

## **WEBSITE GLOBALIZATION**

*Simple Enhancements and Translation*



Hi, I'm Bob Erwin, and I will be narrating some updated portions of this session of Export-u2 by George Tracy, Director of the US Commercial Service here in Atlanta. .

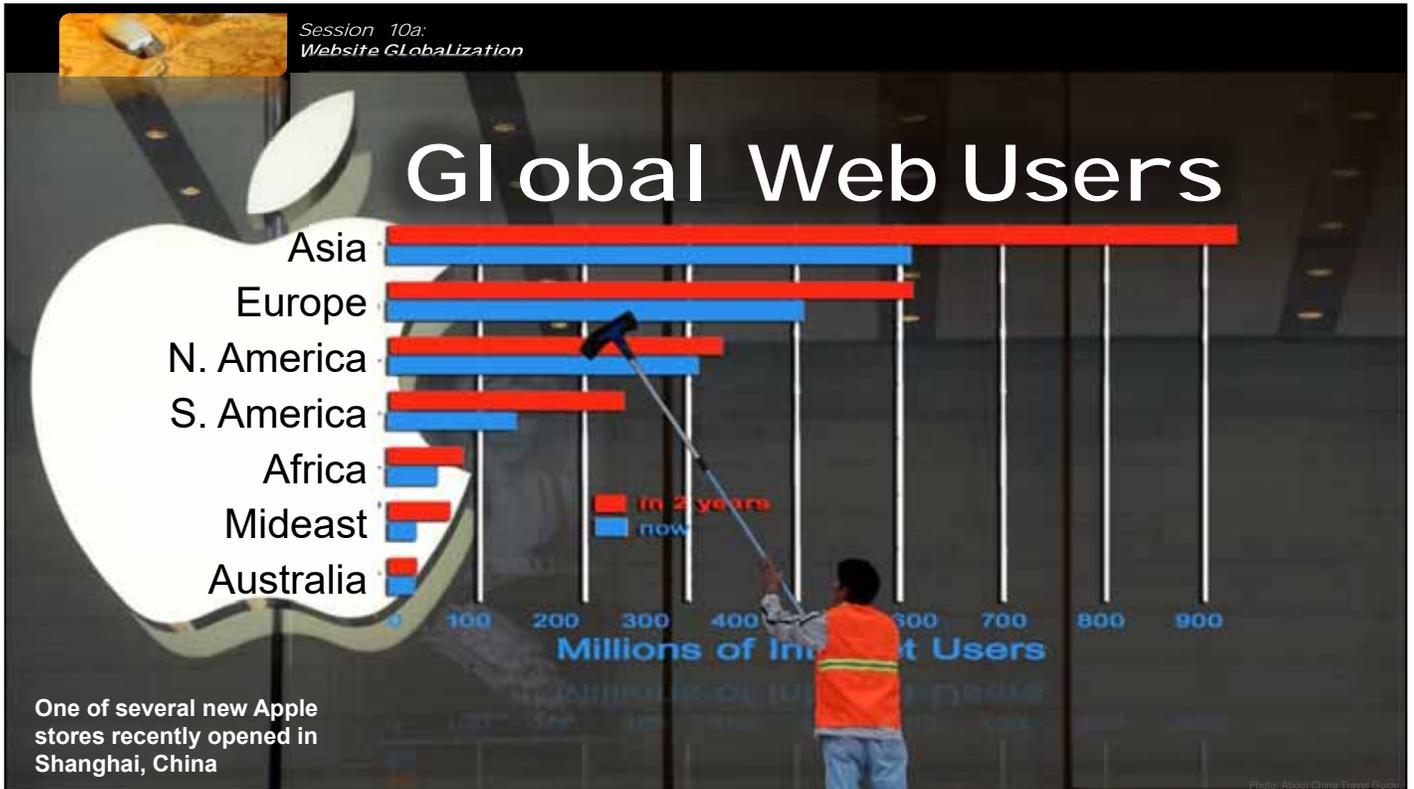
In this session we will discuss website design for the global marketplace. Because of its length, the session is broken into 3 parts; 10a,10b and 10c.

