Learn from the leaders in web & mobile globalization

The 2022 WEB GLOBALIZATION REPORT CARD

bytelevel / research

Web globalization is challenging.

You must manage countries, cultures, content, and often coordinate between central and remote offices to ensure that everything runs smoothly. For more than 18 years, *The Web Globalization Report Card* has helped companies navigate these challenges successfully through a mix of hands-on tips, best practices and industry insights. Each year, executives turn to the *Report Card* for answers to questions such as:

- What languages should we be supporting, and why?
- How do we direct more traffic to country and region websites?
- How do we design our global website to efficiently manage diverse brands and locales?
- What emerging design and content trends should we be aware of today?

The report, written by John Yunker and based on two decades of consulting to Fortune 100 companies, provides a wealth of insights into emerging and established best practices. Through website profiles, rich with screen shots, you'll learn which practices to emulate and which to avoid. Companies use this report to benchmark themselves against competitive and "best of breed" websites. It is an invaluable resource for any company doing business across borders.
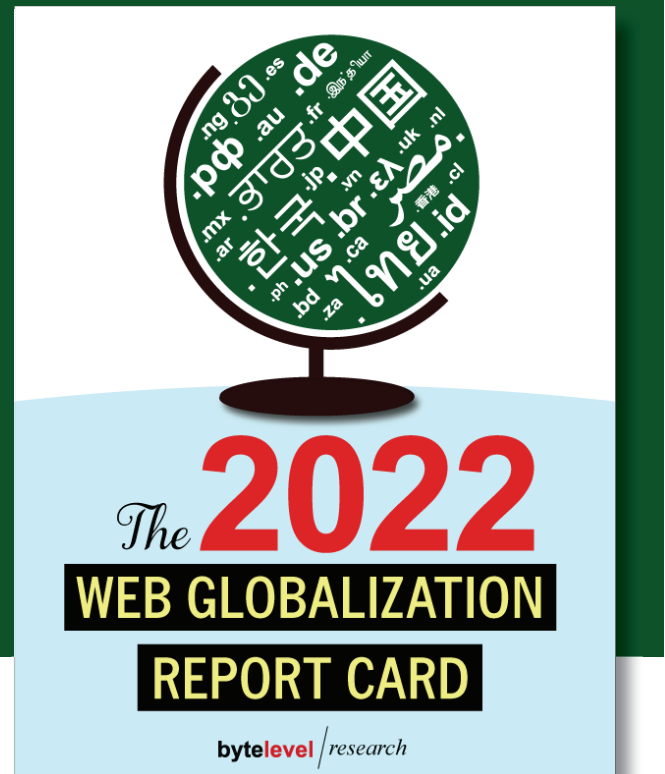
Report details:

Pages:	470
Visuals & Exhibits:	250+
Format:	PDF
License:	Enterprise

Also included:

- 2022 Report: *Web Globalization Best Practices and Emerging Trends*

- eBook: *The Art of the Global Gateway*

WEB GLOBALIZATION BEST PRACTICES & EMERGING TRENDS

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To purchase online, visit us at www.bytelevel.com or contact John Yunker at jyunker@bytelevel.com
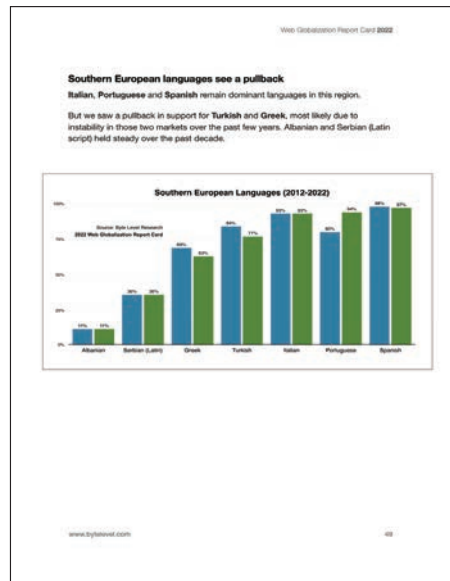
Language insights

We've tracked the languages supported by the leading global brands for nearly two decades—87 languages in all. Learn which languages are most popular and which languages are gaining in usage by the leading global brands. This data will help you build a solid case for your localization investments.

Hands-on tips and trends

This report helps organizations make immediate and positive improvements to their web designs, global gateways and content strategies. The report includes dozens of emerging trends as well as well-established best practices— along with plenty of visuals to help teams best understand the way forward.

Case studies

Better to learn from the mistakes of others than your own; these are words we live by, as well as readers of this report. We not only document common mistakes but also highlight those websites that excel in website globalization and localization.

Past purchasers of the *Web Globalization Report Card* include:

- 3M
- Apple
- Autodesk
- Black Rock
- Ciena
- Cisco
- Cummins
- Deloitte
- Dell
- eBay
- Expedia
- FedEx
- Ford
- Google
- Hyatt
- John Deere
- KPMG
- Lionbridge
- McKesson
- MTS
- NEC
- Panasonic
- Renesas
- Philips
- SDL
- Skype
- Sony
- Toshiba
- Toyota
- Turner
- United Nations
- Verisign
- Wacom
- Wells Fargo
- World Bank

Some companies have purchased the *Report Card* for more than a decade.

