



# Byte Level

# Global Benchmark

*An expert evaluation of your company's global Web site*

## How successful is your global Web site?

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 Web sites across languages and cultures.

Already, a number of Web globalization best practices have emerged that separate "best-of-breed" Web sites from the rest. *The Byte Level Global Benchmark is designed to help companies build best-of-breed global Web sites.*

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

Clients receive a custom report that evaluates their Web site as well as competitive Web sites across a number of criteria. Along the way, hands-on tips and best practices are provided to help clients improve their Web sites so that they are not just better than the competition but better than most global Web sites in general. The report and accompanying conference call may be delivered in as few as five business days.

## Byte Level Research pioneered best practices in Web globalization

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

## Global Benchmark Details

### Pricing

Project fees range from \$3,500 - \$15,000, depending on project scope

### Deliverables

Clients will receive a report in PDF format within approximately five to 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) 317-2001 or [jyunker@bytelevel.com](mailto:jyunker@bytelevel.com). A proposal will be developed to address your

company's specific needs, goals and budget.



**Receive answers to the following questions:**

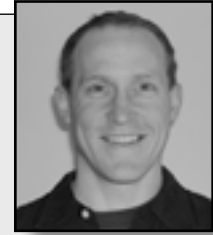
- How does my company's Web site stack up against the competition?
- How does my company's Web site stack up against "best-of-breed" sites such as Ikea or IBM?
- Are my local Web sites as usable as they can be?
- How does the "weight" of my local Web site compare with that of my competitors? (Weight is a major contributor to usability in countries with limited broadband penetration.)
- How should my Web site's global navigation be improved?
- What can I do to make Web localization more efficient and less expensive internally?

**How does the Byte Level Global Benchmark work?**

The process is quite simple. We will present a proposal that addresses your company's goals and needs. Once you give us the approval, we require five to 10 business days to conduct our research, interview selected members of your Web and marketing teams, and produce the final report.

The report will follow the outline on the following page. We also will provide a half-hour conference call, upon request, to discuss 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.*



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

John Yunker, author of *Beyond Borders: Web Globalization Strategies* and consultant to many of the world's largest companies, manages each Global Benchmark project.

**Let our experience keep you in front of the competition**

When taking a Web site global, marketing and Web executives often look to their competitors for clues on where to begin. But what if your competitor has done a poor job of Web globalization? Too often, companies end up repeating the mistakes made by their competitors instead of improving on those mistakes.

Our experience helps us provide valuable insights into how Web globalization evolves within companies, from internal struggles to external design challenges. For example, we can predict how global navigation systems will evolve on most Web sites and can recommend a solution for your company that keeps you in front of the competition.

# Benchmark Overview

Byte Level will evaluate your company's global Web site and additional Web sites, which typically include direct competitors as well as "best-of-breed" sites such as Ikea, IBM or Google.

Your company's Web site will be evaluated according to the following criteria:

- **Performance:** We will measure the weight (in kilobytes) of the home page of each Web site to better understand which Web sites perform better for the user, assuming similar Internet connections. We provide recommendations for "cutting the fat" to improve the user experience.
- **Global Navigation:** We rate Web sites based on the degree to which they implement our recommended four-part global gateway strategy. A complete description of the global gateway strategy will be included.
- **Global Consistency:** We analyze how successfully the Web site conveys a consistent appearance and navigation scheme across locales.
- **Customer Support:** We analyze how successfully a Web site supports its local users. We look at elements such as contact information, search engines, and support documentation.
- **Languages and Localization:** We identify the specific languages and locales supported by each corporate Web site. We also look at the depth of localized content.

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

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

*Global navigation...*



*Customer support..*



*Global consistency...*



# Additional Services

In addition to the Global Benchmark, Byte Level provides a wide range of services:

- **ROI Analysis:** Most companies are still in the early stages of measuring the return on investment in global Web sites. Byte Level helps companies focus on collecting reliable metrics to assess the relative success of a local Web site.
- **Training:** Byte Level president John Yunker has trained hundreds of executives to understand the key challenges and opportunities of Web globalization. Courses may be tailored to address specific topics, technologies, and audiences.
- **Globalization Events:** 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. Byte Level helps clients develop content, manage logistics, and recruit expert speakers.

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

## Did you know?

- By 2006, Amazon will generate more than half of its revenues from outside the US.
- eBay is launching a Chinese-language Web site.
- Google offers more than 90 different language interfaces; more than half its search traffic now comes from outside the US.
- US Hispanics are nearly twice as likely to purchase from Web sites in Spanish.
- According to a recent Byte Level survey, most executives are unhappy with their global Web sites.



**Byte Level Research, Inc.**

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# Global By Design

*Published monthly*

Web globalization is no longer a luxury but a necessity. Global By Design helps companies build global Web sites that are one step ahead of the competition.

Every month we profile real-world Web sites with a balance of interviews and analysis. We identify emerging trends, technologies, and vendors to help you make the best use of resources and time.

## Articles include:

- Thrifty Rental Car's Global Roadmap
- SDL + TRADOS: The executive interview
- Tracking the world's largest translation vendors
- Secrets of HP's Success: Lessons from a Leading Global Web Site
- Global as Dell: How Dell Takes its Web site (and brand) global
- Global gateways that speak to the world
- What you need to know about geolocation
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- Is eBay Going Global Quickly Enough?:
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## Global By Design

### Pricing:

\$675

Limited License: 1 to 4 subscribers within the purchasing organization

\$1,250

Enterprise Licence: Unlimited subscribers within the purchasing organization. May be posted on intranet. Also includes "The Savvy Client's Guide to Translation Agencies" and the "eBay Global Profile" (A \$270 value).

### How to Subscribe

Contact Annie Blaise at (760) 317-2001 or [ablaise@bytelevel.com](mailto:ablaise@bytelevel.com) to subscribe now. Or join online by going to [www.bytelevel.com/globalbydesign](http://www.bytelevel.com/globalbydesign).