

An Introduction to Web Globalization

More than half of all Internet users are not native-English speakers. As a result, more and more companies are building multilingual Web sites. But the process of adapting your Web site for the world demands much more than translation; even Fortune 500 companies have made expensive mistakes along the way.

This one-day seminar will provide your company with a solid grounding in the language and logistics of Web globalization. You'll learn best practices and a wide range of insider tips.

Session Contents



The Language of Web Globalization

You'll learn the major terms and challenges of Web globalization. Hands-on activities will show you how to adjust your Web browser and computer to correctly view every major language. You'll learn which languages are most challenging to localize into, and why.

First Steps (and Missteps)

We'll examine a number of global sites to better understand best and worst practices.

Global Usability

Learn how to build a global gateway that effectively directs users to their localized sites.

Web Globalization Workflow

Get a better understanding of the process and the players.

Selecting Translators or Translation Agencies

Tips provided here could save your company more than 33% on translation costs alone.

Promoting Your Site Globally

Learn how to promote your site on multilingual search engines and country-specific portals. Also learn how to register a country-specific domain name and multilingual domain name.

Pricing

Full-day sessions generally cost \$2,000, plus travel. Half-day sessions are also available. Sessions will be customized to meet client needs.

Who Should Attend

- ~ Marketing managers
- ~ Project managers
- ~ Copywriters
- ~ Web designers
- ~ Web developers

Case Studies Include

- ~ FedEx
- ~ Ikea
- ~ L.L. Bean
- ~ Nike

About the Presenter

John Yunker is author of *Beyond Borders: Web Globalization Strategies* (New Riders, 2002) and founder of Byte Level Research.



He regularly advises and trains companies on Web globalization. Clients have included Wal-Mart, Victoria's Secret and SAP. He has written about Internet development and globalization issues for publications such as *The Boston Globe*, *Business Week*, and *eContent Magazine*. He may be reached at jjunker@bytelevel.com.