



***Website Design for the Global
Marketplace***

U.S. Commercial Service

Website Design for the Global Marketplace

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www.export.gov



Web Stats



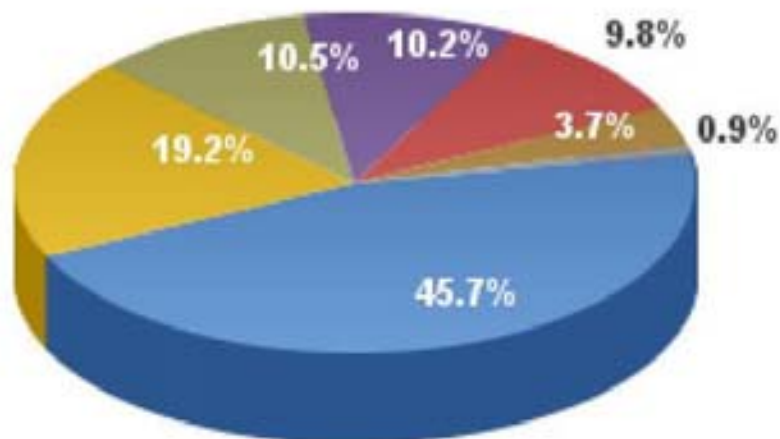


Regional Web Users

June 30, 2014*

Internet Users in the World Distribution by World Regions - 2014 Q2

Asia, Europe and Latinamerica already have more web users than the U.S.



- Asia 45.7%
- Europe 19.2%
- Lat Am / Carib. 10.5%
- North America 10.2%
- Africa 9.8%
- Middle East 3.7%
- Oceania / Australia 0.9%

Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 3,035,749,340 Internet users on June 30, 2014

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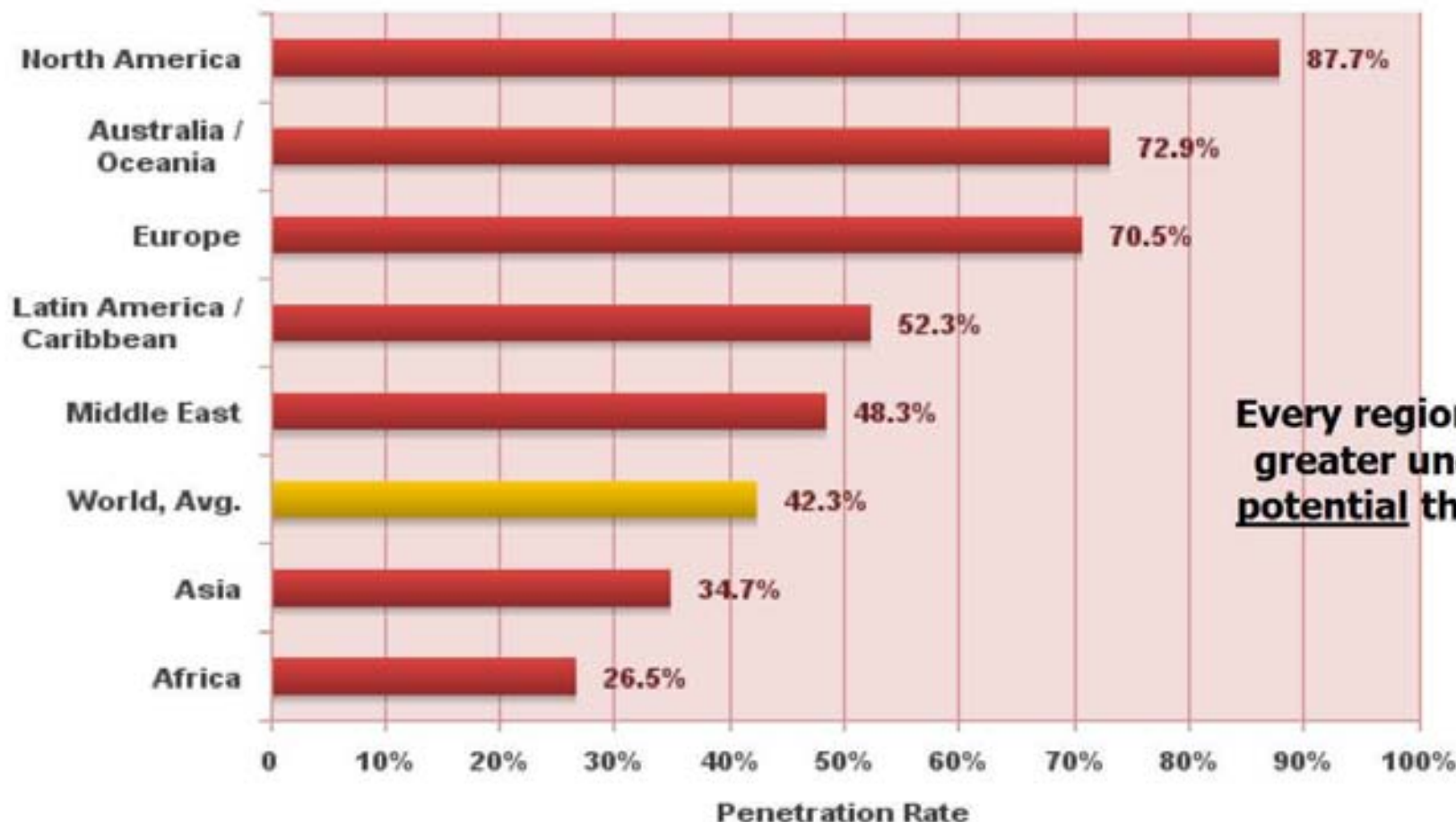


