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Google Named Best Global Website of 2016

Web Globalization Report Card recognizes leading global websites including Facebook, Wikipedia, NIVEA, Adobe, BMW, and 3M

(Ashland, OR – February 10, 2016) – Google emerged on top of the *2016 Web Globalization Report Card*, published this month by Byte Level Research.

“Google has long been a language pioneer, now supporting more than 90 languages via Google Translate and 75 languages on YouTube,” said report author John Yunker. “But it’s not just languages that make a website succeed globally. Companies need to support fast-loading mobile websites, locally relevant content, and user-friendly navigation.”

For 2016, Byte Level Research studied 150 websites across 15 industry categories – and more than 80% of the Interbrand Best Global Brands.

Websites were graded according to languages supported, global navigation, global and mobile website architecture, and localization.

Notable highlights include:

- **Wikipedia** is far and away the language leader, with content in more than 270 languages. The company also now supports a mobile-friendly layout that is considerably lighter (in kilobytes) than most Fortune 100 mobile websites.
- **NIVEA** provides an excellent example of a company that localizes its models for local websites – one of the few companies to do so.
- **Nike** made this top 25 list for the first time, having added languages and improved global consistency and navigation.
- As a group, the top 25 websites support an **average of 52 languages**.

Best Global Websites 2016

1. Google
2. Facebook
3. Wikipedia
4. Hotels.com
5. NIVEA
6. Booking.com
7. Nestlé
8. Pampers
9. Adobe
10. Intel
11. Twitter
12. Microsoft
13. American Express
14. BMW
15. 3M
16. Hitachi
17. Starbucks
18. Nike
19. Samsung
20. Cisco Systems
21. Nikon
22. TNT
23. Philips
24. Autodesk
25. ABB

2016 Web Globalization Report Card
www.bytelevel.com

About the Web Globalization Report Card

More than a decade ago, Byte Level Research began benchmarking websites based on their global effectiveness – including languages, depth of local content, global consistency, and usability. The *2016 Web Globalization Report Card* is the twelfth edition of this report and has followed globalization trends since its inception.

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.

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13. American Express
14. BMW
15. 3M
16. Hitachi
17. Starbucks
18. Nike
19. Samsung
20. Cisco Systems
21. Nikon
22. TNT
23. Philips
24. Autodesk
25. ABB

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