In this part, we will introduce the concept of website globalization, and highlight a few simple enhancements that can improve your site's appeal to international visitors.

We will also explore some of the pros and cons of translating your website into other languages.



First, lets briefly check out some statistics,..... because what's going on right now in cyber-space is pretty incredible!

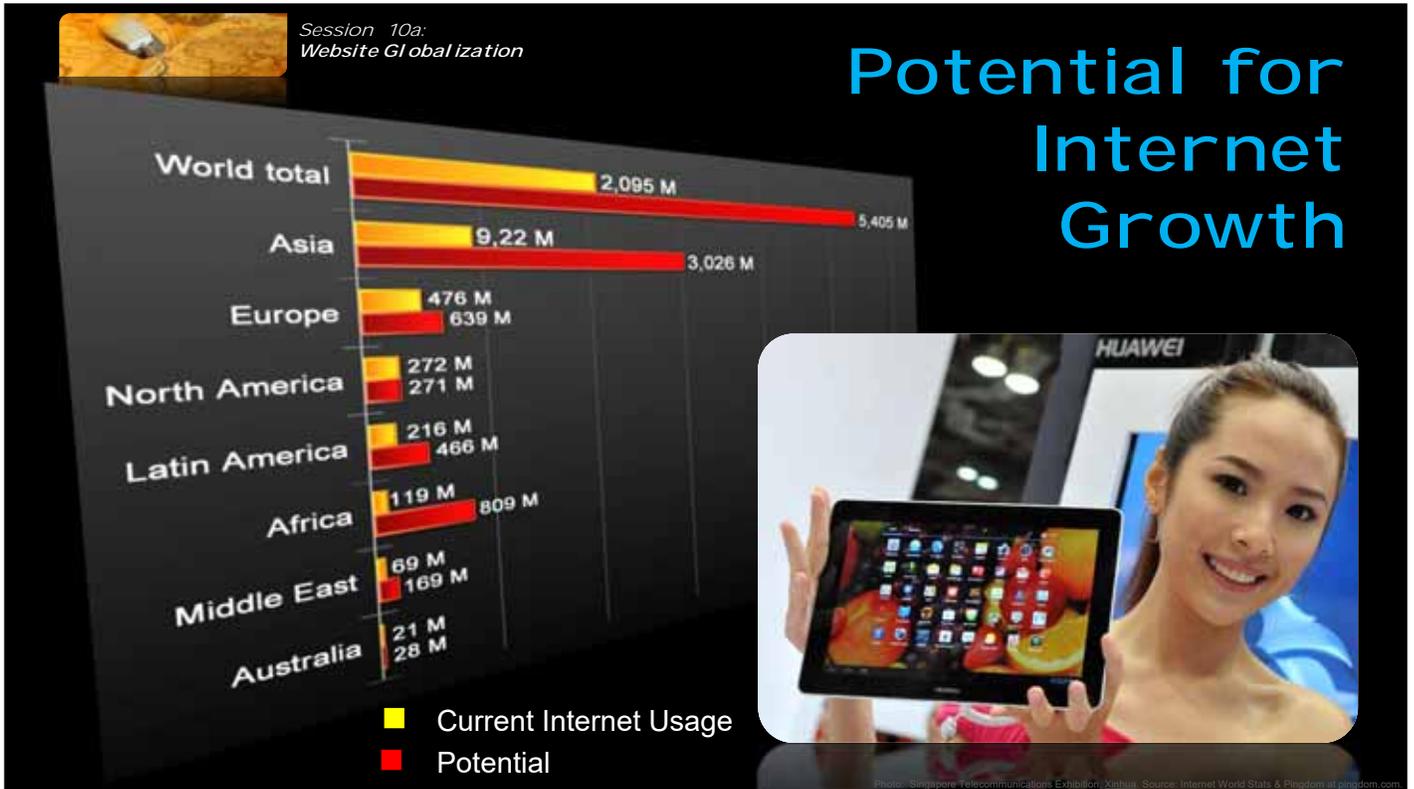


If you consider the number of web users worldwide, both Asia and Europe have far more than North America. And, look at the growth in other regions such as Asia, Latin America, Africa and the Middle East. Its almost double in each one of these regions, far outpacing that of North America.