WORLD INTERNET USAGE AND POPULATION STATISTICS JUNE 30, 2014 (latest available data)

World Regions	Population (2014 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2014	Users % of Table
Asia	3,996,408,007	114,304,000	1,386,188,112	34.70%	1112.70%	45.70%
Europe	825,824,883	105,096,093	582,441,059	70.50%	454.20%	19.20%
Latin America / Caribbean	612,279,181	18,068,919	320,312,562	52.30%	1672.70%	10.50%
North America	353,860,227	108,096,800	310,322,257	87.70%	187.10%	10.20%
Africa	1,125,721,038	4,514,400	297,885,898	26.50%	6498.60%	9.80%
Middle East	231,588,580	3,284,800	111,809,510	48.30%	3303.80%	3.70%
Oceania / Australia	36,724,649	7,620,480	26,789,942	72.90%	251.60%	0.90%
WORLD TOTAL	7,182,406,565	360,985,492	3,035,749,340	42.3 %	741.0 %	100.0 %



World Internet Penetration Rates by Geographic Regions - 2014 Q2



Every region has much greater undeveloped potential than the U.S.

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,182,406,565 and 3,035,749,340 estimated Internet users on June 30, 2014.
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TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - December 31, 2013 = 74% of the World's Users

#	Country or Region	Population, 2014 Est	Internet Users Year 2000	Internet Users Dec 2013	Penetration (% Population)	% Growth 2000 - 2013
1	China	1,355,692,576	22,500,000	620,907,200	45.8 %	2,659.6 %
2	United States	318,892,103	95,354,000	268,507,150	84.2 %	181.6 %
3	India	1,236,344,631	5,000,000	195,248,950	15.8 %	3,805.0 %
4	Brazil	202,656,788	5,000,000	109,773,650	54.2 %	2,095.5 %
5	Japan	127,103,388	47,080,000	109,626,672	86.2 %	132.9 %
6	Russia	142,470,272	3,100,000	87,476,747	61.4 %	2,721.8 %
7	Germany	80,996,685	24,000,000	69,779,160	86.2 %	190.7 %
8	Nigeria	177,155,754	200,000	67,319,186	38.0 %	33,559.6 %
9	United Kingdom	63,742,977	15,400,000	57,266,690	89.8 %	271.9 %
10	France	66,259,012	8,500,000	55,221,000	83.3 %	549.7 %
11	Indonesia	253,609,643	2,000,000	55,000,000	21.7 %	2,650.0 %
12	Mexico	120,286,655	2,712,400	52,276,580	43.5 %	1,827.3 %
13	Iran	80,840,713	250,000	45,000,000	55.7 %	17,900.0 %
14	Philippines	107,668,231	2,000,000	44,200,540	41.1 %	2,110.0 %
15	Egypt	86,895,099	450,000	43,065,211	49.6 %	9,470.0 %
16	Korea	49,039,986	19,040,000	41,571,196	84.8 %	118.3 %
17	Vietnam	93,421,835	200,000	41,012,186	43.9 %	20,406.1 %
18	Turkey	81,619,392	2,000,000	37,748,969	46.3 %	1,787.4 %
19	Italy	61,680,122	13,200,000	36,058,199	58.5 %	173.2 %
20	Spain	47,737,941	5,387,800	35,705,960	74.8 %	562.7 %
TOP 20 Countries		4,754,113,803	273,374,200	2,072,765,246	43.6 %	658.2 %
Rest of the World		2,427,744,816	87,611,292	729,713,688	30.1 %	732.9 %
Total World Users		7,181,858,619	360,985,492	2,802,478,934	39.0 %	676.3 %



Overview

Companies that want to capitalize on the extraordinary

.

Website Globalization



Website Globalization

A comprehensive strategy that fuses globalization best practices with your specific branding and technology needs

- **Phased approach**
 - Simple enhancements
 - Internationalization
 - Localization
- **Translating your website**
- **Proactive Promotion**
- **International eCommerce**



U.S. Commercial Service

*Website Design for the
Global Marketplace*

Phased Approach





Contact Us



- ✦ Don't use info@company.com
 - ✦ International Sales – Tony@company.com
- ✦ Better yet...create a separate page for International Sales
- ✦ Show your address as you would on envelope except...
 - ✦ No abbreviations - spell out your state
 - ✦ Include USA in your address
- ✦ **Provide direct dial phone numbers** in addition to domestic toll-free number
- ✦ Make a note that domestic toll-free number functions only within the U.S.
- ✦ Use International Dial Code Format: +1(828) 868-4567



Contact Us

- ✦ Make it easy to ask for information
- ✦ Links that auto-open email often won't work
 - ✦ Best practice – both online form and email option
- ✦ Carefully design forms for ordering or capturing data
 - ✦ Only ask for information you really need
- ✦ Don't include too many required fields
- ✦ Send acknowledgement **immediately!**
 - ✦ Ensure an actual human response within 48 hours



Contact Us

International Sales Inquiries

If you wish to be contacted by one of our international personnel please fill in the information below and hit "submit".

