



Byte Level

Global Benchmark

An expert evaluation of your company's global website

How competitive is your global website?

While web globalization is, for most companies, inevitable, successful web globalization is much less certain. Companies often dive into web globalization without fully understanding the many hazards of developing and managing websites across languages and cultures.

A number of web globalization best practices have emerged that separate "best-of-breed" websites from the rest. The Byte Level Global Benchmark is designed to help companies build best-of-breed global websites.

The Global Benchmark blends high-level analysis with hands-on advice

Clients receive a custom report that evaluates their website as well as competitive websites across a number of criteria, including mobile websites and apps as well as integration and translation of social networks. Along the way, hands-on tips and best practices are provided to help clients become not just better than the competition but better than most global websites, period. The report and accompanying conference call may be delivered in as few as 10 business days.

Byte Level Research pioneered best practices in web globalization

Over the past 12 years, we have analyzed thousands of global websites across all major industries. We understand what separates successful websites from the rest, and we bring this expertise to bear upon every analysis we conduct.

Global Benchmark Details

Pricing

Projects typically range from \$5,000 to \$15,000 and are customized to the client's needs.

Deliverables

Clients will receive a report in PDF and/or PowerPoint format within approximately 10 business days. A conference call will be scheduled to discuss report findings. Clients may also arrange for an on-site presentation and training sessions.

How to Get Started

Contact John Yunker at (760) 300-3620 or [jyunker@bytelevel.com](mailto: jyunker@bytelevel.com). A proposal

will be developed to address your company's specific needs, goals and budget.

Report Card

	✓		✗
	✓		✗
	✗		✓
	✓		✗
	✓		✗
	✗		✓

Receive answers to the following questions:

- How does our company's website stack up against the competition as well as best-of-breed sites such as Google, Amazon, or 3M?
- How do the languages we support compare with competitors and other leading websites?
- Are our local websites as user friendly and culturally relevant as they could be?
- How should our website's global navigation be improved?
- What can we do to make web localization more efficient and less expensive internally?
- How do we develop a global design template that scales globally while remaining locally flexible?
- How do our mobile websites and apps compare to those of our competitors?

How does the Byte Level Global Benchmark work?

The process is quite simple. You tell us your goals and your budget, and we will provide a proposal and schedule. Once you give us approval, we typically require 10 business days (depending on schedule) to conduct our research and produce the final report.

We also will provide a conference call, upon request, to present the findings and recommendations of our report. We may also provide our analysis on-site for an additional fee; some clients combine the benchmark with an on-site training session.

The Byte Level Global Benchmark provides a valuable first step for companies just entering the web globalization waters or an essential reality check for companies that are already there.

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www.bytelevel.com

Every Global Benchmark is managed by John Yunker, President of Byte Level Research



John Yunker, co-founder of Byte Level Research, has over the past decade helped many of the world's largest corporations improve their global websites, including Carnival, FedEx, Microsoft, and Philips.

He has published a number of reports on web globalization, including nine annual editions of **The Web Globalization Report Card**.

He is author of *Beyond Borders: Web Globalization Strategies*, the first book devoted to the emerging field of web globalization. Widely acclaimed, the book is used in a number of university and corporate training programs and by most of the Fortune 500. He also authored *The Art of the Global Gateway* and *The Savvy Client's Guide to Translation Agencies*.

John is a fellow with the Society for New Communications Research and a contributor to *UX Magazine*.

Benchmark Overview

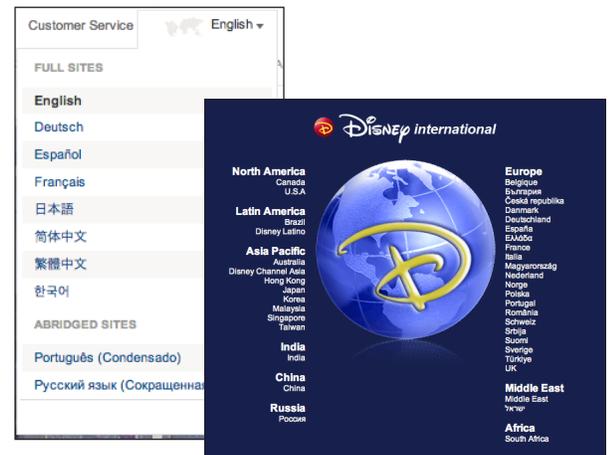
We will evaluate your company's global website, localized websites, and competitive websites of your selection. Your company's website will be evaluated according to the following criteria:

- **Global Reach:** The Internet connects computers, but it is language that connects people. How well does your website communicate with the world? We analyze languages supported and language gaps.
- **Global Navigation:** If a web user cannot find his or her localized website, the local website may as well not exist. That's why global navigation (the "global gateway") is so important. We study the existing global gateway and provide detailed recommendations for improvement.
- **Global/Mobile Architecture:** In order to efficiently take a website global, it must be designed to ensure that it balances global consistency with local flexibility. In addition to global consistency, the site must also be built so that users on mobile devices have a similar (or better) experience. We provide recommendations to help implement global consistency across all of your regional and local websites.
- **Localization & Social:** Content should be localized for the user's country and culture. A website need not translate all content for users across all sites (few companies go this far) but a website should manage user expectations well. In other words, does the user find enough content in his or her language to have a positive experience on the local site, to complete a sale, or to learn about a product? And social platforms should be supported in the user's local language and promoted via the local website.

The outcome of the assessment will include a number of recommendations to ensure that the website adheres to global best practices.

Screen shots are included to illustrate strengths, weaknesses, and best practices, such as:

Global navigation...



Local social networks...



Global consistency...



Additional Services

In addition to the Global Benchmark, we provide a range of training services:

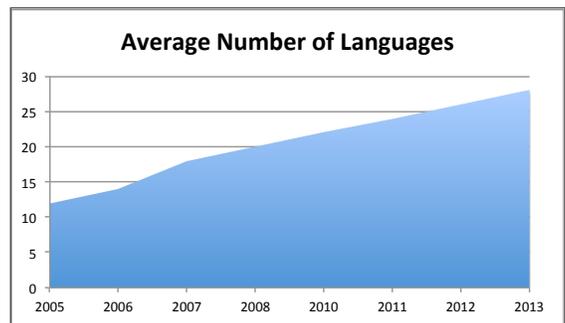
- **Training:** John Yunker has trained hundreds of executives to understand the key challenges and opportunities of web globalization. Courses are often tailored to address specific topics, technologies, and audiences.

Popular half-day seminars include:

- *Secrets of the Best Global Websites*
 - *Master the Global Gateway in a Day*
 - *Translating the Translation Industry: An introduction to key concepts, tools, processes, and vendors*
- **Globalization Summits:** Companies benefit from gathering together their global teams for annual or semi-annual events that focus on improving web globalization development and management as well as educating additional departments within the organization.

We have worked with clients in North America, Europe, and Japan to develop programs that educate and inspire their marketing and web teams.

These services may be combined to form a customized training and evaluation program. For more information, please contact us.



Did you know?

- The average number of languages supported by the leading global brands is now 28, up from 15 in 2006.
- Starbucks supported 11 languages in 2007; today it supports 22 languages
- Twitter went from 5 languages to 32 languages in just two years.
- Google's YouTube mobile app supports more than 40 languages.
- More than half of the leading global websites use geolocation to improve global navigation.
- Most companies fail to localize their internal search engines to account for culturally specific terminology.

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