



WEB GLOBALIZATION REPORT CARD 2006

An analysis of 300 global Web sites —
from Apple to GE to Volvo — the leaders,
the laggards, and best practices

Helping Companies Succeed Globally

Over the years, *The Web Globalization Report Card* has helped many of the world's leading companies improve the effectiveness of their global Web sites.

Companies use this report to benchmark themselves against competitive and “best of breed” sites such as Google, IKEA, and HP. A combination of quantitative data and practical, hands-on advice makes this an invaluable resource for any company doing business across borders.

Receive answers to the following questions:

- What do the best global Web sites have in common?
- What are the best global Web sites within each industry? This report covers 22 industry categories, from fashion to automotive to retail.
- What are the most popular languages used by the world's leading Web sites?
- What is the best way to direct visitors to local content?
- How does the “weight” of my global Web site compare with that of my competitors? Weight is a major contributor to usability in countries with limited broadband penetration.

Report Package Includes:

- 1) **Web Globalization Report Card**
PDF format, 115 pages
- 2) **Executive Summary Presentation**
PowerPoint format, 29 slides
- 3) **Art of the Global Gateway**
PDF format, 105 pages

Price: \$2,500

Enterprise license

How to Order

To order online, visit www.bytelevel.com/reports/global2006. Or contact Midge Raymond at sales@bytelevel.com to order by invoice.



Companies that have purchased *The Web Globalization Report Card* include **Microsoft, Bose, and Monster.com.**

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This Report Is For:

Marketing Executives

This report is used by executives at companies large and small to improve their Web sites relative to the competition and “best of breed” Web sites. Furthermore, the report serves as a valuable tool within companies to raise awareness of the importance of Web globalization.

Globalization Consultants

This report provides valuable, time-saving benchmark data for 300 companies. The intelligence included in this report is based on more than five years spent studying the evolution of Web globalization.

Translation and Localization Companies

This report is used by translation companies to target prospective clients and do a better job of Web globalization for these clients. Upon request, the report also includes a detailed breakdown of which companies support which languages so that vendors can tailor their language expertise to the right companies.

For More Information

For many companies, *The Web Globalization Report Card* is the first step toward developing a more competitive Web site. Companies also recruit Byte Level to conduct in-depth analyses of their Web sites, benchmarking them against competitors and “best of breed” Web sites. For more information on a report/ benchmark package, please contact us.

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The Web Globalization Report Card

What Do the Scores Mean?

Once a Web site is rated, its total score will fall anywhere from 0 to 100. Here is how the total score relates to our overview of that Web site:

Grade	Total Score
A:	90-100
B:	80-90
C:	70-80
D:	60-70
F:	< 60

Most Web Sites Scored D or Below

Out of all 300 Web sites, the average score and median score were both 59. The exhibit below illustrates the distribution of scores; **more than 70 Web sites scored in the 50s while fewer than 30 sites scored higher than 80.**

Distribution of Scores

The Web Globalization Report Card

Languages: What's Hot?

While reviewing Web sites, we made a note of every language that each Web site supports. This information sheds light on what languages are most popular and, combined with historical data, which languages are gaining in popularity.

We tracked 45 languages in all. We also noted geographic variations of languages such as French, Spanish, and Chinese. For example, we distinguished between the French used in Canada and the French used in France. In addition, this year we counted instances of Web sites offering Chinese and Spanish content for residents of the US.

Here are the most top 20 languages based on the number of Web sites that support them:

Top 20 Languages

Source: Byte Level Research

On the following page is the full list of languages tracked, ranked by frequency.

IBM	IT/Tel. - B2B	www.ibm.com	87
Ikea	Retail	www.ikea.com	87
Caterpillar	Office/Construction/Ag	www.cat.com	86
DHL	Delivery	www.dhl.com	86
Volvo Cars	Automotive	www.volvocars.com	86
Xerox	IT/Tel. - B2B	www.xerox.com	85
American Express	Financial services	www.americanexpress.com	84
Deloitte Touche Tohmatsu	Professional Services	www.deloitte.com	84
European Union	Non-profit/Govt.	europa.eu.int	84
Procter & Gamble	Consumer Goods & Home	www.pg.com	84
Scania	Automotive	www.scania.com	84
Citibank	Financial services	www.citi.com	83
TNT	Delivery	www.tnt.com	83
LG	IT/Tel. - Consumer	www.lge.com	82
PricewaterhouseCoopers	Professional Services	www.pwcglobal.com	82
Yahoo!	Internet services	www.yahoo.com	82
3M	Consumer Goods & Home	www.3m.com	81
BBC	Media/Entertainment	www.bbc.com	81
FedEx	Delivery	www.fedex.com	81
Samsung	Consumer Electronics	www.samsung.com	81
Alcoa	Diversified	www.alcoa.com	80
Kodak	Consumer Electronics	www.kodak.com	80
Mercury	IT/Tel. - B2B	www.mercury.com	80
Nissan	Automotive	www.nissan-global.com	80
BMC Software	IT/Tel. - B2B	www.bmc.com	79
KPMG	Professional Services	www.kpmg.com	79
Merck	Medical/Pharma	www.merck.com	79

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About the Author



Byte Level founder

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. This is the third edition of *The Web Globalization Report Card* that he has authored.