Required Fields are indicated by an asterisk().*

Full Name: *

Email: *

Company:

Phone: *

Address: *

City/Town: *

State/Prov: *

Post/Zip Code:

Country: *

Comments:

Submit

Submit



Contact Us



Powered by **elōs**

CUSTOMER LOGIN

WHAT'S NEW

CONTACT

FOR PATIENTS

International | North America

TREATMENTS

PRODUCTS

PRACTICE SUCCESS

EVENTS

MEDIA

INVESTOR RELATIONS

Search

Home » International Inquiries

CONTACT MENU

- Product Inquiries
- Clinical Questions
- International Inquiries
- Patient Inquiries
- Employment
- Investor Relations

International Inquiries

Inquiries for Physicians or Distributors only.

You can fill out the form below, Email international headquarters at info@syneron.com, or call direct to 972.73.244.2200.

*Designates required text

*First Name

*Last Name

*Company

*Phone

*Email

*Specialty

*Postal Code

Message

*Country

Submit

Reset

Could probably omit





Contact Us

We would like to hear from you.

Use this form to contact us with questions about our services, to place an order, or get a quote.

First Name:

Last Name:

Company Name:

Title:

Email:

Headquarter

Address:

Branch

Address:

City:

State:

Zip:

Country:

Phone:

Fax:

What can we help you with?

Additional Comments:

When requesting a quote, please list number of cards, number of versions, card size and material.

Yes. Send me Tele-pak offers and promotions information via Email.

Tele-pak does not share Email addresses with third parties.

Submit

Clear

Submit

Clear



International Formats and Standards

- ❁ Address formats differ globally:
 - ❁ Free text for postal codes – at least 12 digits
 - Some countries don't use, many combine letters and numbers
 - ❁ Allow for longer lines
 - ❁ Allow for multiple last names & titles
 - ❁ Allow for any number of digits in phone numbers
 - ❁ Request that no abbreviations be used
 - ❁ *Always include country and city field*



Hiro Watanabe
C-207 1-19-25
Ikki-Machi
Aizu-Wakatsu City
Fukushima 765
Japan

Trudi Hecht
Oude Gracht 621
1381 X2 Weesp
The Netherlands



International Formats and Standards

- ✦ Specify contact or service hours for both 12 and 24 hour
- ✦ Spell out the time zone and consider adding a reference to Greenwich Mean Time (GMT) as an example:

Office Hours 9:00am – 7:00pm PST
(9H00 - 19H00 GMT -7)





