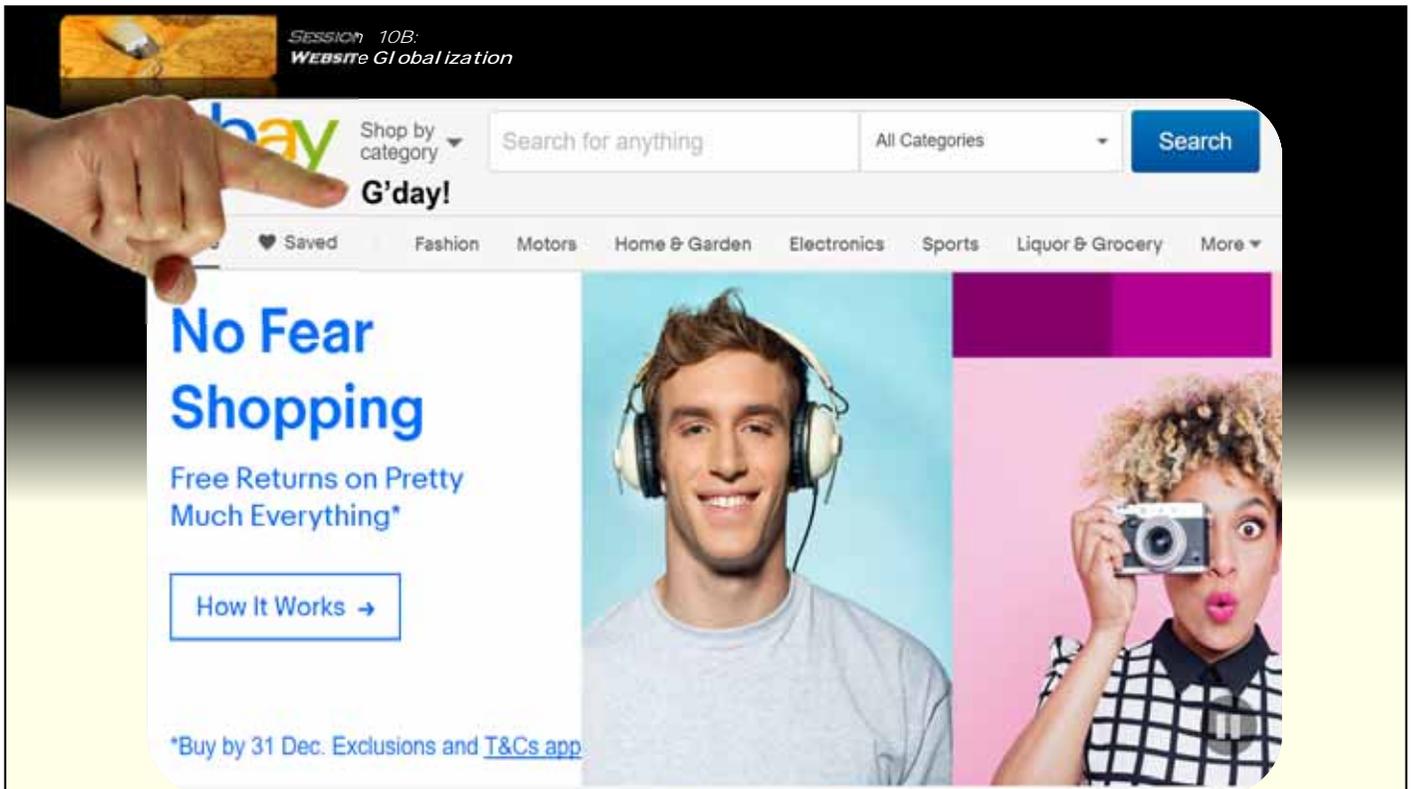


Website Globalization

Promotion, Internationalization, & Localization



Hello, my name is George Tracy. Welcome back for session 10b of website design for the global marketplace. In this session we will discuss proactive international promotion of your website, internationalization of your website, and localization of your website.



But before we get into all of that, I thought we could take a quick look at who's going global.

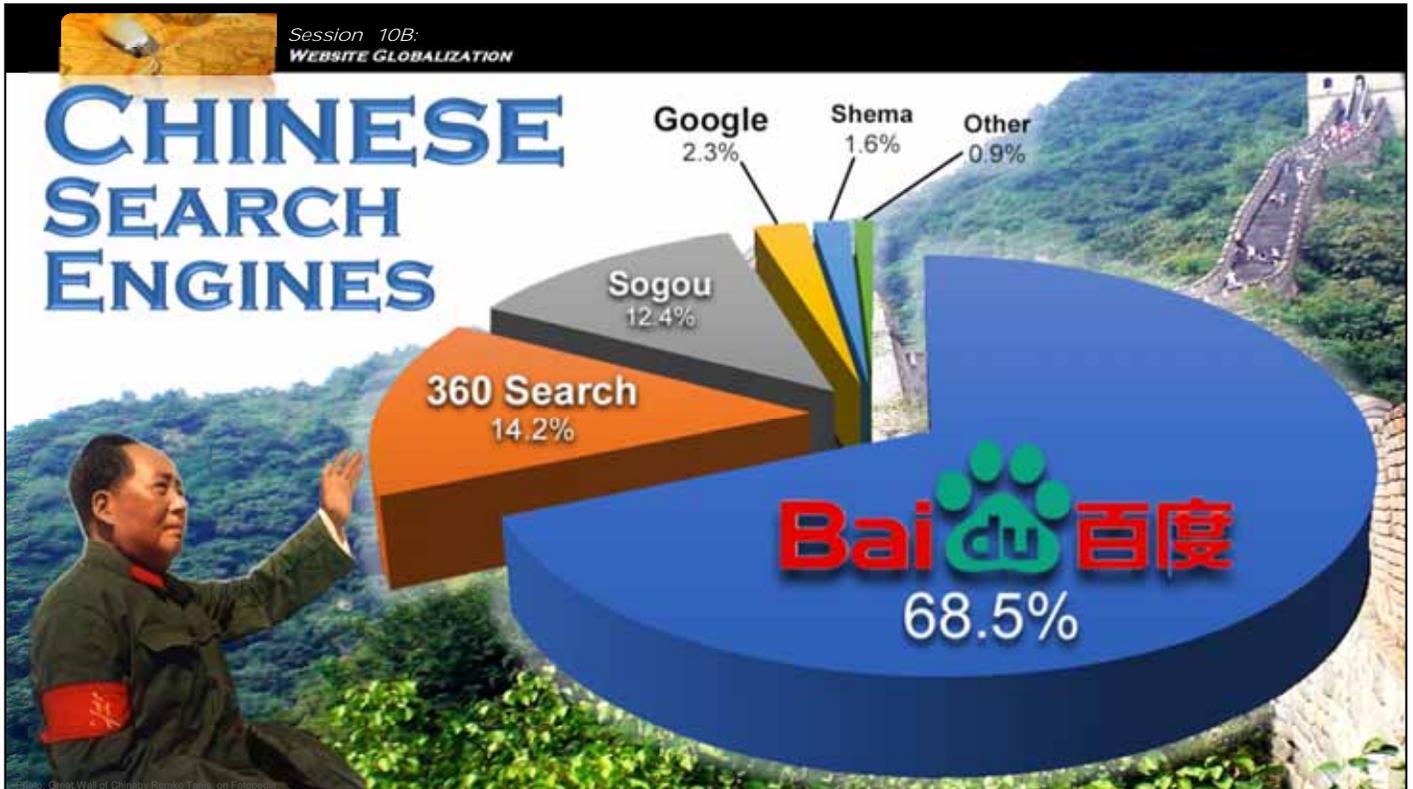
The NBA has gone to China in a big way.

