

The Web Globalization Opportunity

(and threat)



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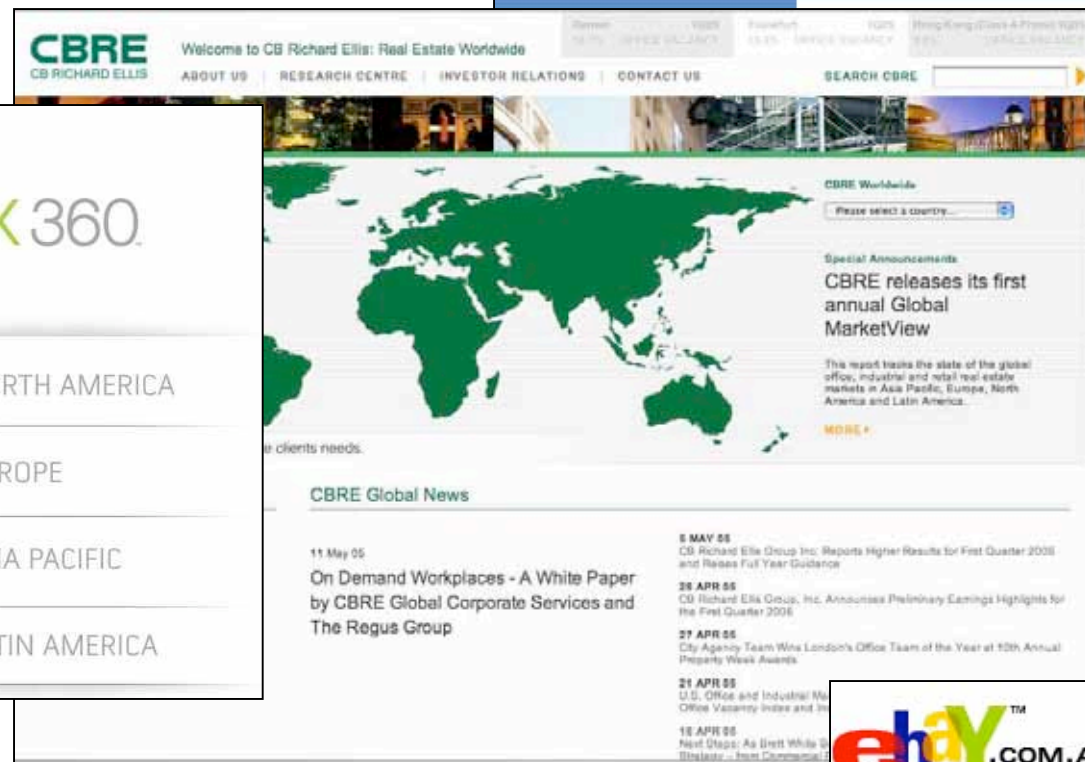