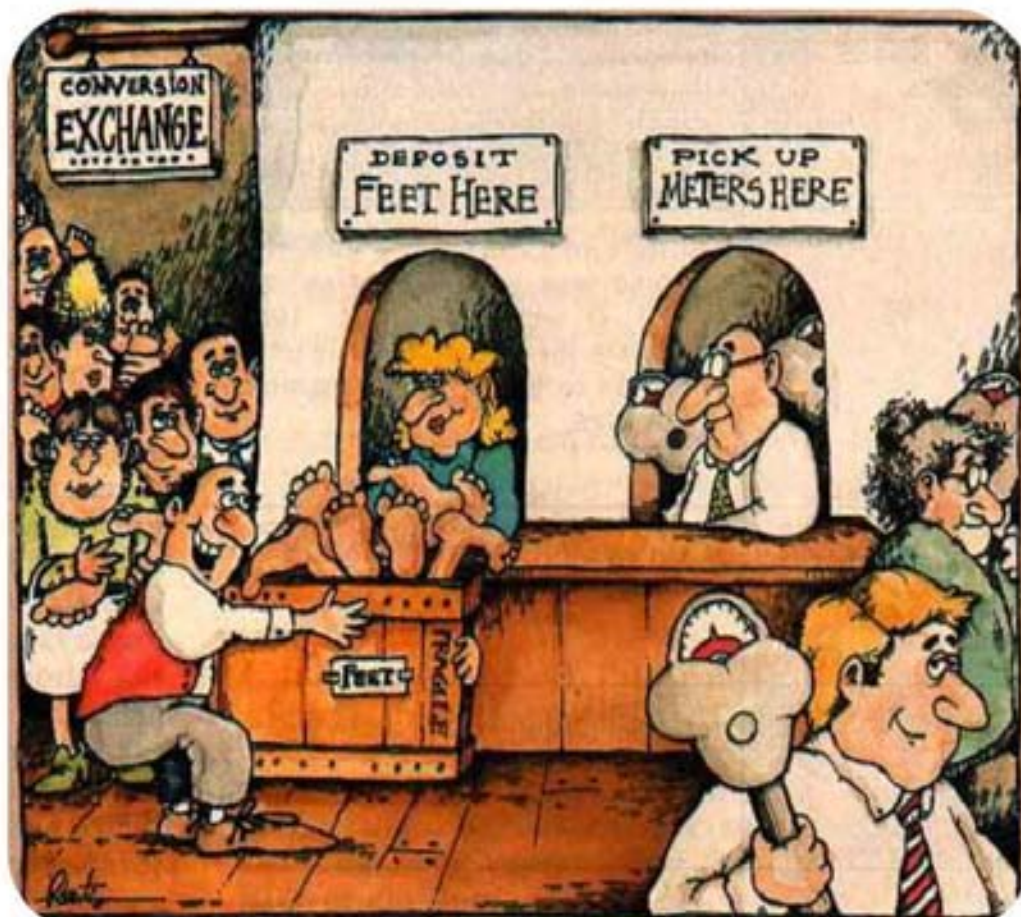
International Formats and Standards



- ✦ Spell out dates to avoid confusion
- ✦ U.S. convention is different than most other countries:
 - ⚙ **9/8/1** - Is this August or September?
 - ⚙ **Use: September 8, 2015**



International Formats and Standards

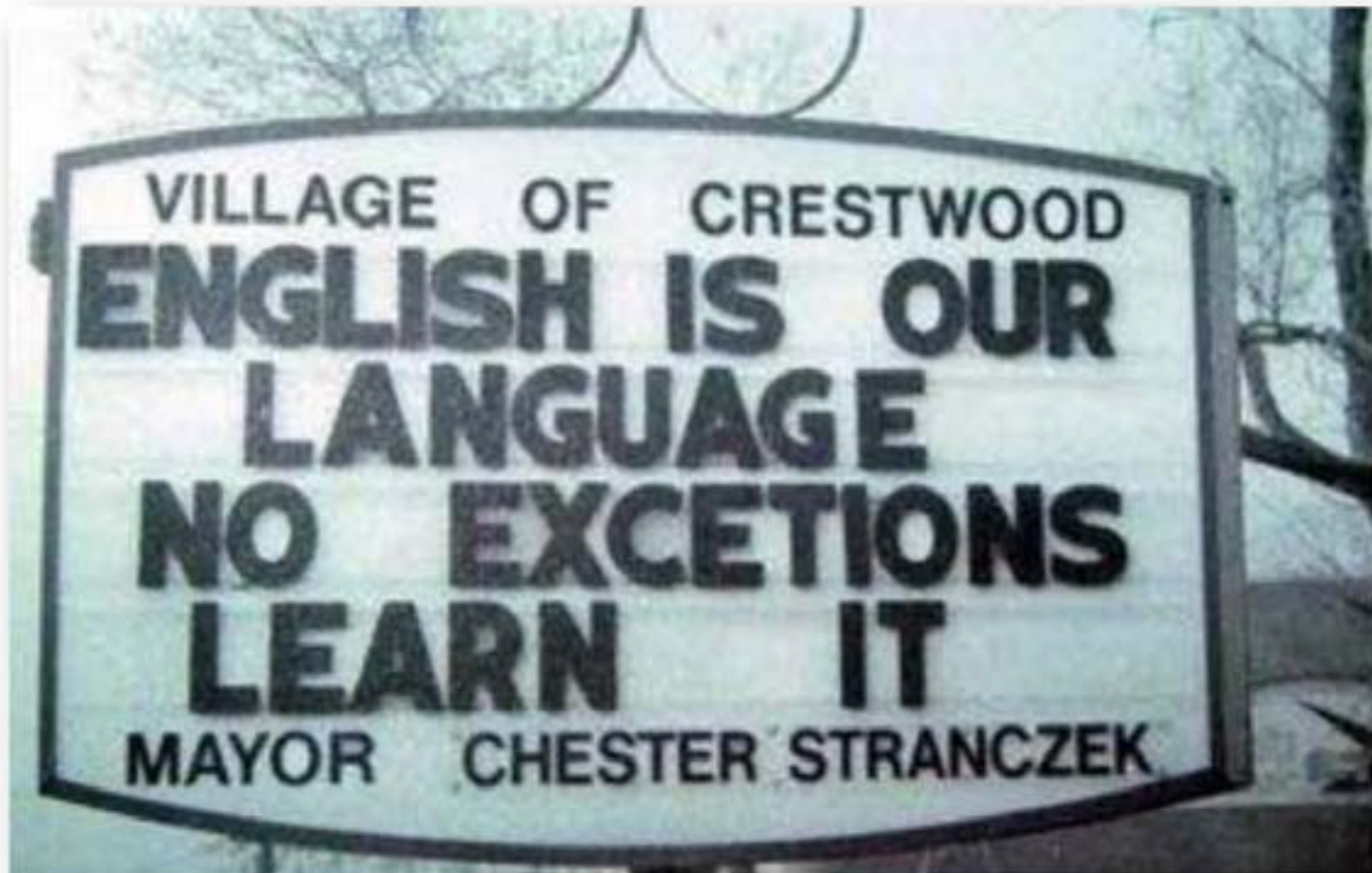


- Include metric weights and measures, as well as U.S. conventions
- Make sure any calculation routines use either inputs and produce correct results
- If you sell products with plugs and wires, specify voltage, megahertz, cycles, and plug types



Is English Enough?

