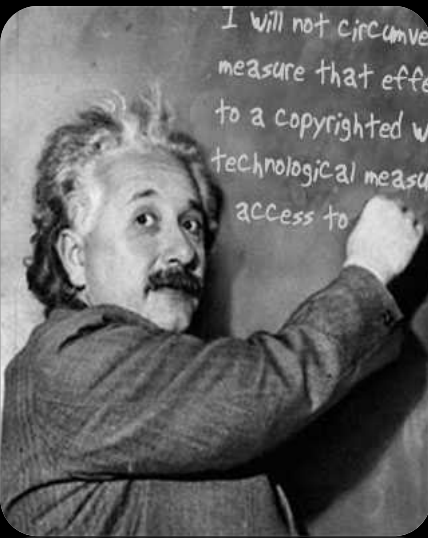


1. Mobile Device Friendly using “responsive site design”
2. Search & Index at top of home page
3. Language Selection link also there
4. Text Only option
5. Critical Info at top of home page



(More)

HIGH LEVEL RECOMMENDATIONS



5. Easy to find info with one click
(BACK and FORWARD buttons are annoying)
6. Carefully assess colors and images
(Are they culturally neutral?)
7. Are all graphics necessary?
(To market company & products)
8. Offer product picture enlargements
(Put actual word ENLARGE button near photos)



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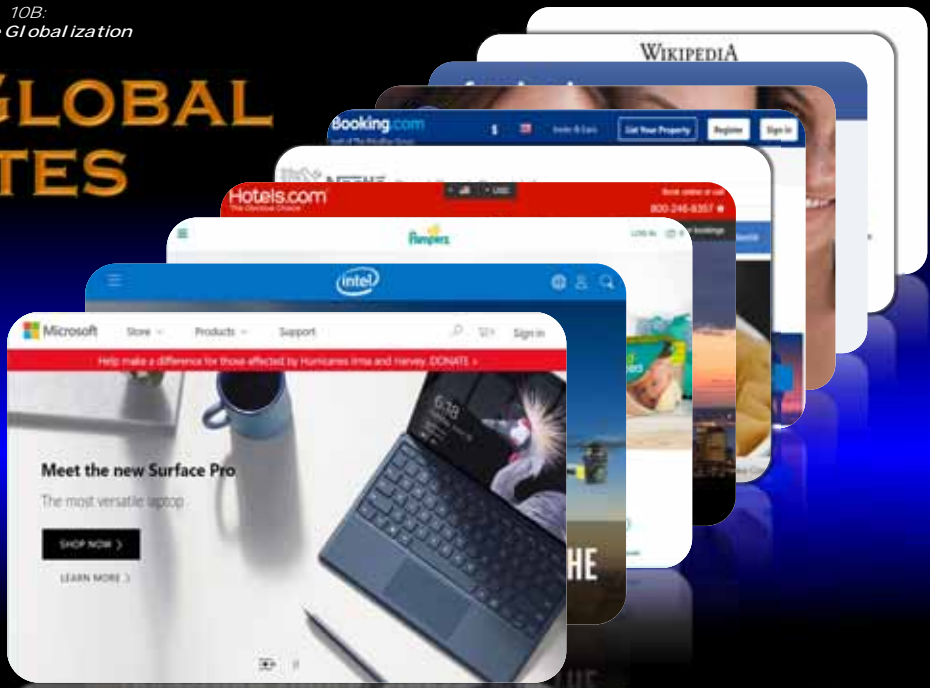
MOBILE DEVICES DOMINATE!



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BEST GLOBAL WEBSITES

1. Google
2. Wikipedia
3. Facebook
4. Nivea
5. Booking.com
6. Nestle
7. Hotels.com
8. Pampers
9. Intel
10. Microsoft





LOCALIZATION: ENGAGE A PROFESSIONAL!

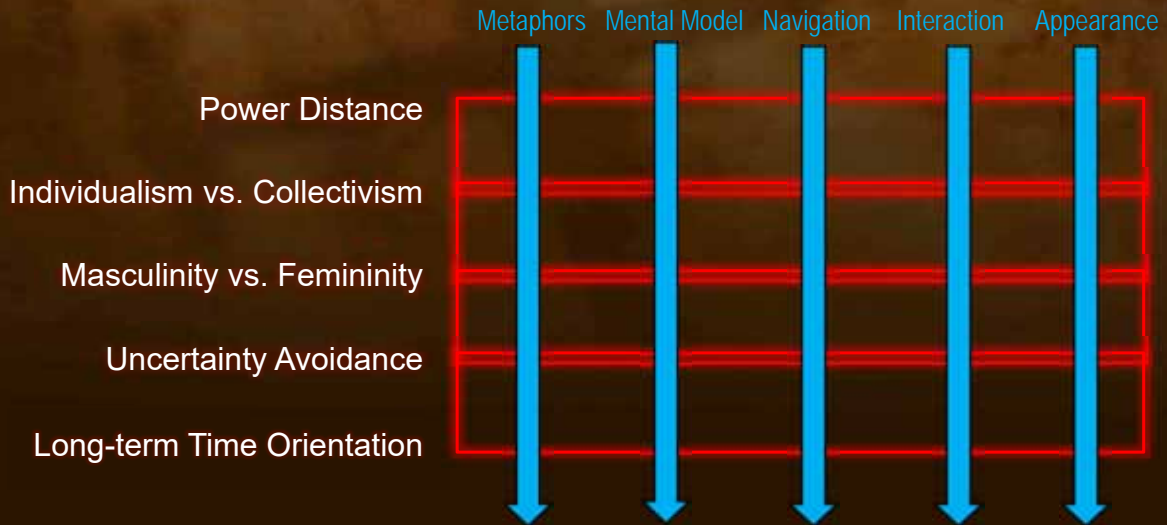
- Website for a specific country
- Beyond translation
- Accommodates aspects of culture:
 - High-context vs. Low-context
 - Power-distance
 - Individualism vs. Collectivism
- Typically follows internationalization





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CULTURAL DIMENSION MAPPING



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Localization Best Practice!

new ways to thrive
now is the time to work together, solve problems together, and bring the world a little closer. Together that's the human network effect.
get started now

Pequenas e Médias Empresas
Agora a Cisco também tem soluções personalizadas para o seu negócio.
Confira as novidades.

ようこそ、
新しいコラボレーションの世界へ。
シスコ コニファイド コミュニケーション
詳しくはこちら

Direct Address
Cisco MDS 9124 高速電源

「私」でとらえる
企業ネットワーク
案件紹介を支援する
シスコのアーキテクチャ
詳しくはこちら

Consistency
is Critical!



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LOCALIZATION MAP



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Website Globalization



LOOKING AHEAD

SESSION 10C:
INTERNATIONAL eCOMMERCE

Photo: Looking through binoculars on ship bridge wing, by Marc Rookwood-Pate, at Wikimedia

Session 10-B:

The End

Website Promotion, International ization, & Local ization