Starbucks has gone... well... just about everywhere.

So has Xbox...

And even our friends over at eBay are saying G'day to their customers in Australia, and have completely localized a website just for Down-under.

But website globalization isn't just for the big companies. This session should help you go after some of these global opportunities that the big guys are already pursuing.



Before we consider international promotion of your website, let's take a look at which search engines people are using in other parts of the world.

Search engines are the way that most people overseas will find your website.

-CLICK-

This chart shows the most popular search engines in China.

Although Google does control a small portion of the market, you'll notice that other search engines have much bigger shares. Take a look at Baidu, it is by far the largest search engine in China.

Most people outside of Asia have never heard of Baidu, but if you're pursuing business in that region, you definitely want to consider it.

2017 Data from: <http://gs.statcounter.com/search-engine-market-share/all/russian-federation/#monthly-201501-201708>



Here's a graph showing the most popular search engines and Russia.

As you may recall, Russian is the second fastest growing language on the Internet. And in Russia, a search engine called Yandex is the most popular, with Google running a very close second.

Yandex is not at all common in other parts of the world. But, if you wish to pursue business in Russia, make sure you get listed on both Yandex, and Google Russia.

2017 Data from: <http://gs.statcounter.com/search-engine-market-share/all/russian-federation/#monthly-201501-201708>



Finally, here's a chart showing the most popular search engines in Europe. As you can see, Google is by far the most popular search engine.

However, there are different Google sites for each particular country. So in order to proactively promote your site, it's important to be listed on as many of the search engines as possible, including Google sites specific to each country.

2017 Data from: <http://gs.statcounter.com/search-engine-market-share/all/russian-federation/#monthly-201501-201708>

COUNTRY-SPECIFIC SEARCH ENGINES



Source: free wallpaper from multiple sources

Clearly, there are a lot of search engines out there.

Google does have the largest market share in many places, but not everywhere. And, even where Google is number one, others often command a significant following.

So if you're promoting your site globally, you need to be aware of the leading search engines in your target regions and countries. This information can easily be found using a web search.

In some smaller countries, local search engines dominate, for example in South Korea

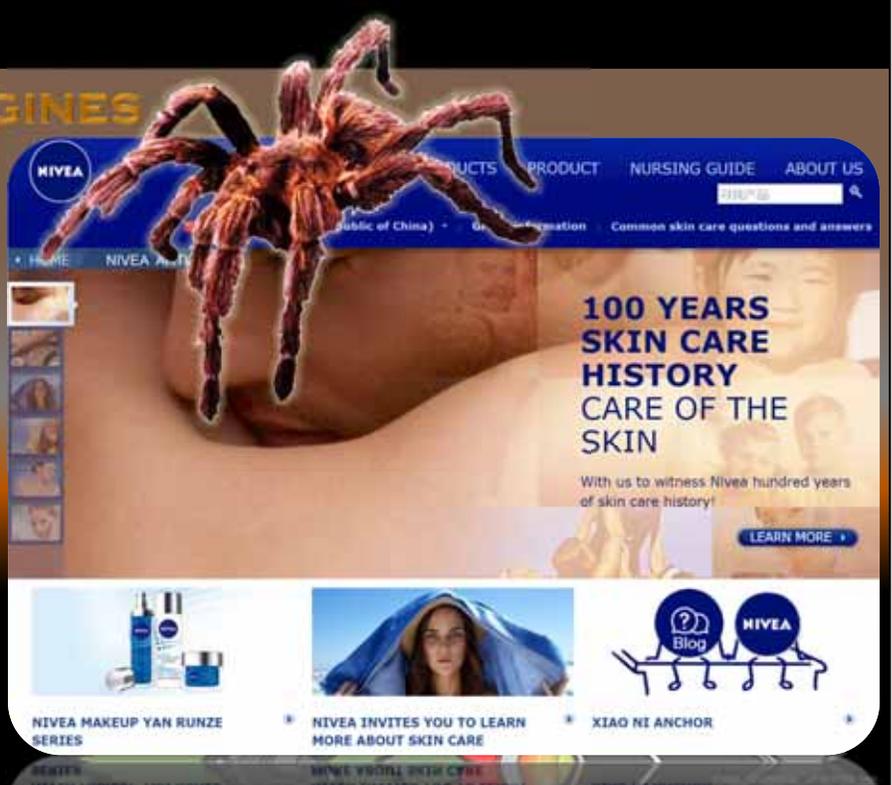
-CLICK-

a search engine called Naver is the most popular. Because South Korea's population is relatively small, from a Asian regional perspective Naver is not widely used. But, if you are specifically targeting South Korea, you absolutely need to be listed on Naver.



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)



So before we can talk about proactively promoting your website, let's discuss how the search engines work. All of these search engines have programs that scour the Internet looking for web-pages, evaluating information on those web-pages, and based on what they find they index the web-pages in a particular order. Some companies call these programs...

-Click-1- ..."Web crawlers" or "spiders"... Google calls their's the "Google-Bot," I believe, but all of the search engines use these things, and the algorithms and whatnot that.....

-Click-2- determine how the Web crawlers rank a webpage are very sophisticated and held secret by the companies. What is known is that they...