For a free sample from the report, contact John Yunker at jyunker@bytelevel.com.

Company insights and best practices

The *Report Card* and the *Best Practices & Emerging Trends* reports include more than 300 real-world screen shots of best (and poor) practices. For example, you'll learn:

- The one icon every global gateway should use.
- An important change made by **Spotify** that all web designers should be aware of.
- The language totals of 150 websites, including **Apple**, **BMW, NIVEA, Siemens**, and **Zoom**. Tips on using geolocation and language detection to provide a better global user experience.
- Ten languages every global website must support.
- Insights into languages such as **Arabic**, **Chinese** and the reason why you need to support different versions of **English**.
- The world's most **multilingual** website (it is not **Google**, **Facebook,** or **Wikipedia**).
- The primary flaw exhibited by all luxury websites, including **Louis Vuitton**, **Rolex**, and **Mont Blanc**.
- Common mistakes exhibited by global mobile websites.

How this report is used

This report is used by marketing and web executives not only to improve websites but also to raise awareness throughout their companies of the importance of web globalization. In addition:

- Companies use this report to benchmark themselves against the leading global brands and better understand the major global trends in languages, localization, usability, social, and mobile.
- A number of companies have adapted the *Report Card* methodology for internal benchmarking purposes.
- Web design firms rely on this report to improve their understanding of web globalization practices so they can better serve their clients.
- Translation and localization companies use this report to improve web globalization and global usability services for their clients.
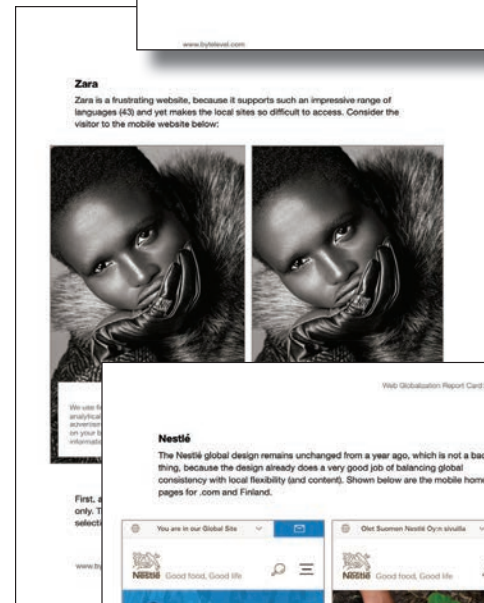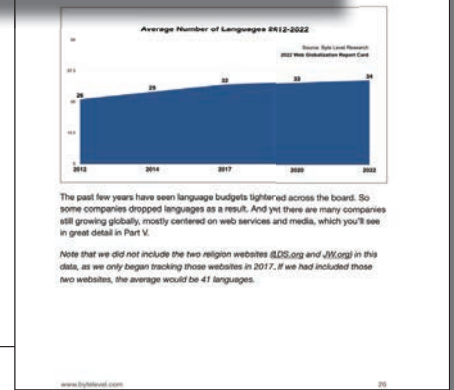
Web Globalization Report Card

Contents

- Building a more inclusive internet

Part I: The Best Global Websites
- The top 25 global websites
- Web globalization overachievers
- Notable website developments

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- The language leaders
- The 40+ language club
- Language expansion: 2010 to today
- Websites gaining languages
- Website losing languages
- Language totals for all websites
- Most popular languages
- "Must support" languages
- Language insights

Part III: The Websites and How They Were Scored
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- Scoring methodology
- Global Reach
- Global Navigation
- Global/Mobile Architecture
- Localization & Social
- Methodology FAQ
- What do the scores mean?

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- Leaders in global consistency

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- Travel & Hospitality
- Web Services

Best Practices & Emerging Trends

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- Part I: Best Practices in Global Reach
- Part II: Best Practices in Global Architecture
- Part III: Best Practices in Global Navigation
- Part IV: Best Practices in Localization
- Part V: Emerging & Notable Trends

An optional conference call to benchmark your website

For an additional fee, John Yunker will prepare a customized conference call to share key findings from the report provide detailed recommendations for your organization. Contact John Yunker at jyunker@bytelevel.com.

150 Companies Included

1. 3M	39. Enterprise	77. Land Rover	115. Royal Caribbean
2. ABB	40. Ernst & Young	78. LEGO	116. Salesforce
3. Accenture	41. Facebook	79. Lenovo	117. Samsung
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Take your website global with confidence

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www.bytelevel.com

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About the Author

John Yunker consults with many of the world's largest multinational corporations, providing web globalization training and benchmark services.

He authored the first book devoted to the emerging field of web globalization, *Beyond Borders*, as well as the most recent: *Think Outside the Country*. He writes the popular blog Global by Design: www.globalbydesign.com.