

# Take the guesswork out of web globalization

Web globalization often leaves people with more questions than answers, such as:

- What companies are doing the best job of taking their websites global *and* mobile?
- What are the most popular languages across all websites?
- What mobile apps support the most languages — and what languages exactly?
- How are companies promoting their Facebook and Twitter pages around the world?
- What websites offer the best global gateways?

This report, now in its eighth edition, answers these questions and many more. You'll learn exactly which companies are improving at web globalization — and why. Through 40 website profiles, loaded with screen shots, you'll learn which practices to emulate and which to ignore. A special mobile section also details which mobile apps lead in languages — and which languages are most popular overall.

Companies use this report to benchmark themselves against competitive and “best of breed” sites such as Google, Cisco, Hotels.com, and NIVEA. It is an invaluable resource for any company doing business across borders.

## The Web Globalization Report Card



# 2012



ANALYZING LEADING

GLOBAL WEBSITES

*including*

MOBILE & SOCIAL

BEST PRACTICES

bytelevel / research

### Report Specifications:

Pages:	220
Visuals & Exhibits:	100+
Format:	PDF

### Also included:

- > Report: *The Globalization of Facebook*
- > eBook: *The Art of the Global Gateway*
- > Executive Summary PowerPoint presentation so you can easily share the key takeaways with your team

### To purchase online:

[www.bytelevel.com/reportcard2012](http://www.bytelevel.com/reportcard2012)

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## Company insights and best practices

The report is loaded with real-world screen shots of best practices (and poor practices).

For example, you'll learn:

- How **Cisco** aggregates social networks in more than 30 countries
- The leading mobile apps in terms of languages supported
- How many languages **Twitter** added over the past 12 months
- Which companies use geolocation specifically to improve global navigation
- What questions your mobile team should ask before adapting a global website for mobile devices.

## How this report is used

This report is used by marketing and IT executives not only to improve web sites but also to raise awareness throughout their companies of the importance of web globalization. In addition:

- Companies use this report to benchmark themselves against the leading global brands and better understand the major global trends in languages, localization, usability, social, and mobile.
- A number of companies have adapted the Report Card methodology for internal benchmarking purposes.
- Web design firms rely on this report to improve their understanding of web globalization practices so they can better serve their clients.
- Translation and localization companies use this report to target prospective clients and improve web globalization services for their clients.

## Top Findings, Trends, and Recommendations

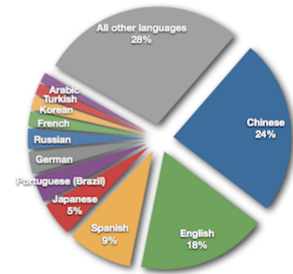
This section includes the most important findings from the report, organized according to the four scoring categories.

### Global Reach (languages)

#### A 10-language website isn't global enough

While language alone does not make a website successful globally, it's a prerequisite to going global.

Shown on the right is a chart of the major languages spoken by the world's 2.2 billion Internet users. Currently, fewer than 20% of all Internet users are native English speakers.



### 3M

**Ranking:** 6 (2011: 4)  
**Score:** 85 (2011: 87)  
**Languages:** 37 (2011: 37)

#### Subtle, but important, improvements

Though 3M did not add any languages over the past year, it has been active in pulling together its disparate social feeds, making some "under the hood" improvements to its HTML code and developing a foundation for mobile.

3M had already put in place a very good global gateway landing page.



But what is most impressive is how the many 3M brands have leveraged this design.

Companies that have purchased *The Web Globalization Report Card* over the years include AOL, Bose, Cisco Systems, Deloitte, Intel, Euro RSCG, Sony Toshiba, The World Bank, and many more.

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Audi  
Autodesk  
Avon  
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BMW  
Booking.com  
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Caterpillar  
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Citibank  
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Dell  
Deloitte Touche Tohmatsu  
Delta  
DHL  
Disney  
eBay  
Eli Lilly

Emirates  
Ernst & Young  
Expedia  
Facebook  
FedEx  
Ford  
GE  
Gillette  
Google  
H&M  
Heineken  
Hertz  
Hilton  
Honda  
Hotels.com  
HP  
HSBC  
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John Deere  
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KPMG  
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Lexus  
LG  
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PricewaterhouseCoopers  
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Reebok

Renesas  
Samsung  
Sanofi-Aventis  
SAP  
Siemens  
Sony  
Starbucks  
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Toshiba  
Toyota  
TripAdvisor  
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## About the Author

John Yunker authored the first book devoted to the emerging field of web globalization, *Beyond Borders: Web Globalization Strategies*. Widely acclaimed, the book is now used in a number of university and corporate training programs. John consults with many of the world's largest multinational corporations, providing web globalization training and benchmark services. He also writes the popular blog Global by Design: [www.globalbydesign.com](http://www.globalbydesign.com).