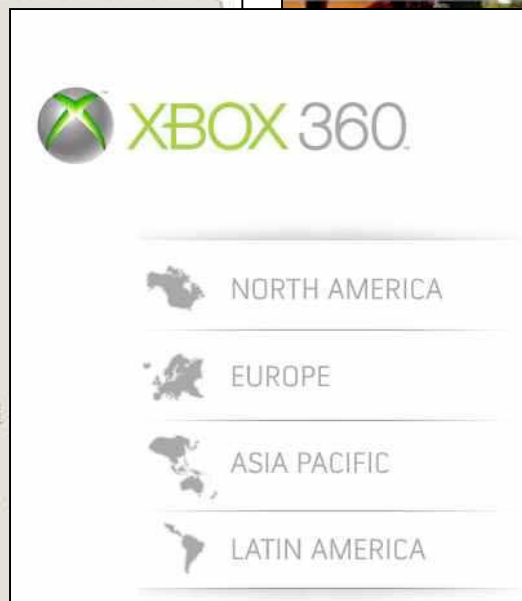
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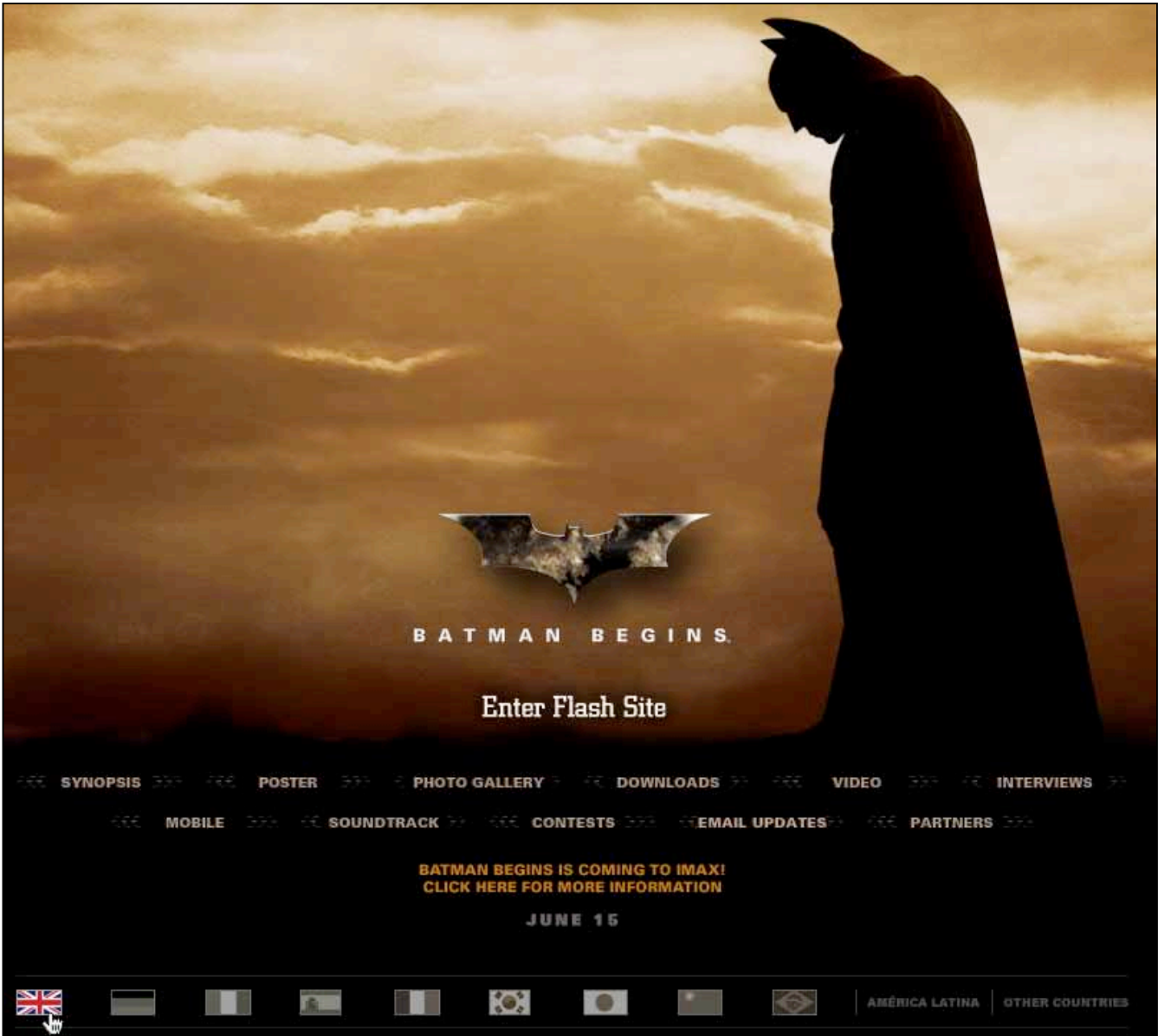
Web globalization is no longer a luxury...