Growth in many other languages is booming





Top Ten Languages Used in the Web (Number of Internet Users by Language)

TOP TEN LANGUAGES IN THE INTERNET	Internet Users by Language	Internet Penetration (% Population)	Users Growth in Internet (2000 - 2013)	Internet Users % of World Total (Participation)	World Population for this Language (2014 Estimate)
<u>English</u>	800,625,314	58.4 %	468.8 %	28.6 %	1,370,977,116
<u>Chinese</u>	649,375,491	46.6 %	1,910.3 %	23.2 %	1,392,320,407
<u>Spanish</u>	222,406,379	50.6 %	1,123.3 %	7.9 %	439,320,916
<u>Arabic</u>	135,610,819	36.9 %	5,296.6 %	4.8 %	367,465,766
<u>Portuguese</u>	121,779,703	46.7 %	1,507.4 %	4.3 %	260,874,775
<u>Japanese</u>	109,626,672	86.2 %	132.9 %	3.9 %	127,103,388
<u>Russian</u>	87,476,747	61.4 %	2,721.8 %	3.1 %	142,470,272
<u>German</u>	81,139,942	85.7 %	194.9 %	2.9 %	94,652,582
<u>French</u>	78,891,813	20.9 %	557.5 %	2.8 %	377,424,669
<u>Malay</u>	75,459,025	26.6 %	1,216.9 %	2.7 %	284,105,671
TOP 10 LANGUAGES	2,362,391,905	48.5 %	696.1 %	84.3 %	4,856,715,562
Rest of the Languages	440,087,029	19.0 %	585.2 %	15.7 %	2,325,143,057
<u>WORLD TOTAL</u>	2,802,478,934	39.0 %	676.3 %	100.0 %	7,181,858,619



Number 1 Recommendation

Engage professionals that employ native speakers of the target language!!!



✦ Better not to translate than to do it poorly

✦ English still language of international business...for now

✦ Not a simple process to comprehensively translate a website





Translating Your Website

- ◆ Can Impact website design – Text expansion/shrinkage
 - Translated English 30-40% larger in some European languages, 30-50% smaller in Asian languages

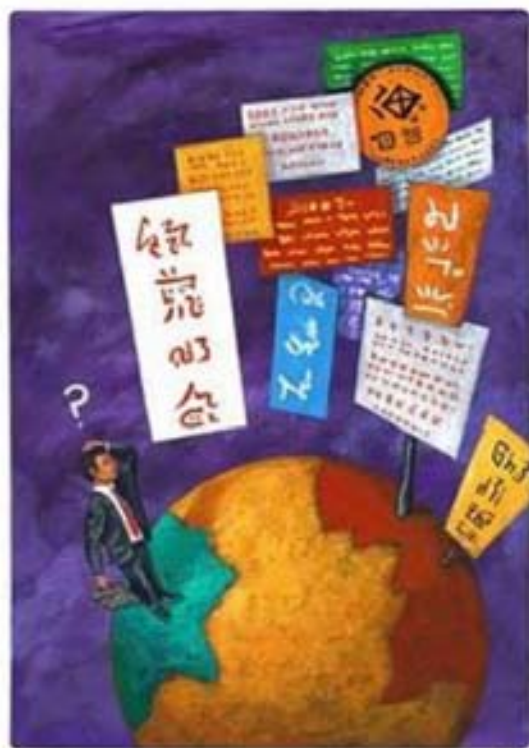


The word “speed” in
German =
Geschwindigkeit

The word “speed” in Chinese = 馳



Avoid Machine Translators



In Spanish, "Como" means "How."
In Spanish, "Mucho" means "Much."

BUT.....

"¿Como mucho?" does *not* mean
"How much?" ---

It means, **"I eat a lot."**

"¿Cuánto?" means **"How much?"**



http://translate.google.com/translate_tools

Make your website instantly available in other languages

Add Google's website translator to your webpages, and offer instant access to automatic translation of the pages. Adding the website translator is Here's how to do it:

1. Select the language of your webpage:

2. Choose optional settings:

- Translation languages All languages
 Specific languages

3. Copy and paste this snippet of code into your webpage

```
<div id="google_translate_element"></div><script>  
function googleTranslateElementInit() {  
  new google.translate.TranslateElement({  
    pageLanguage: 'en'  
  }, 'google_translate_element');  
}
```

Preview And Try!

Your Fancy Web Site

Introduction

Photos

Blog

Select Language

Powered by Google Translate

Introduction

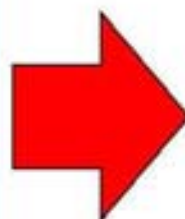
This is an example web page. You can preview and test the website translator here. Try changing the above settings and click the "Preview and Try!" button to see the effect. For example, if you select specific translation languages, the languages in the dropdown menu will change. Enjoy!



No need to translate entire site immediately...



Start small – Consider
translated introduction page



(Your Chinese intro page
submitted to Google™ China)



Where's the link to English?

