

FOR IMMEDIATE RELEASE

CONTACT

John Yunker
jyunker@bytelevel.com
760-300-3620

Google emerges on top of 2015 Web Globalization Report Card

(Ashland, OR – February 10, 2015) – Google retained its top spot as a global web leader in the eleventh edition of the *Web Globalization Report Card*, published this month by Byte Level Research.

The *Web Globalization Report Card* analyzed 150 global websites across more than 15 industry sectors. Websites were graded according to number of languages supported, global navigation, global and mobile website architecture, and localization. The top 25 websites overall include companies such as Google, Starbucks, Hotels.com, and Facebook.

Among the key 2015 findings are:

- The average number of languages supported by the global websites studied **increased to 30**.
- **Amazon** enters the top 25 for the first time, having recently launch a new website for the Netherlands.
- **Geolocation** is now a mainstream global navigation tool used by more than half of all websites studied.

This is the eleventh edition of this annual report – the first of its kind to benchmark global websites. Report author John Yunker, co-founder of Byte Level Research, is the author of *Beyond Borders: Web Globalization Strategies*. Byte Level Research has been dedicated to the art and science of web globalization since 2000.

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

Best Global Websites 2015

1. **Google**
2. **Facebook**
3. **Booking.com**
4. **Hotels.com**
5. **NIVEA**
6. **Wikipedia**
7. **Microsoft**
8. **Philips**
9. **Adobe**
10. **Cisco Systems**
11. **TripAdvisor**
12. **3M**
13. **Merck**
14. **Starbucks**
15. **Intel**
16. **IKEA**
17. **HP**
18. **KPMG**
19. **Samsung**
20. **HTC**
21. **Khan Academy**
22. **John Deere**
23. **Autodesk**
24. **Emirates**
25. **Amazon**

2015 Web Globalization Report Card
www.bytelevel.com