Wikipedia Named Best Global Website of 2021

For the 17th year, *Web Globalization Report Card* recognizes world’s leading multilingual websites

(Ashland, OR – March 10, 2021) – Wikipedia was named the best global website, according to the 17th edition of the *Web Globalization Report Card*, followed by Google and Nestlé.

“At more than 300 languages, Wikipedia reflects world demand for a truly multilingual internet,” said report author John Yunker. “Most companies continue to do a poor job of supporting the language needs of their current and potential customers.”

For 2020, Byte Level Research studied the websites of the 150 leading global brands across 15 industries. Websites were scored according to languages supported, global navigation, global and mobile website design, and localization.

Notable highlights include:

- **The top 25 websites support an average of 62 languages**, nearly twice the average number of languages supported by all 150 websites.

- **Apple** joins the top 25 list for the first time, after having improved its global gateway.

- **Nestlé** leads all consumer goods companies with a world-ready global design and ongoing investment in localization.

- Technology companies such as **Adobe**, **Microsoft**, and **Nikon** continued to demonstrate leadership in languages and global consistency, as well as increasing degrees of investment in localization.

- **NIVEA** leads the cosmetics and skin care industry with support for 46 languages and culturally relevant visuals in many markets.
About the Web Globalization Report Card

Founded in 2000, Byte Level Research was the first company devoted to the art and science of web globalization. Byte Level Research benchmarks websites and mobile apps based on their global effectiveness – including languages, depth of local content, global consistency, and usability.

The 2021 Web Globalization Report Card is the 17th edition of this report and published alongside the Web Globalization Best Practices & Emerging Trends report. At more than 500 pages, these reports include a wealth of analysis, website case studies and recommendations.

Companies do not pay to be included in the Report Card, and all research is conducted by John Yunker; no work is outsourced. Companies that have purchased the Report Card over the years include Adobe, Cisco, FedEx, Sony, and Panasonic.

Some companies have purchased the report for more than a decade, relying on it for both insights into emerging trends and a means of benchmarking their progress.


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