For Your Travel & Life
世界をつなぐ旅と心

店舗検索 | メールマガ登録 | サイトマップ | ヘルプ

>> 国内旅行 | >> 海外旅行 | >> 店舗究情報

インドネシア・スマトラ島沖地震について >>> 『元気だしていこー！新潟』応援ページ

4,500軒以上の旅館・ホテルを検索・予約OK
旅館・ホテル [詳細](#)

思い立ったら！空いてる宿を探そう
夕食なしなら、当日21時まで予約可
[今日](#) | [明日](#) | [次の土曜](#) | [2月の連休](#)

- リフト券付！スキー&スノボ宿泊プラン
- 実際に泊まったお客様が評価した旅館
- 人気の旅館 今だけのバーゲン価格

お得なキャンペーン情報

会員登録 - JTB INFO CREW -

[会員登録] 今なら年会費0!
[会員サイト] ログイン | ログアウト
[限定] 5,000ポイントプレゼント

冬旅特集
▶ スキー&スノボシーズン到来!

はじめてご利用の方へ

旅のセレクトサイト

- 『冬のソナタ』ロケ地の旅(トラベルモーション)
- おしゃれな室内靴のご紹介(Travel With)

国内旅行

- [旅館・ホテル検索・予約](#)
- [国内ツアー検索・予約](#)
- [高速バス | 国内航空券](#)
- [割引レジャーチケット](#)

全国12,000件の観光情報から旅を探そう
国内旅行 [詳細](#)

行き先からツアー・格安航空券を探そう
海外旅行 [詳細](#)



Much clearer link to translated content...

The screenshot shows the homepage of FUSION GOL. At the top left is the logo "FUSION GOL". To the right, there is a navigation menu with items: HOME, 企業情報 (Company Information), サービス一覧 (Service List), 会員サポート (Member Support), ウェブメール (Webmail), and 法人向けサービス (Corporate Services). A hand icon points to the "English" language selector in the top right corner. Below the navigation is a large blue banner with the headline "メール&ウェブサーバ機能を手軽にレンタル" (Rent email & web server functions easily). The banner text describes a "ウェブホスティングパッケージ" (Web hosting package) with "柔軟なカスタマイズ、高い信頼性の「オール・イン・ワン」を 月々2,940円~" (flexible customization, high reliability "all-in-one" for 2,940 yen/month). Contact information is provided: "お問合せ Tel: 03-3239-6816 Eメール: corpsales@gol.com". On the right side, there is a "Quick Search" box with a search input field and a "検索" (Search) button. Below that is a blue button that says "今すぐお申込み!" (Apply now!) with a "Click!" link. At the bottom, there are several service category buttons: ADSL (選べるブロードバンド), 光ファイバ (超高速最大100MB), IP電話 (標準セットプラン), オプション (選べるオプション・セキュリティ), and 法人向け (ビジネスプラン). A "GOL メンバーステーション" (GOL Member Station) button is also visible.



Be careful with dropdowns
Why isn't Japan translated
into Japanese?



Best practice





Additional Considerations

- ❖ Most of the World accesses the Web on a Smartphone (4" screens)
- ❖ Must have a "m" version of your website (as of April 21, 2015)
- ❖ YouTube is the second most popular search engine