-Click-3- look at all sorts of things like keywords, link backs, some may still look at meta-tags, although meta-tags supposedly no longer make much of a difference, but one thing is for certain, and that is that

-Click-4- content on your website is the most important thing for search engine ranking. So the goal is to make sure that your website ...

-Click-5- contains content that is very specific to your products and industry. In some ways, this simply sounds like common sense, but we're going to discuss some strategies that you

can use that will enhance the content on your website, and make your site likely rank higher on the search engines, both in the United States and overseas...a concept known as search engine optimization, or SEO. As you may know,

-Click-6- search engine optimization is a very complicated process, and there are whole companies that exist solely to help other companies optimize their search engine rankings. Our goal is to provide some high-level guidance related to international search engine optimization, but if your organization chooses to aggressively pursue higher rankings, we strongly recommend that you engage professionals who specialize in this field. One really great, and relatively easy, thing that your organization can do...

-Click-7- is shown here in this example. I always thought that companies put white papers and all sorts of other articles and information about their products and industries on their websites simply to provide me more information. And that is one of the main reasons they do it, but it's also an excellent way to enhance your search engine optimization. If you think about it, the search engines are looking for content, typically in the form of keywords, to determine your websites ranking. So, if you include on your site all sorts of

-Highlight-

articles and other information that is specific to your products industry and company, this will likely improve your overall ranking. Now, keep in mind that the search engines use sophisticated algorithms to determine the pertinence of a website, and consequently its ranking. The goal here is not to trick the search engines, but rather to truly provide more valuable information on your website related to your products and so on, that will have the positive consequence of likely improving your search engine ranking. It's a great practice for lots of reasons, so think about it for your own site.

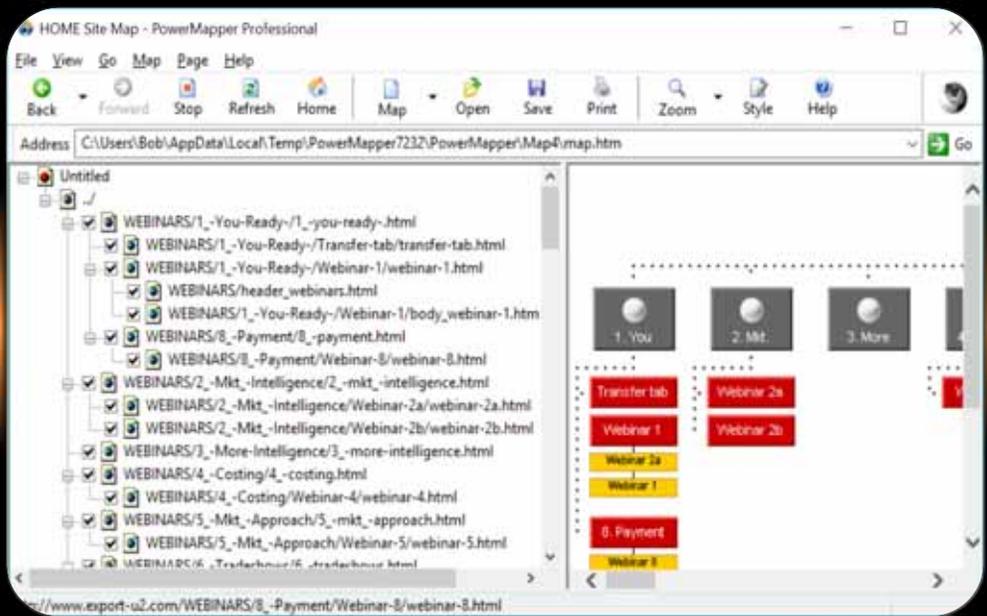


Session 10B:
Website Globalization

INTERNATIONAL GOOGLE

Google Site Registration Page

Spain Site Map



Picture: Malador Fancy Dress Costumes for Men, Fancy Dress Code, UK

I mentioned earlier that Google has different search sites for each particular country. On this slide you'll see two screenshots – the first is the main Google site, Google.com, and the page you use to register your site directly with Google. The other screenshot is of

-Click-1

Google Spain. Now, in theory, if you were to not register your website with any of the search engines they could eventually find your site because the Web crawlers are always out there looking at websites and indexing them accordingly.

However, best practice is to proactively register your website with Google and any of the other search engines you are interested in to proactively initiate the Web crawlers scan of your site. So in this example, if you were interested in customers in Spain specifically, you would want to go ahead and register your site on Google Spain, as well as any other country specific search engine, just to make sure that that search engine proactively looks at your site.

Another best practice to keep in mind is that it's a good idea to register your

-Click-2

website's site map as opposed to just your homepage. The reason being that typically all the links to all of the pages on your website will be present on your site map page, therefore the WebCrawler will follow each of those links and in theory scan your entire website. This would probably happen as well if you were just register your homepage, but it's rumored that many of the search engines can have problems following certain links – links built out of Java, links from pictures and so on – so it's a good idea to register your site map just to be safe.



As I've mentioned a number of times, content is the number one factor in rankings. So, on this slide you'll see a couple of Google search pages

-Click-1

The one on the left from the Czech Republic, and the one on the right from Spain. Of course if someone in Spain is looking for something – let's say trucks for example – they likely are not going to type the word "trucks" in English into the search field, but will rather type

-Click-2

"*camiones*", the Spanish word for trucks. The same holds true for the person in

-Click-3

the Czech Republic... or any other country for that matter. So, if nowhere on your site does the word "*trucks*" appear in the local language, it's likely that your site will not be ranked very high.

Now, we discussed website translation in the previous section, and how you really shouldn't do it unless you're prepared to spend the money and resources to do it right. But, this is a great example of how a translated introduction page can be of great help since it will provide at least some translated content specific to your products and companies, so your search engine ranking will likely somewhat improve.

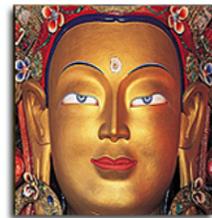
COUNTRY CODE TOP-LEVEL DOMAINS (CCTLD)

- **Country-specific domains**
 - E.g.: www.yourcompany.fr
 - Review regulations first!
- **Benefits**
 - Improves site ranking in specific countries
 - Protects your brand



European Domains

.uk .de .fr
..more



Asian Domains

.cn .jp .in
..more



Now let's talk a little bit about country code top level domains, commonly known as CC TLD because this can greatly affect search engine rankings in other countries.