This translates directly into opportunity for those companies that are willing to go after customers via the web in these other regions, and capitalize on the explosive growth that is taking place.

-Click-

# Potential for Internet Growth



While the growth in internet users is extraordinary, it's even more impressive when we consider the potential for growth worldwide.

As you can see from this chart, North America has pretty much maxed out the number of internet users for its population. And, Europe will do so soon.

But, look at the huge potential for growth

-Click-

in Asia and Africa. Internet use there could easily double or triple before they reach their growth limit. Asia already has the most internet users, but these represent just a 25% market penetration rate... Clearly, the prospects there are staggering.

This chart also shows the incredible opportunity for US companies to market internationally via the web.

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

## WEBSITE GLOBALIZATION

The fact is, if you have a website, you already have global exposure, whether you want it or not. You can't keep your site from being found by people in other countries...once you're on the web, you're out there for all to see.

So the question really becomes, do you take advantage of the enormous international opportunities the web affords? Is your international strategy simply going to be not to have one at all...or do you want to do what you can to attract and retain foreign customers?

For those companies that do decide they want to proactively go after the amazing international opportunities the internet can provide,

-CLICK-1- the first step is ensuring their web presence is optimized for international visitors...a concept known as

-CLICK-2- Website Globalization.

# GLOBALIZATION STRATEGY

Fuses globalization best practices with  
your branding & technology

## Phased approach

1. Enhancements
2. Internationalization
3. Localization

(Also translation, promotion, e-Commerce)

Website globalization is a comprehensive strategy that fuses globalization best practices with your specific branding and technology needs. This is typically done using a

-CLICK-1- phased approach, which we'll be discussing throughout this series.

First, you can do many things...

-CLICK-2- simple enhancements...that will have a huge impact on the way international visitors perceive your company, and your capabilities to do business overseas. These simple enhancements are very inexpensive...things you can easily do today, but will have an enormous impact, and we'll talk about some of these in a moment. Then, when a company decides to put a little more time and investment into their globalization efforts, they typically move to

-CLICK-3- website internationalization – a process that focuses more specifically on a website that is culturally neutral, and functional in any part of the world. Then, following website internationalization, companies will often

-CLICK-4- localize their websites for a specific target country, a process known as website localization. We'll be discussing all of this throughout the series.

And, of course, website

-CLICK-5- translation is a big topic when it comes to website globalization, so we'll touch on that topic, and relay on some of the 'best practices' that you should know. We'll then get into proactive promotion of your website in other countries, as well as touch on international eCommerce, and some of the approaches that can be taken. Now, as you can imagine, this is a massive topic than can be discussed for days...weeks even! But our goal here, with this online tutorial, is to provide a high-level overview of the topic, along with some actionable information that you can use to immediately improve your online presence as it relates to international marketing, sales and trade. So although we certainly don't want to imply that this series is comprehensive on the topic, it will provide you a starting point from which you can begin your website globalization efforts.

## Modify Contact Us Page

- Don't use [info@company.com](mailto:info@company.com)
  - Better: International Sales – [Tony@company.com](mailto: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 Café, Wikimedia Commons

So let's start talking about some simple enhancements that you can make that will have a huge impact on the appeal of your website to international visitors. One of the biggest complaints we hear from buyers overseas is that on many websites, it's not obvious if the company is willing or capable of doing business internationally. Fortunately this is something that's really pretty easy to remedy.

Consider

-CLICK-1- modifying your contact us page so that it makes it obvious that you are interested in doing business internationally. On your contact us page

-Click-2- don't use general aliases for information from your company like [info@company.com](mailto:info@company.com). Shown here a much better practice is to have a specific link to indicate that you are interested in international sales for example have a link that shows international sales [Tony@company.com](mailto:Tony@company.com).

-Click-3- Better yet create a completely separate page for international sales. This will clearly indicate that your company is interested in international business and I'll

show you some examples of this in a moment.

