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Google Named Best Global Website of 2017

***Web Globalization Report Card* recognizes leading global websites including Wikipedia, NIVEA, Philips, Nike and Starbucks.**

(Ashland, OR — February 16, 2016) — Google emerged on top of the *2017 Web Globalization Report Card*, published this month by Byte Level Research.

"Google has long been a language pioneer, now supporting more than 100 languages via Google Translate and 725 languages for Gmail," 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 2017, 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 290 languages. The company also now supports a mobile-friendly layout that is considerably more effective than most Fortune 100 mobile websites.

- Consumer goods companies such as **Pampers** and **Nestlé** are a positive sign that non-tech companies are making positive strides in improving their website globalization skills.

- **IKEA** returned to the list this year after making a welcome change to its global strategy strategy.

Best Global Websites 2017

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

2017 Web Globalization Report Card
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- **Nissan** made this top 25 list for the first time, having launched a new world-ready global design and improved global gateway.

- As a group, the top 25 websites support an **average of 54 languages, up from 52 last year.**

- **NIVEA** provides an excellent example of a company that localizes its models for local websites – one of the few companies to do so.

- **The average number of languages supported by all 150 global brands is now 31.**

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. Founded in 2000, Byte Level Research was the first company devoted to the art and science of web globalization.

The *2017 Web Globalization Report Card* is the thirteenth edition of this report and has followed globalization trends since its inception.
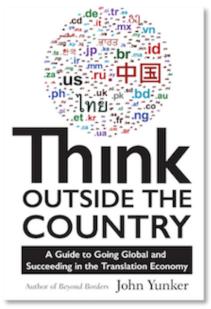
Companies do not pay to be included in the Report Card and all research is conducted by John Yunker; no work is outsourced. Companies that have purchased the Report Card over the years include Adobe, Cisco, FedEx, Sony and Verisign.

John Yunker, co-founder of Byte Level Research, is the author of *Beyond Borders: Web Globalization Strategies*. He is author of the forthcoming book *Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Company*.

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