A country code top-level domain is

-CLICK-1-

a country specific domain name. As you can see in this example www.yourcompany.fr would be the top-level domain for France. In a sense, using a country code top-level domain is like giving your company a local presence in that country... but on the Web. One thing to keep in mind if your company does decide to pursue country code top-level domains is that there are

-CLICK-2-

regulations that govern these, so you want to make sure you review those prior to buying. It's not hard to find this information, and on the next slide I show you an example of a site where you can both buy top-level domains, as well as review regulations associated with them, so keep this in mind if you decide to pursue this approach.

There are many

-CLICK-3-

benefits to using country code top-level domains. For example it can greatly

-CLICK-4-

improve your website's ranking in that particular country. So for example, on our previous

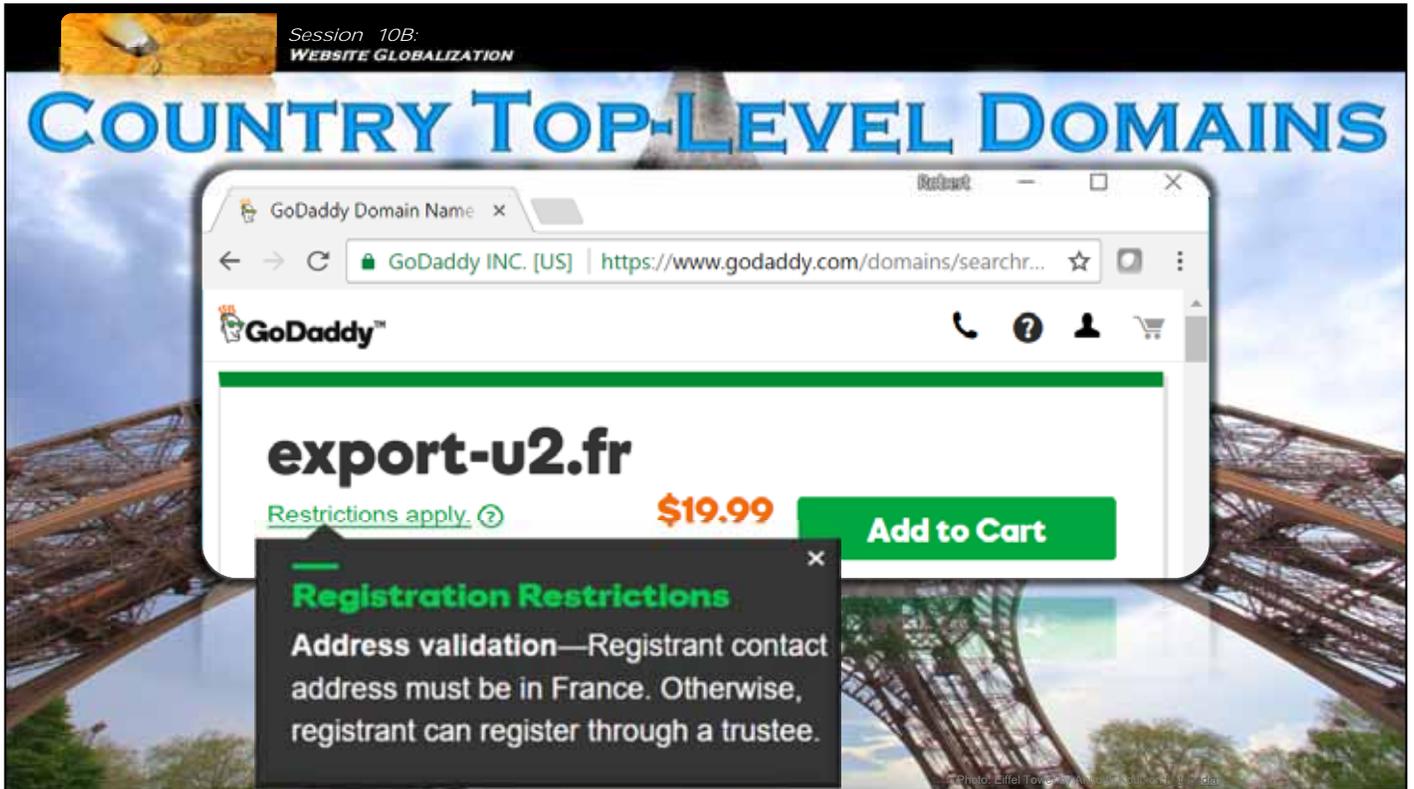
slide showing Google Spain, if you were to have a website in Spain... in other words using the Spanish top-level domain... it will likely rank higher than a regular .com website. Now this ties in with those sophisticated search engine algorithms mentioned before, so just having a top level domain doesn't fundamentally ensure a high-ranking, but it is believed to be one of the main factors the Web crawlers consider in ranking the pages. And this makes sense because the goal of the search engines is to provide the most relevant information to the user, so a company that has a top-level domain, and consequently perceived to have a local presence, at least from the Web perspective, will likely be more relevant to the user. For these reasons country code top level domains are great business practice if you're targeting a specific country and usually tie in with website localization which will discuss a little later.

Another benefit of top-level domains is that you can use them to

-CLICK-5-

protect your brand. So, even if you don't plan on expanding into China right now, for example, you may still choose to buy the country code top-level domain to protect your brand there, and have it available when you do decide to localize your efforts in that particular country.

COUNTRY TOP-LEVEL DOMAINS



This slide shows a screenshot of one of the many locations you can go on the Internet to buy country code top-level domains.

As you can see, in the lower-left there's a link to restrictions on French domain registrations. Clicking the link

-CLICK-1-

tells us that you need a corporate address in France or a trustee there to use the FR domain extension.

So, make sure you check for any regulations and restrictions that might apply.

- **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

So how should your company handle your domain structure? Well, ideally, if you had unlimited resources, you'd want to have a separate site for every single target country using the country code top-level domain which is discussed. This would typically require website localization, which will discuss shortly, for each specific target country. Although a great approach, this really isn't realistic for many small and midsize companies because of the level of effort required to localize a website.

Another very good approach is to create subfolders for each country or language within your main website. This is actually the most common approach, and you'll see a lot of very big companies using this approach like Cisco, shown in this example. There are number of benefits to this approach, including the fact that this make site maintenance typically much easier than the localized approach mentioned above. It also keeps all of your companies Web information within one top-level domain because the country specific, or translated, content exists in a subfolder of the main website. Therefore, when the WebCrawler scan your site, they will find the country specific content and use that when considering your search engine ranking.