- Delivery
- Fashion/Apparel
- Financial Services
- Hotels/Resorts
- Internet Services
- IT – Semiconductors
- IT/Telecoms – B2B
- IT/Telecoms – Consumers
- Media/Entertainment
- Medical/Pharmaceutical
- Non-profit/Government
- Office/Construction/Agriculture
- Professional Services
- Retail
- Sports/Sporting Goods

Globalization Terminology

The Byte Level Global Benchmark

300 Companies Included

1-800 Flowers	Broadcom	Dow Corning	Hewitt
3Com	Budweiser	E*TRADE	Honda
3M	Build a Bear	E. J. Gallo	Honeywell
Accor Hotels	Business Objects	Ebay	Hotels.com
Acer	Cadillac	Eli Lilly	HP
Adidas	Callaway	eMachines	HSBC
Adobe	Cannondale	EMC	Huawei
Alcatel	Canon	Emirates	Hyundai
Alcoa	Capgemini	Ericsson	Iams
AlienWare	CardScan	Ernst & Young	IBM
Amazon	Cargill	ESPN	Ikea
AMD	Carnival Cruise Lines	Estee Lauder	Infineon
American Airlines	Cartier	European Union	ING
American Apparel	Casio	evian	Intel
American Express	Caterpillar	Expedia	InterContinental Hotels Group
Amgen	CBRE	Exxon/Mobil	Intl. Fund for Animal Welfare
Amway	Chanel	Fairchild Semiconductor	Intuit
Analog Devices	Chubb	FedEx	J Crew
Apple	Cisco Systems	Fidelity	Jaguar
AT&T	Citibank	FIFA	John Deere
Audi	Citrix	FileNet	Johnson Controls
Autodesk	Clairol	Formula 1	Jones, Day, Reavis & Pogue
Avaya	Clifford Chance	Four Seasons	JVC
Aventis	CNN	Freescall	Kenwood
Avid	Coca-Cola	Fuji Film	Kijiji
Avon	Colgate	Gateway	KitchenAid
Bayer	Columbia	GE	KLM
BBC	Connexion by Boeing	Genzyme	Kodak
Bearing Point	Continental	Gillette	Konica Minolta
Bechtel	Costco	Godiva	KPMG
Becton Dickinson	Creative	Goldman Sachs	Krispy Kreme
Belkin	Credit Suisse First Boston	Goodyear	Kronos
Black & Decker	Dade Behring	Google	L.L. Bean
Blackberry (RIM)	Daikin	Guerlain	Lancôme
BlueNile	Dell	Guidant	Lands' End
BMC Software	Deloitte Touche Tohmatsu	Haier	Lavalife
BMW	DHL	Harley-Davidson	Le Meridien
Bose	Disney	Harry Potter	Lenovo
Boston Scientific	D-Link	Hawaiian Tropic	
Briggs & Stratton	DNV	Hertz	
British Airways	Dollar Rent A Car		

300 Companies Included

Levi's	Nikon	Seagate	Volkswagen
LexisNexis	Nintendo	SEI Investments	Volvo Cars
Lexus	Nissan	Sharper Image	Vonage
LG	Nokia	Sherwin-Williams	Wal-Mart
Linksys	Nortel Networks	Shimano	Warner Brothers
Loréal	Northwest Airlines	Siebel Systems	Weather.com
Louis Vuitton	Novartis	Siemens	WebEx
Lucent	Novell	Ski-doo	Western Union
Lush	Omni Hotels	Skype	Whirlpool
Manpower	Omniture	Smart	Wikipedia
Marriott	Oracle	Social Security Administration	World Bank
Maxtor	Pall	Software AG	World Intellectual Property Organization
Maytag	Palm	Solvay	Wyeth
MBNA	Panasonic	Sony	Xbox
McAfee	PanPacific	SPSS	Xerox
McDonald's	Patagonia	Sram	Xilinx
McKinsey & Co	PayPal	ST Microelectronics	Yahoo!
Medtronic	Philips	Stanley Bostitch	ZIRH
Mercedes	Ping Golf	Starbucks	Zylom
Mercer HR	Pioneer Electronics	Starwood/Sheraton, etc	
Merck	Pirelli	Steelcase	
Mercury	Pitney Bowes	Subway	
MGM	Polo	Sun	
Michelin	Pricewaterhouse Coopers	Telefonica	
Microsoft	Procter & Gamble	Texaco	
Microtek	Prudential	Texas Instruments	
Mini	PTC	Thrifty	
Mizuno	Purina	Tilley	
Monsanto	Qualcomm	TNT	
Monster	Radisson	Tommy Hilfiger	
Morgan Stanley	Reebok	Toshiba	
Motorola	Renault	Toyota	
MSN	Reneasas	UGS	
National	Roche	United Airlines	
NBA	Saab	United Nations	
NEC	Salesforce.com	UPS	
Nestle	Samsung	VisitBritain	
Netgear	SAS	Vodafone	
New Balance	Saucony	Voice of America	
NFL	Savvis		
Nike	Scania		