-Click-4- Also show your address as you would on envelope except don't use abbreviations because people in many other countries won't know state abbreviations. And include USA in your address since a visitor from overseas may not inherently know your companies in the United States. Make sure you

-Click-5- Provide direct dial phone numbers in addition to domestic toll-free numbers if you have those, because toll-free numbers won't typically work overseas. And make sure you

-Click-6- use the international dial codes format for the United States which is +1 is shown in this example.



# 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>



Also

-Click-1

make sure it's very easy for an international visitor to ask for information. Keep in mind that links that

-Click2

auto open e-mail often won't work in foreign countries. Access to the Internet and e-mail is not as common in many countries as it is in the United States, and people are often working on computers that don't have an installed e-mail client and will be using online e-mail systems like Gmail or Hotmail. This means that auto open e-mail links will not work.

The best practice is to have available both an online form and an e-mail option, and I'll show you some examples of this in a moment.

If you do decide to include a form be

-Click-3

careful in the design, and only asked for information you really need. Since this will

be your initial interaction with this client, minimize the information that you request as you can obtain detailed information at a later date if you end up doing business with the person. A good example of this is street address – for an initial inquiry, do you really need to know the visitor’s street address in Japan in order to share information? For your particular organization you may, but make sure you consider the information you're asking for and that you truly do need it for this initial interaction. One very important reason for this is that in many other countries you pay for the Internet based on the amount of time you’re actually using the Internet therefore the more information you ask for the more costly it is for that international visitor.

Related to carefully designed forms is

-Click-4

making sure you don’t have too many required fields. A good example of an inappropriate required field on an international inquiry form is zip code. Many countries don’t use a zip code at all and the format varies greatly from region to region. The point is, if you include a required field make sure you really do need that information.

Another best practice is to

-Click-5

ensure that you respond within 48 hours. Even if your response is that at this time you can’t do business with that particular country, for whatever reason, you still want to reply to ensure you don’t potentially burn any bridges. It’s just simply good business practice.

# 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(\*).*

<b>Full Name:*</b>	<input type="text"/>
<b>Email:*</b>	<input type="text"/>
<b>Company:</b>	<input type="text"/>
<b>Phone:*</b>	<input type="text"/>
<b>Address:*</b>	<input type="text"/>
<b>City/Town:*</b>	<input type="text"/>
<b>State/Prov:*</b>	<input type="text"/>
<b>Post/Zip Code:</b>	<input type="text"/>
<b>Country:*</b>	<input type="text"/>
<b>Comments:</b>	<input type="text"/>

Submit

So now let's look at some examples that you can use as samples when you decide to enhance your own contact us page. This screenshot here is a pretty good example of an online form for international inquiries. First, because there is a specific international sales inquiries section on the contact us page, it's obvious to any foreign visitor that this company is interested in doing business internationally. Now, on this particular form they do have many required fields, but you'll notice post/zip code is not one of them for the reasons I mentioned on the previous slide. It really depends on the business regarding what information you feel you would need to initiate interaction with a potential international customer, but overall this is a good example of an international sales inquiry form.

# INQUIRY FORMS

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

International Inquiries

Inquiries for Physicians or Distributors only.  
You can fill out the form below. Email international headquarters at [info@syneron.com](mailto:info@syneron.com), or call direct to 972.73.244.2205.

\*Designates required field

\*First Name   
\*Last Name   
\*Company   
\*Phone   
\*Email   
\*Specialty   
\*Postal Code   
Message   
\*Country

Submit Reset

India  
China  
Brazil

Here's another example of an international inquiry form, and this company has won awards for their website internationalization. As you can see in the upper right-hand corner of their page, they have two selections –

-CLICK-1-

international and North America. Anyone visiting their site immediately knows that Syneron is interested in international business. This very simple addition to their website completely transforms their image to international visitors. On their form you'll notice -Click-2-

that they do have zip postal code as a required field. They may have a good reason for requesting that information, but in general you could probably omit that, and at the very least not make it a required field.

# 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.

Here's yet another example of a pretty good contact us form. Notice in this case this company chose to use some drop-down menus which does make it easier to fill out the form. You'll also notice that none of the fields on this form are required fields, so the visitor is enabled to enter as much or as little information as they'd like. In general, this is a pretty good form but there is typically some information you would want to make required such as name, city and country as a few examples. But again, it does depend on your specific business needs.