Another option, although not as common as subfolders, is the use of sub-domains for each country as shown in this example. It's not a known fact, that it's rumored that this approach may not be as search engine friendly as the other two options, but that's just speculation. This approach is typically used when your company's business model is substantially

different in one particular country versus another. For example, let's say you were prepared to localize a website for the Mexican market, but the products you sell in Mexico, and the business channels used, are completely different than those in other parts of the world. This would be an example of when perhaps a sub-domain would make more sense than a subfolder – because the actual website design would probably be substantially different than the design used in the United States and other parts of the world.

The fact is, your specific business needs will drive how you decide to handle your domain structure. In fact, many companies end up using some combination of these three options. Use these as guidance for your specific business needs.



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 silvid, on Flickr

This slide shows an example of one of the many, many free tools that are available to you on the Internet. This particular website, webmaster toolkit.com, provides all sorts of functions that will enable you to evaluate your website, and determine if it's optimized from a search engine perspective. This particular screenshot shows a spider's eye view of a webpage... Basically what one of those web crawlers sees when it looks at their website. The terms underlined in red are keywords that the company wants the spiders to find, because they're specific to their products, and when people type them in to the search engines, they want their company to rank high. You can put any webpage into this particular tool and view these results, and this really helps determine if the content on your site is yielding the results you're looking for. And again, this is just an example of one of the many tools available. Google also offers an online suite of website design and analysis capabilities that you should check out when you had the chance.

BRAZIL #1

MEXICO #10

CHINA #3

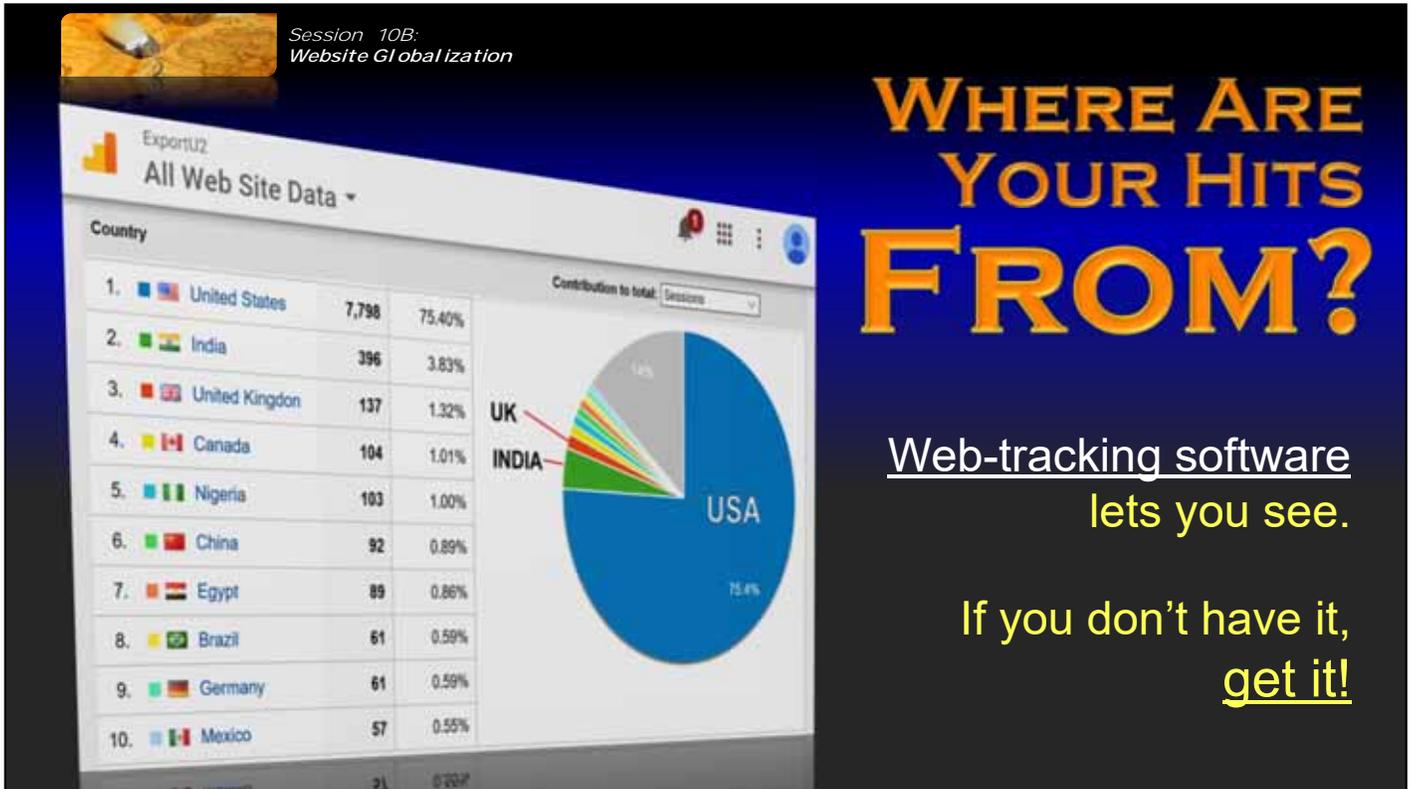
ARGENTINA #10

OVERSEAS SEARCH RANKINGS

No matter how hard you try – even if you were to throw millions of dollars at search engine optimization – there’s no way you’ll ever be number one in every single target country. But, the goal is to

-Click-

rank as high as you possibly can, as shown in this example. Obviously, the higher the better, but a good rule of thumb is trying to appear on the first page of the search engines listings. And, keep in mind that there are other approaches, such as pay per click, paid search engine rankings and so on, that are outside of the scope of this presentation, so research all of your options when developing your proactive web promotion strategy.



WHERE ARE YOUR HITS FROM?

Web-tracking software lets you see.

If you don't have it, get it!

Another very valuable, and free, tool that's available to you is Web tracking software. It lets you see where your inquiries are coming from. This screenshot is just one example of many different options available to you, but this kind of information can be enormously valuable.

In fact, we have clients who realized, after implementing web tracking software, that their website was being visited by a proportionately large number of people from certain other countries, even though they had made no effort whatsoever to approach those countries. This is a strong indication that there must be demand for their products in those countries, and they should consider targeting those countries specifically. Many of them have, and if found rich new markets... simply by implementing web tracking software.

