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New Report Makes the Case for Removing all Flags from Websites and Applications

FLAG FREE documents successful examples from companies such Google, Marriott and Philips.

(Ashland, OR – August 20, 2018) – Based on more than a decade’s worth of research, Byte Level Research has published a report that urges organizations to remove flags from their websites and mobile apps.

“While China has triggered the removal of the Taiwan flag from many websites, there are actually many reasons to remove all flags,” said report author John Yunker. “This report includes 10 reasons for doing so, resulting in more user-friendly and easy-to-manage sites.”

Websites profiled in this report include:

- Land Rover
- Sanofi
- Siemens
- Costco



About Byte Level Research

Founded in 2000, Byte Level Research was the first company devoted to the art and science of web globalization. Fifteen years ago, Byte Level Research began benchmarking websites based on their global effectiveness – including languages, depth of local content, global consistency, and usability; the *2018 Web Globalization Report Card* is the fourteenth edition of this report. Companies that have purchased the Report Card over the years include Adobe, Cisco, FedEx, Sony and Panasonic. John Yunker, co-founder of Byte Level Research, is the author of the books *Beyond Borders: Web Globalization Strategies* and *Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Company*.

To learn more, please visit www.bytelevel.com.