# 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

Trui Dongivaecht  
Oude Gracht 621  
1381 X2 Weesp  
The Netherlands



Photo: Arabic street sign, at [chronikler.com](http://chronikler.com)

Here are some other things to keep in mind related to international formats and standards.

Address formats can differ greatly, so if you do request postal codes

-Click-1

make sure the field is a free text field and is at least 12 digits long. As I mentioned before some countries don't use postal codes, and many use combinations of both letters and numbers. ... Also, on all of your fields allow for longer lines. Since formats can vary greatly, it's better to ensure that the field can accommodate any requirements.

When it comes to name fields, make sure your form

-Click-2-

allows for multiple last names and titles. The easiest way to do this is to ensure that the name fields are free text and fairly large. On the first contact us example, you may have noticed that they used a full name field as opposed to the more common first name and then last name fields. That's a great idea since names and their formats can vary greatly from country to country..... Always...

-Click-3-

include a field for country and city. This information is important for a number of reasons, one of which is that you need to use this information to ensure that you're legally allowed to do business with the person making the inquiry. Export regulations prohibit doing business in some countries, and with some specific individuals, so obtaining a person's name country and city is important so you can do some culinary due diligence to ensure you are, in fact, able to transact with the particular individual.

For phone number fields, it's best to

-Click-4-

allow for any number of digits and not to restrict the formatting. Again, formats vary from country to country, and you don't want to inhibit an international visitor's ability to enter information. Finally, ...

-Click-5-

request that no abbreviations are used since there's a good chance you won't know what the abbreviation actually means.

To further the point, I provided two examples here – one addresses from Japan and the other is from the Netherlands. Obviously, the format is significantly different, so an international form would need to accommodate these to varying sources of information.

# 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**



Also make sure you

-Click-1

specify contactor service hours in both 12 and 24 hour format.

-Click-2

Spell out the time zone and consider adding a reference to Greenwich Mean Time, which is the standard used by many parts the world.

# 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)



Another very important point is to make sure to...

-Click-1

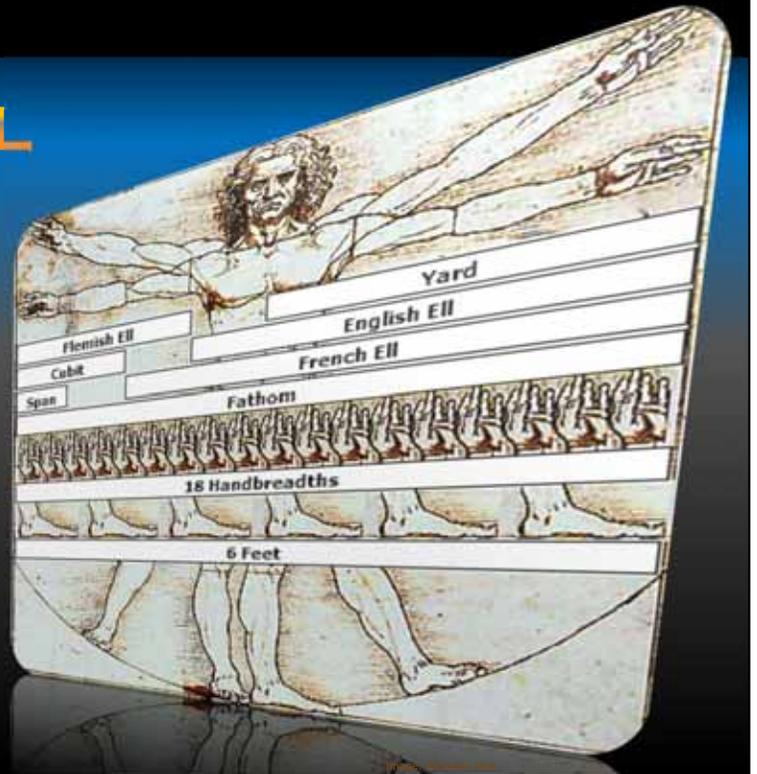
spell out dates to avoid any confusion. The US convention is actually different than most other countries. For example 8301 is March 8 2001 in many other parts of the world. Of course here in the United States we see that as August 8 which will obviously cause some real confusion if it's not clearly spelled out.