The other benefit of course, is that web tracking software lets you see if your web strategy is working in your target regions. If you put a lot of effort into globalizing your website with the specific goal of attracting customers from Latin America, but after a few months you see that no one from Latin America is visiting your site, that's a pretty good indication that you need to adjust your Web strategy. It's a great business intelligence tool, and it's free, so we highly recommend you use.



Session 10B:
Website Globalization

INTERNATIONALIZATION

WOW! That's quite a mouthful!!!

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

Now let's talk a little bit about website internationalization.



Session 10B:
Website Globalization

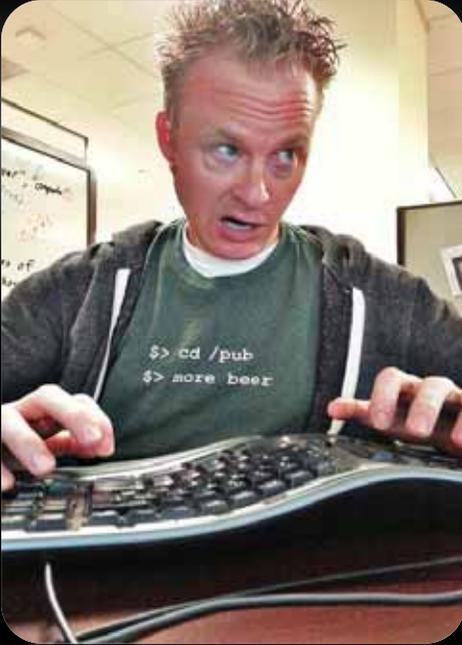
INTERNATIONALIZATION: CULTURALLY NEUTRAL WEBSITES

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



Image: all over the world

The term internationalization refers to the process of creating a culturally neutral website that is easy to load and navigate from anywhere in the world and that facilitates localization. So the goal here is not to create a site for a particular country, which would be localization, but rather a globally neutral site that can be accessed easily from anywhere in the world.



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/stworking/863299502/>

To create an internationalized site requires cultural, business and technical knowledge, so we recommend that your company work with professional during the process.

Your internationalized website becomes your company's primary website from a global perspective. Now, many of you probably already have a website – well, what you actually have is a localized website for the United States. Many companies replace their US websites with their internationalized site and use it as their primary site globally. Of course, it depends on your specific business needs – you may decide to keep your US site as your first localized site, with some redesign so that it matches the fundamental structure of your internationalized website.

Website internationalization may include translation, but the website is not designed or specific target market – that is, it's not localized. For example, you may internationalize your site with the intent of targeting Latin America as a region. Therefore, you may decide to translate your site into Spanish. Well, since you're not targeting a specific country in Latin America, you would likely use Colombian Spanish which is considered the most neutral Spanish for the Latin American market. The site would not include images, colors, or any other nuances specific to a particular Latin American country. It would be an internationalized site, culturally

neutral and globally appropriate, yet perhaps translated into Spanish. When you decide to target a specific country in Latin America, let's say Mexico as an example, you may then choose to create a localized website incorporating images, colors, and specific Mexican Spanish translated content.

One of the ideas behind website internationalization is that it greatly facilitates localization while maintaining global website consistency. So part of the process of internationalization is creating a site that will ultimately be friendly to localization without the need of massive site redesign.



Here's a great example of a company that has internationalized their website. Xing put a lot of effort into their internationalization process, and consequently won awards for their website globalization. A few things to point out – you'll notice that Xing uses no primary colors. Colors can often get you into trouble, because almost every color means something somewhere. But, this typically applies mainly to primary colors, so shades are a better way to go.

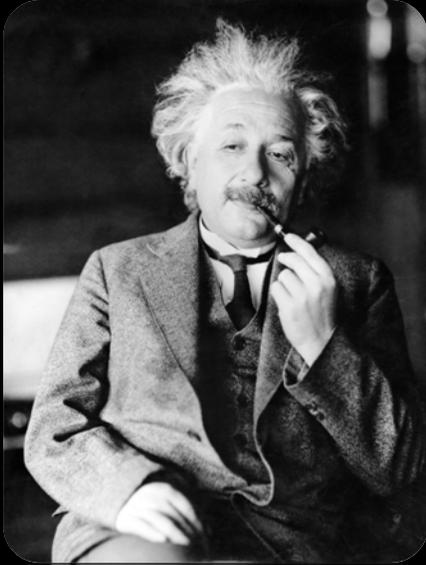
And that's what Xing did – they use shades of green throughout their site, so it makes it very culturally neutral. Also, you'll notice that the people on their website are just black figures, and not specific to any particular country.

You'll also notice that their homepage, which you see here, all fits on one page, and does not require any scrolling. And although you can't tell from the screenshots, their website does not include any fancy animations. Both of these things enable their site to perform very well in any part of the world, regardless of available bandwidth and any other factors that could impact the performance of the Internet.

So this is a great example of an internationalized website, but has not been specifically localized for any particular country. Even though they have translated their site into English, Spanish, and Japanese, the site remains culturally neutral, and not localized to any specific country.



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

Here are some high-level recommendations when it comes to website internationalization.

-CLICK-1-

Make sure your website is mobile device friendly, by using “Responsive Design.” --- Basically, responsive designs automatically adjust to different screen sizes.

This is critical because the majority of global website visitors now access the internet through mobile devices. If your site doesn’t accommodate them you will miss a LOT of potential business. Responsively designed sites also receive much higher search engine rankings.

If possible, it’s also a good idea to have a

-CLICK-2-

search field and site index link near the top of your home page.

-CLICK-3-

And, if you have multiple languages, add a link there for language selection. Another good idea is to offer

-CLICK-4-

a text only option that eliminates graphics to speed cruising through your site. This helps people in countries with slow internet speeds, and where they actually pay for the amount of time they are connected to the web. While this is becoming less of a factor, it is still pertinent in many developing countries.