Who's going global?



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







BATMAN BEGINS.

Enter Flash Site

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BATMAN BEGINS IS COMING TO IMAX!
CLICK HERE FOR MORE INFORMATION

JUNE 15

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International sales isn't just “gravy” anymore

- By 2006, **Amazon** will be generating more than half of its revenues from its non-US Web sites.
- **GE** believes 60% of annual revenues will come from Asia over the next decade.
- Sales in international **Wal-Mart** stores are growing twice as quickly as sales in US stores.

What's hot now?

- Overall: *Chinese, Russian, Portuguese*
- Spanish for the US
- For companies just getting started: *FIGS and Japanese*
- For companies with 25+ languages: *Arabic and Eastern European languages*

“We don’t do Web sites.”

- translation agency executive

Reasons for avoiding the Web

- *We don't have the skills*
- *We don't have the tools*
- *We're not big enough to partner with the big CMS and GMS vendors*
- *There are not enough words on those Web pages*

Web globalization begins at home...

The screenshot shows the homepage of Translation Plus. At the top, the company name "Translation Plus" is displayed in a blue serif font, with the tagline "Connecting People and Business in Any Language" underneath in a smaller, red font. Below this is a horizontal navigation menu with a dark blue background and white text, containing links for "Home", "About Us", "Solutions", "Industry Expertise", "Government", "Request a Quote", and "Contact Us". The main content area features two photographs of diverse business professionals. Below the photos, there is a text block starting with "house foreign language translations department without the" and "d". To the right of this text is a "Welcome!" section with a language selection menu. The menu lists "English", "Português", "Español", and "中文", with a mouse cursor hovering over "中文". Below the language menu is a link for "Top 11 reasons to work with Translation Plus".

Think beyond word count



**The Web site is the “back door” into new accounts
(or your current accounts)**

Everything is moving to the Web

- User manuals
- PDFs
- Software
- Contracts
- HR materials (don't forget Intranets!)
- Investor relations

User manuals are now sales manuals

Adobe Photoshop CS.




Flash Light Adjustment
For rich, well-lit photos. The DMC-LC1 flash offers several convenient settings, including Auto and Auto/Red-Eye Reduction amongst others. You can adjust the flash intensity by ± 2 EV in 1/3 EV

USB2.0 Interface (High Speed)
High-speed data transfer. The DMC-LC1 is USB2.0 compatible, so data can be transferred to a PC at speeds up to 480Mbps.

Other Features



Documentation & Downloads

 Drivers: (1.01mb) ZIP	Lumix Still Camera USB Driver	
 Drivers: (84.45kb) ZIP	SD Reader\Writer USB Driver for (Grey Colour) BN-SDABPE/C	
 Drivers: (1,014.37kb) ZIP	SD Reader\Writer USB Driver for (Blue Colour) BN-SDCBAE	
 Owner's Manuals: (9.67mb) PDF	DMC-LC1 Operating Instructions	

**To succeed in Web
globalization, speak the
client's language**

Sales drives Web globalization

Globalization?

Language

Culture

Demographics

Geography

Personalization!

What the prospect says:

"We need to translate our Web site."

"We need to copy our Web site into different languages."

"We need a Spanish Web site."

"We need a Mandarin Web site."

What the agency (usually) says:

“Are you aware that before you localize this Web site you’ll first need to fully internationalize your Web site?”

“Do you use Unicode on the back end?”

“Text expansion could force a total Web site redesign.”

“We don’t do Web sites.”

A few Web globalization best practices...

Learn from the best

Some of The Best Global Sites

- Google
- HP
- American Express
- Ikea
- Philips
- E*TRADE
- Ericsson

Source: *Web Globalization Report Card 2005*
www.bytelevel.com/reports/global2005

Set realistic, reachable goals

Yahoo

Y Top Up Search mail Add Help

- [Art](#) (619) NEW
- [Business](#) (8546) NEW
- [Computers](#) (3266) NEW
- [Economy](#) (898) NEW
- [Education](#) (1839) NEW
- [Entertainment](#) (8814) NEW
- [Environment and Nature](#) (268) NEW
- [Events](#) (64) NEW
- [Government](#) (1226) NEW
- [Health](#) (548) NEW
- [Humanities](#) (226) NEW
- [Law](#) (221) NEW
- [News](#) (301) NEW
- [Politics](#) (184) NEW
- [Reference](#) (495) NEW
- [Regional Information](#) (4597) NEW
- [Science](#) (3289) NEW
- [Social Science](#) (115) NEW
- [Society and Culture](#) (933) NEW

There are currently **31897** entries in the Yahoo database

Some Other General Internet Directories:
[[WWW Virtual Library](#) * [EInet Galaxy](#) * [University of Michigan Clearinghouse](#)]
[[GNN - Whole Internet Catalog](#) * [Planet Earth](#) * [Yanoff's Connections](#)]

Circa 1995

Yahoo! wasn't built in a day.
Don't try to go global too quickly. Every local site is a brand new site.

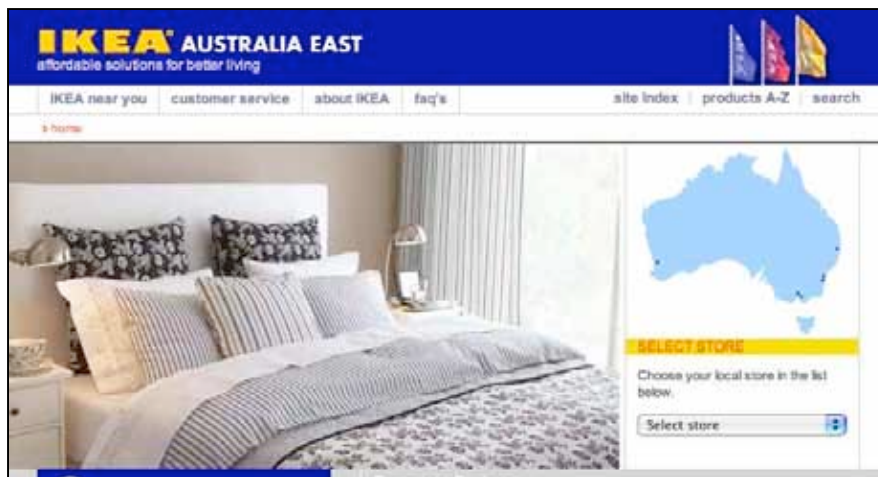
Develop metrics for your local Web site (i.e., unique users, new leads, sales, support).