-Click-2

This is really a best practice for every facet of international business – always spell out the dates... it will save you a lot of headaches and potentially avoid some very serious problems with your international transactions, so it's really a good habit to get into, not just in web globalization but from the perspective of all international activity.

# 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



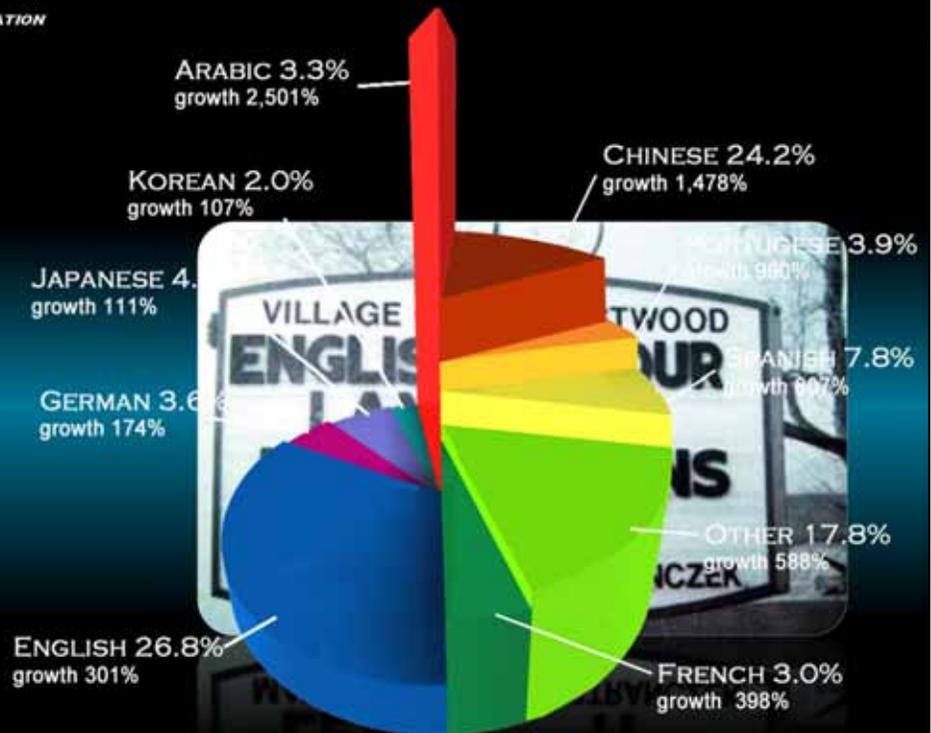
If your company makes products that have weights, measures and so on, and you want to include that on your website, make sure you include metric weights and measures as well as the US conventions.

Make sure any calculation routines that relate to these measures produce the correct results, and if you sell products with plugs and wires make sure you specify the voltage the megahertz and any other details that would be important to an international buyer.

Another best practice that can give you a significant competitive advantage is noting whether your company is willing to modify your products to fit specific country needs. If your company is willing to do that make sure you make that obvious on your website as it will greatly appeal to potential international customers, and provide a further indication that your company is both willing and able to transact business internationally.



# WEB LANGUAGE GROWTH



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

So now let's talk a little bit about website translation. Is English really enough for your website?

-Click-

Well, it's very interesting when you consider the growth in other languages currently happening on the Internet. This chart shows internet language use over the past decade.

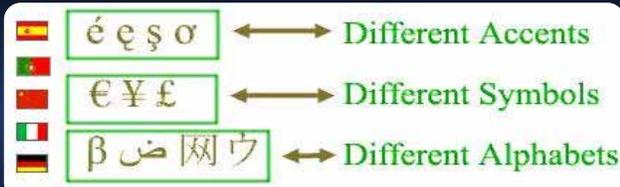
I was very surprised when I saw this chart which indicates that Arabic is the fastest growing language on the web. Not surprisingly, Chinese came in second,.... but in third place was Portuguese – now that is surprising. Undoubtedly, Brazil has generated much of this growth.