U.S. Commercial Service

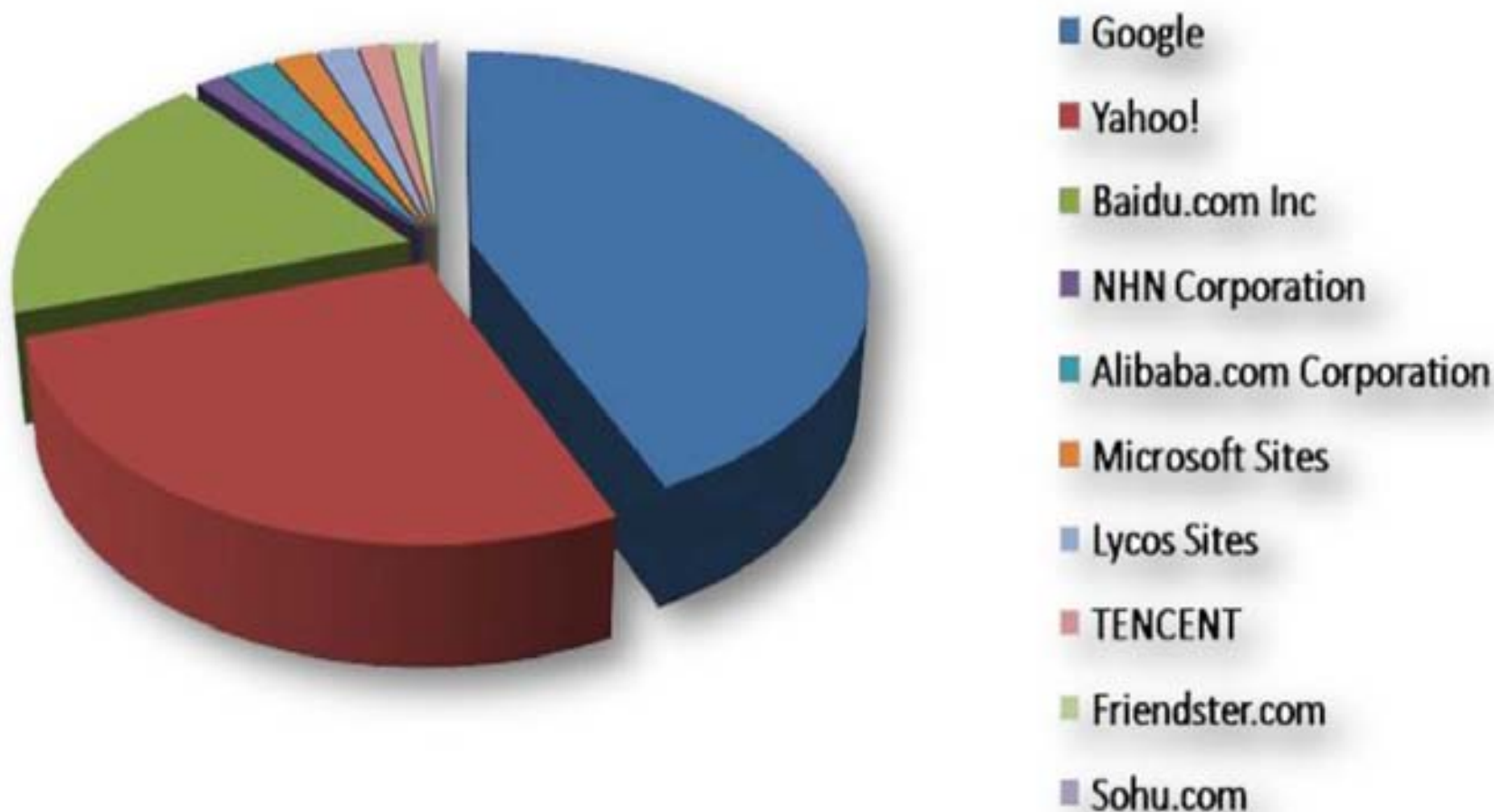
*Website Design for the
Global Marketplace*

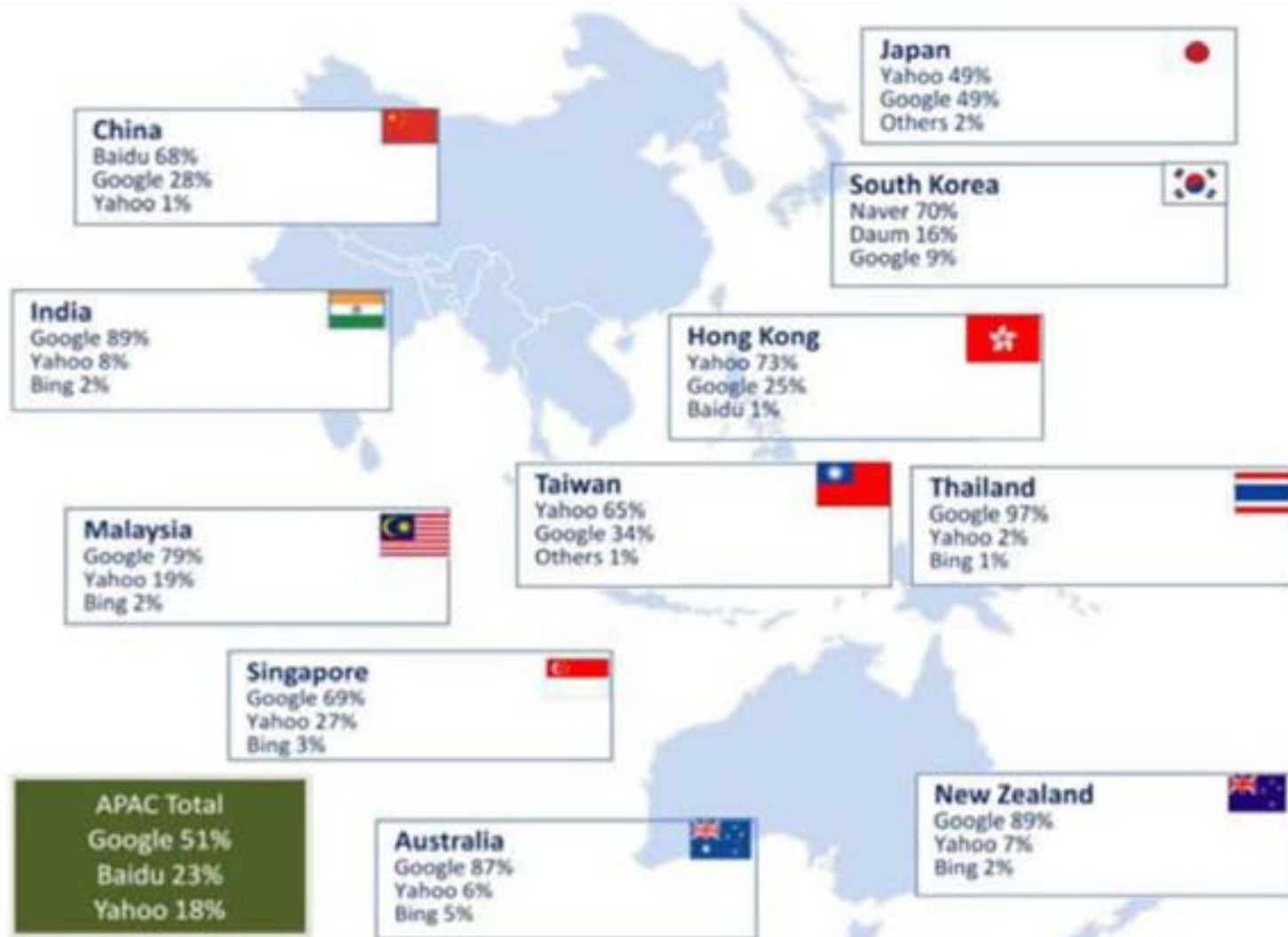
*Promotion, Internationalization,
and Localization*