Pick battles you can win and build from there. *Perhaps a mini-site to promote a new product in a new market.*

Centralized content; Decentralized control



A global template is inevitable



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A global gateway is critical

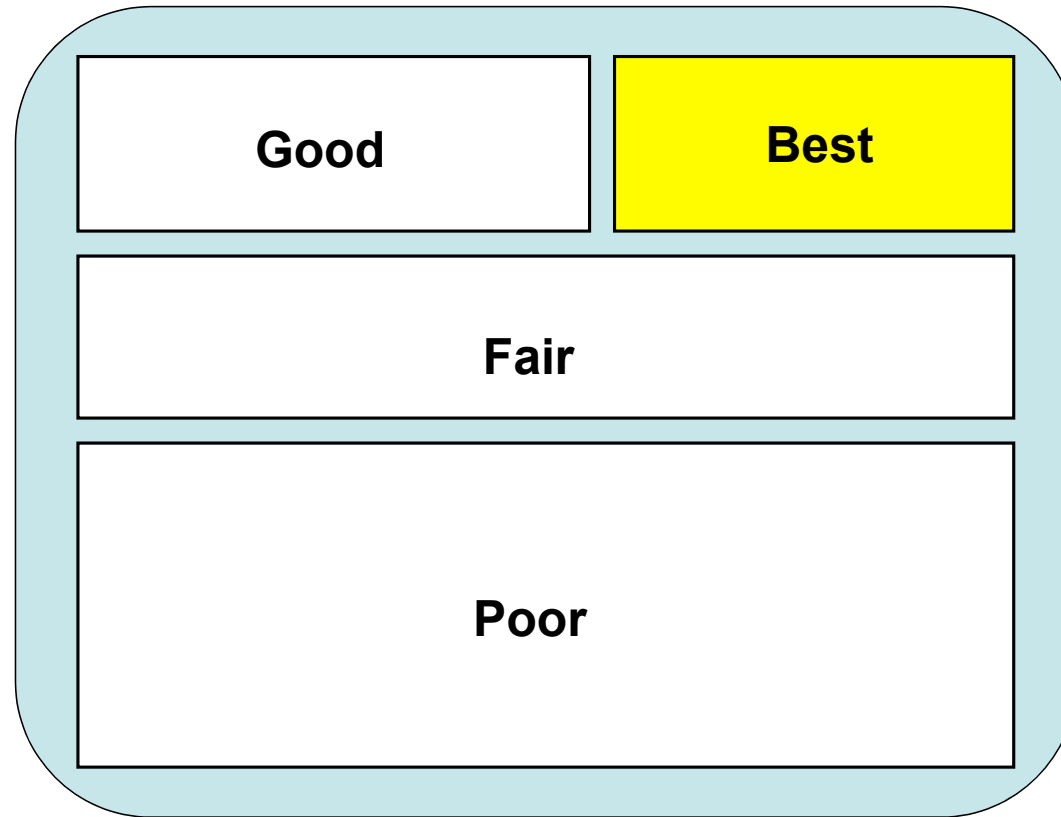


Permanent gateway



Splash gateway

Aim for the “sweet spot”



Icons speak louder than words

Choose A Country/Region

United States  

Vs.

 Choose Country/Language 

What if you really can't do Web globalization?

Focus on the “value added” services. Connect with...

- Web designers
- Usability and testing firms
- CMS vendors
- Brand name consultancies
- And talk to the “Big 3”

Looking ahead

You may think you're too late...



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But we're just getting started

Local Web Sites

Google	100+
3M	93
Coca-Cola	89
Deloitte	88
Dell	80
HP	72
Mercedes	69
Honda	67
Nike	23
Starbucks	18
Amazon	5

For more information...

The Savvy Client's Guide to Translation Agencies 2005

www.bytelevel.com/reports/savvy/2005.html

Web Globalization News

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www.bytelevel.com/blog.*

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