Current “responsive design” layouts typically require scrolling, but try to place the

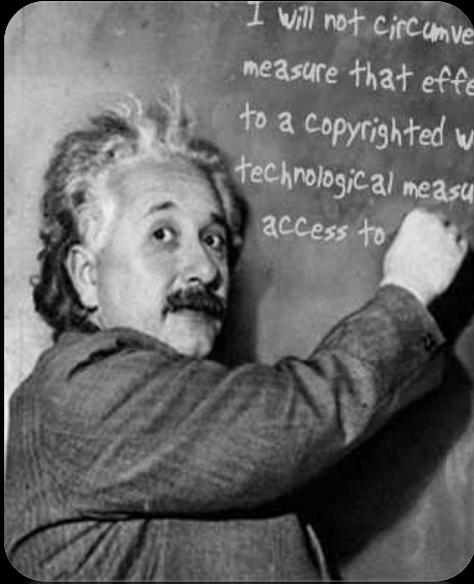
-CLICK-5-

most critical information at the top of your home page, so it is quickly seen by site visitors.



(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)

Also, make it is easy as possible for the reader to find the next piece of information with just one click. Forcing users to use the back and forward buttons is not a best practice.

And as I mentioned, carefully assess colors and images... the goal is to be culturally neutral.

Make sure any graphics really are necessary to marketing the company and its products. And the same is true with any animations.

Another best practice is to offer the capability of enlarging pictures of your products throughout your website.



As previously mentioned, it is absolutely vital that international websites work well with cellphones and other mobile devices.

The main reason is that now-days more people worldwide access the web through phones than desktop PC's or even laptops.

-CLICK-

As this chart shows, in the past decade mobile access increased almost 400%, far outpacing desktops, and passing them in 2014.

And, in some developing countries in Africa and Asia, mobile web traffic accounted for 70% to 80% of the total.

Session 10B:
Website Globalization

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

Here's a list of the websites that were recently deemed the best globally. As you see, all of these companies are huge organizations that have a lot of resources to throw at their web presence, ...but

they're also great sources of ideas and guidance when it comes to globalizing your own site.

So, if you're ever wondering how to handle some aspect of your own globalization effort, take a look at these to see how they did it... Because they obviously got it right.



Taking this a step further, let's now talk about website localization which I've touched on throughout the presentation.



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

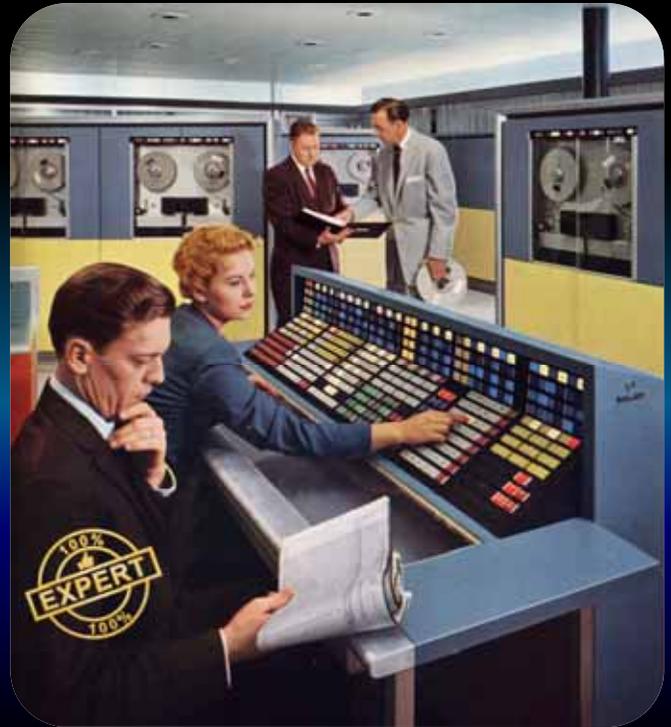


Photo: 4665389330_baf7377e71_o.jpgwww.flickr.com Search by ImagePage by James Vaughan

As I've mentioned, localization is the process of

-Click-1

creating or enhancing a website for a specific target country. In this case, engaging a professional really is a must, because website localization requires specific country expertise.

It goes

-Click-2

beyond translation to

-Click-3

accommodate specific aspects of a particular culture – things like

-Click-4

high context versus low context power distance individualism versus collectivism and other cultural dimensions that impact marketing in general, and in our specific case, website design.

When it comes to localization,

-Click-5

country specific translation is employed. For example, the Spanish spoken in Spain is much different than the Spanish spoken in Mexico – localization would take into consideration the specific dialect of the target country.

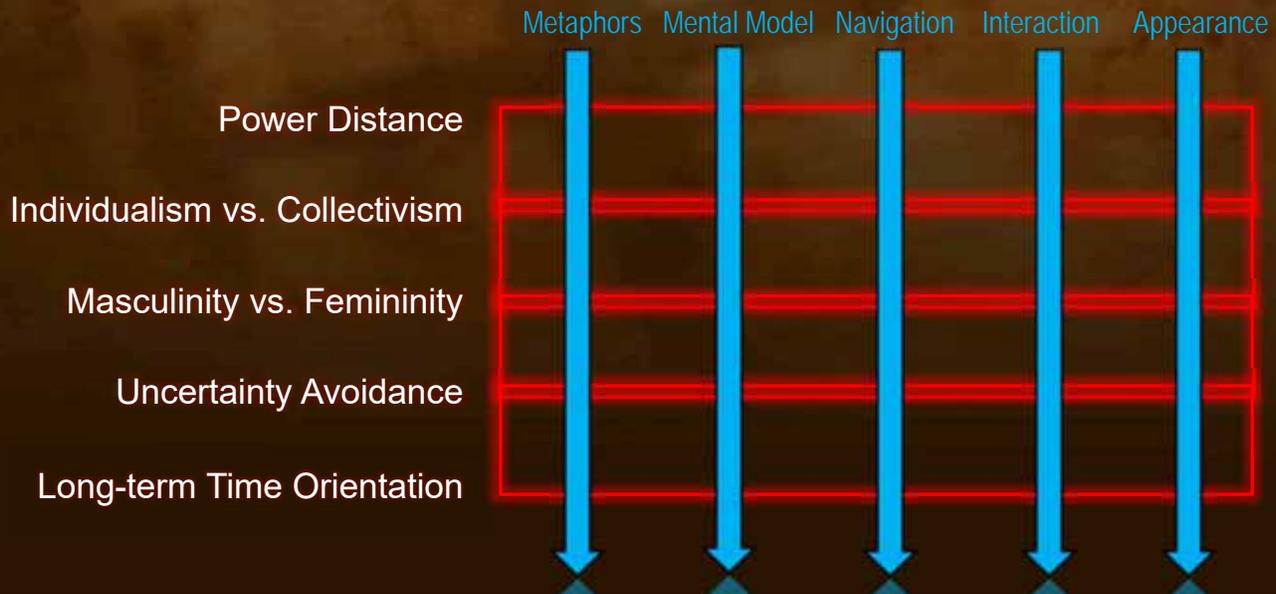
And, as I mentioned before

-Click-6

website localization typically follows website internationalization – it's a building block. Companies first internationalized their site, and then using that internationalized site as a baseline template, they then localize while maintaining a consistent global look and feel.