Obviously, we don't recommend that you run out and translate your website into

Arabic and Portuguese, but the internet landscape is clearly changing.

# NUMBER 1 RECOMMENDATION

Engage professionals that employ native speakers!!!



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

When it comes to website translation, our number one recommendation is to make sure that you engage professionals that employ native speakers of the target language. Using nonprofessionals, like a nephew that spent a semester in Mexico, to translate a website is not the way to go.

-Click-1

It really is better not to translate at all than to do it poorly.

-Click-2

For now, English still is the international language of business, so having a website in English only, although not ideal, will not put you at a significant disadvantage. But translating your website poorly into another language will portray an unprofessional image of your company, and will hurt you more than it will help you. So unless you have the resources to translate your website properly, leave it in English. One reason for this is that it's

-Click-3

not a simple process to comprehensively translate a website.



# TEXT EXPANSION & SHRINKAGE

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

The word “speed” in German: **GESCHWINDIGKEIT**



In Chinese:



One of the complications in website translation is that translated text can actually impact website design because of text expansion and shrinkage. Translated English is 30 to 40% larger in some European languages, and 30 to 50% smaller in many Asian languages. Here's just one simple example – the word speed in German... is that huge word, and the word speed in Chinese is that very small symbol.

So, as you can imagine if you were to fully translate a website, and many of the words became much bigger, or smaller, that's going to impact the overall appearance of the site. So translating the site is more than just translation of the words. Until you're ready to do it properly, it really is better to just leave it in English. However, there are some less comprehensive approaches that you could take to translate at least a portion of your site, like translated introductory pages, which we'll discuss a little more in a few minutes.

# TRANSLATION MISHAPS



It's not just the smaller companies that get translation wrong – a lot of the big guys mess it up as well. Here are just a few examples of translation gone wrong. IKEA, which is a company I assume most of you have heard of, was launching a new series of furniture in the United States, and was looking for a new name for one of their desks.

-Click-1-

Fart-full became the name of this new desk, which clearly is not a great name for a piece of furniture in English-speaking countries.

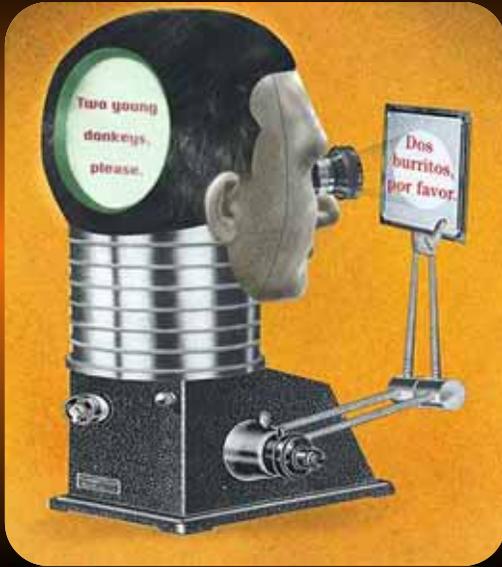
Some of you may recall Pepsi's advertising campaign in the United States – come alive with Pepsi. It was really successful, so when Pepsi decided to move into Taiwan, they decided to take advantage of the same successful campaign. Unfortunately, when they translated the campaign slogan come alive with Pepsi, it was translated into Chinese as

-Click-2

Pepsi brings your ancestors back from the dead. This gave a whole new meaning to the term false advertising.

There's virtually no end to the list of messed up translations, so you want to do your best to stay out of the mix. Don't translate until you're really ready to do it right.

## 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.

Now let's talk a little bit about machine translators. Machine translators have come a long way over the years, but it's still not a good idea to use a machine translator to comprehensively translate your website. The problem is, computers can't understand context, and they tend to translate literally word for word, which often doesn't yield the correct message. Here's a simplistic example of why machine translators can sometimes seriously mistranslate.

In Spanish

-Click-1  
como means how. In Spanish mucho means much.

-Click-2  
But, como mucho does not mean how much. It means

-Click-3  
I eat a lot.