CULTURAL DIMENSION MAPPING

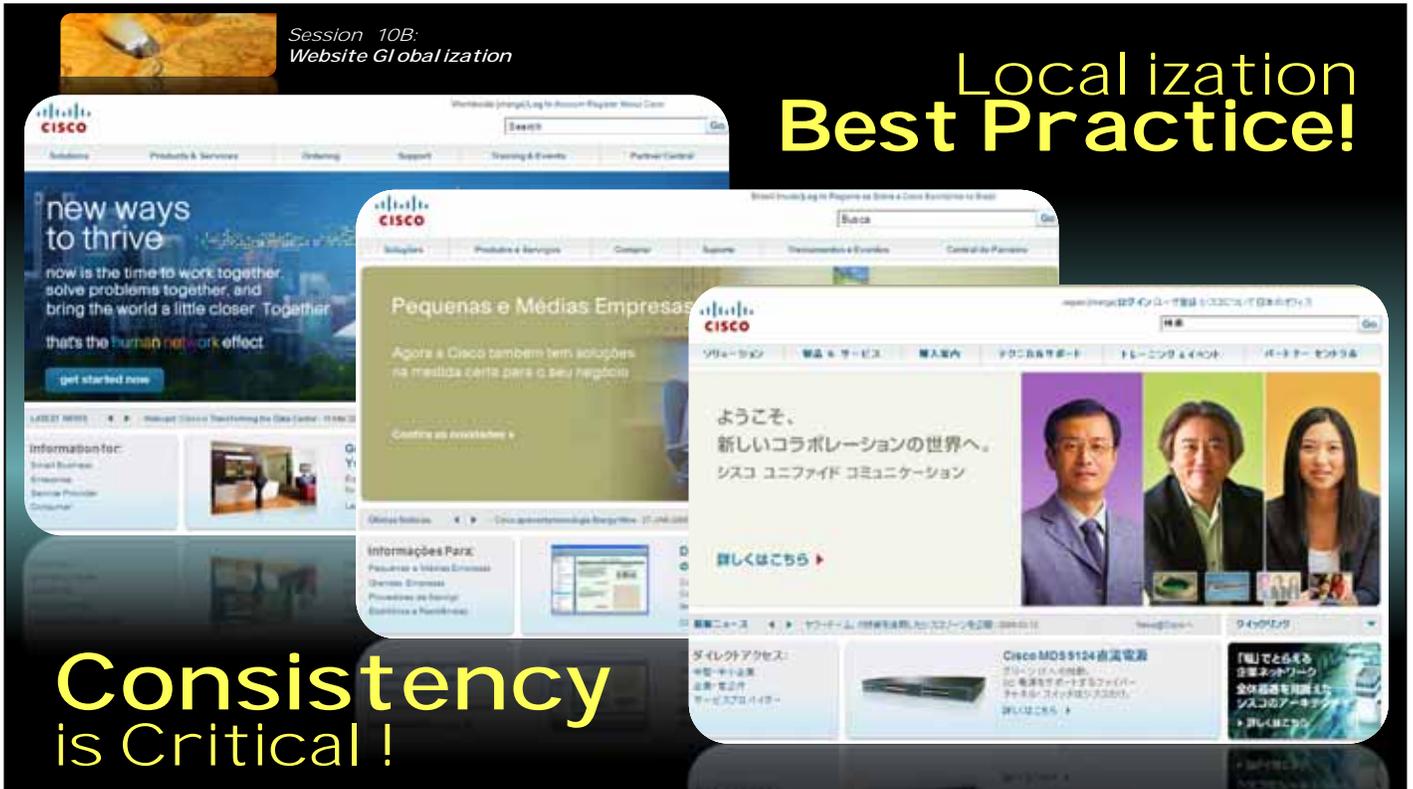


Getting into cultural dimension mapping is far outside the scope of this presentation, but I wanted to give you an idea of what is typically involved when a company localizes their website. The matrix you see here is an example used by consultants to map various cultural dimensions like

-Click-

power distance, uncertainty avoidance and so on to various facets of the website like navigation, overall appearance, the way visitors interact with the site etc.

As you can see, it's a pretty involved process, but well worth it if your company decides to target a specific country as it will make an enormous difference in your overall marketing and sales efforts.



Here's an example of award-winning website localization, by a company that I am sure you're all familiar with – Cisco Systems.

This first slide is Cisco Systems internationalized website. As you'll see, it's optimized to make sure that all of the information appears on the screen with no scrolling, and the scene and other images and colors are culturally neutral.

This next screenshot is Cisco Systems localized Brazilian site. As you can see, it goes beyond just translating the site and Portuguese. The image used is a typical image one might see in a Brazilian office. And their use of that off gray sort of brown color is not by chance, but rather is deliberate and specific to the Brazilian market.

This final example is Cisco's localized Japanese site, and again demonstrates Japanese specific design elements, like the people and the colors used behind those people, for marketing purposes specific to Japan.

One thing I really want to point out is that the fundamental design of the website stays the same from country to country, although some of the content within the site is localized. This is the idea behind first internationalizing your website, and then using that baseline for localization which enables you to maintain a consistent, global look and feel, while

facilitating localization efforts since comprehensive website redesign isn't necessary for each country.



Here's another screenshot showing how you can use an online map can to identify your localized websites.

Typically, each listed country would have a direct link to the corresponding country site.

It's just another best practice to consider when developing on your own international web presence.



I hope you found this session useful, and that the overall approach is becoming clearer – as I mentioned at the very beginning of the presentation, companies typically take a phased approach to website globalization beginning first with the simple enhancements to their existing site, followed by website internationalization, and finally moving into localization once specific target countries are identified, and the company has the resources to put into localization efforts.

And then, of course, mixed in there are considerations related to translating websites, and proactively promoting them in other countries.

In the final session of this series we'll consider international e-commerce, some approaches that you may want to consider, and things you need to both be aware of and watch out for. Thank you for your time.

Session 10-B:

The End

Website Promotion, International ization, & Local ization