-Click-4  
Cuanto means how much.

Now this is just a simple little example, and many of the machine translators at this point would actually perhaps catch this particular mistranslation, but the point is that they do very often make substantial mistakes so you wouldn't want to rely on machine translators to translate a website. They are really cool toys, and someday, they may become a viable alternative, but for now, there really is no substitute for native speakers of the language.



# READY FOR BUSINESS IN THEIR LANGUAGE?



Another very important point to make when it comes to translating your website is that if you do translate your website into another language, you need to actually be ready to do business in that language. When an international visitor sees your website in their language, they assume that you have people that are capable of speaking and writing in that language. If you think of yourself, if you were to go to a Japanese company's website, and it was fully in English, you would assume that if you were to pick up the phone and call them, they'd be able to speak English.

The same is true of visitors from other countries. So, this is another reason you want to be hesitant in comprehensively translating your website into another language... unless you really are ready to do business in that language. Some of our clients that use machine translation in the past were shocked to receive e-mails and phone calls in that particular language, and were not able to communicate with the potential customer. You certainly don't want to end up in that situation.

# 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');  
</script>
```

[Preview And Try!](#)

However it is a best practice to take advantage of the available machine translators to further enable international visitors to understand your company and products. This slide includes a screenshot of the Google translator that you can actually put on your website. Rather than you translating your website using the Google translator, or any of the other translators are available online, you can include this Google plug-in that enables an international visitor to choose a language to translate your website into. In this way, you're enabling international visitors a tool that allows them to view your site in other languages, but are not implying that you are actually capable of transacting in those languages.

Also, if the Google translator does mess up the translation, the international visitor does not see that as a slight on your company, but rather realizes that it's simply a flaw in the Google translator. We highly recommend that companies include this capability on their websites as it's a fantastic indicator that your company is both willing to transact internationally, and sensitive to the fact that everyone doesn't speak English as well as enabling non-English speakers to better understand your product and company.



# DON'T TRANSLATE WHOLE SITE IMMEDIATELY...

Consider Translated intro page



(Chinese intro page submitted to Google China)

I mentioned earlier that there were approaches to translation that didn't require a comprehensive translation of your website. One approach that some companies are now taking is to create a translated introduction page that overviews their company and their products in the target language, and that includes a link to the company's main homepage which remains in English. Of course, this is a much less expensive approach to getting at least some translated content on your website, which again enhances your companies image to buyers from particular regions of the world, will help with their ability to find you in search engines, yet not imply that your company is capable of doing business in that particular language.

Typically translated introduction pages are one page in length, including company overview, product overview, any experience the company has had doing business in a particular target region, and a link that clearly indicates that the visitor will be taken to the company's main English websites. This is a fantastic option for companies to consider prior to comprehensive translation of their sites.



Session 10a:  
Website Globalization

# Where's the English Link?



If you do decide to translate your website into other languages, make sure it's really obvious on the page where the visitor needs to click in order to see the site in that other language. On this screen shot, unless you speak Japanese, impossible to see the link to English.

## CLEAR LINK TO TRANSLATION



On this page the link is very obvious.

So, if you do decide to include site translation, make sure it's very clear where a visitor needs to go to actually translate Site.

# TAKE CARE WITH DROP-DOWNS

Why isn't  
Japan  
translated?

Best practice



Just a few other little pointers related to site translation – be a little careful with drop downs. In this example, you'll notice that Spain is translated, but Japan is not. So a Japanese visitor, who cannot read English characters, would not be able to read Japan in this list. So if you do translate your site, the

-CLICK-

best practice is to include a list of the languages translated into the specific language as you see here.



## LOOKING AHEAD

### Session 10b:

Proactive Promotion,  
Internationalization,  
and Localization

### Session 10c:

International eCommerce



Photo: Radio-telescope, NASA, downloadable at website

This concludes our initial session on website globalization. In the following session we'll talk about proactive promotion of your website internationally, the concept of website internationalization and website localization.

Then, in the final session we'll provide a high-level overview of international e-commerce. Thank you!

Session 10-a:

# ***THE END***

*Simple Enhancements and Translation*