Search Engine Usage in Asia



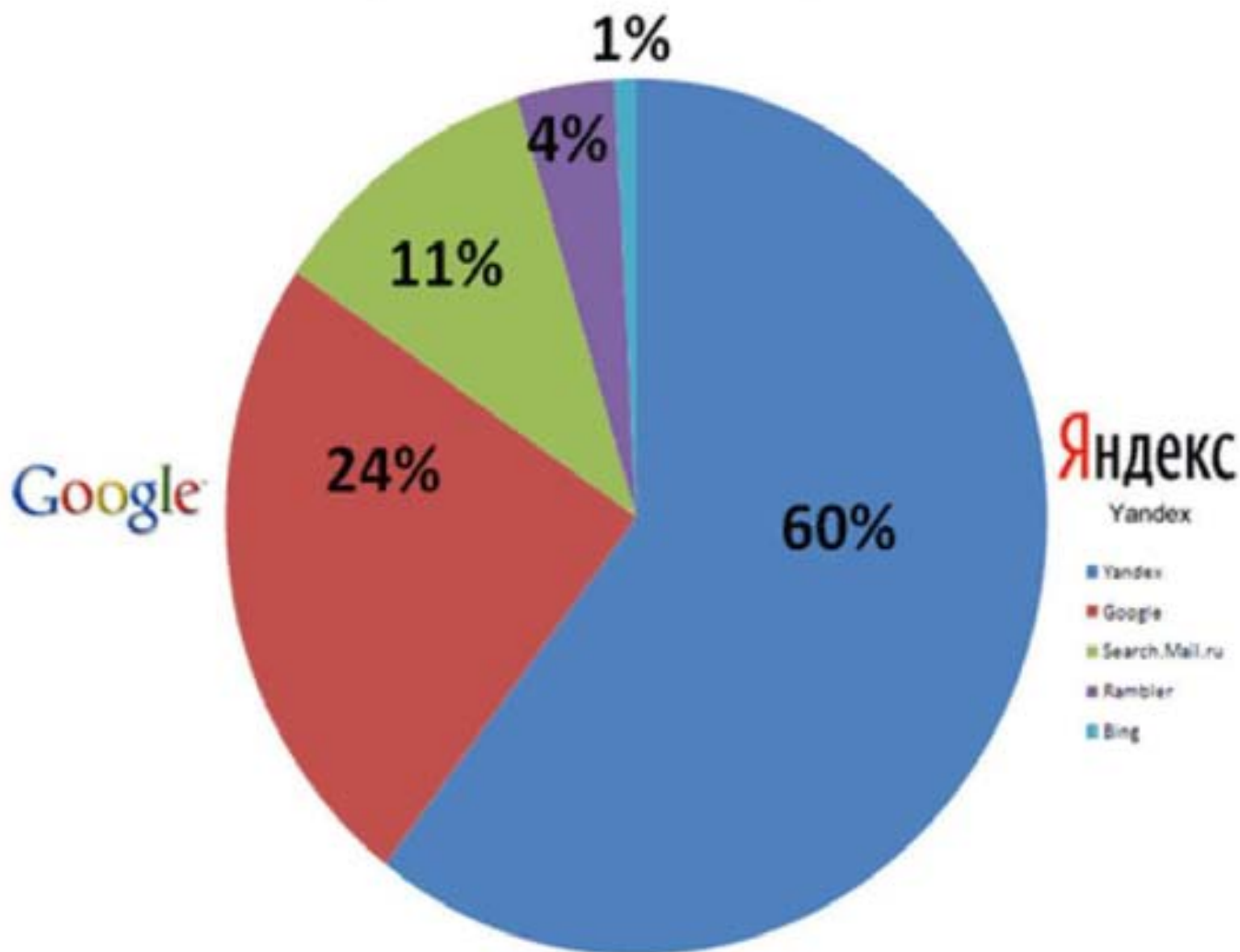


Q3 Which of the following search engines do you use most frequently (top 3 per country)?

Source: iProspect APAC Consumer Search Behaviour & Attitudes Survey 2010
Base: All respondents

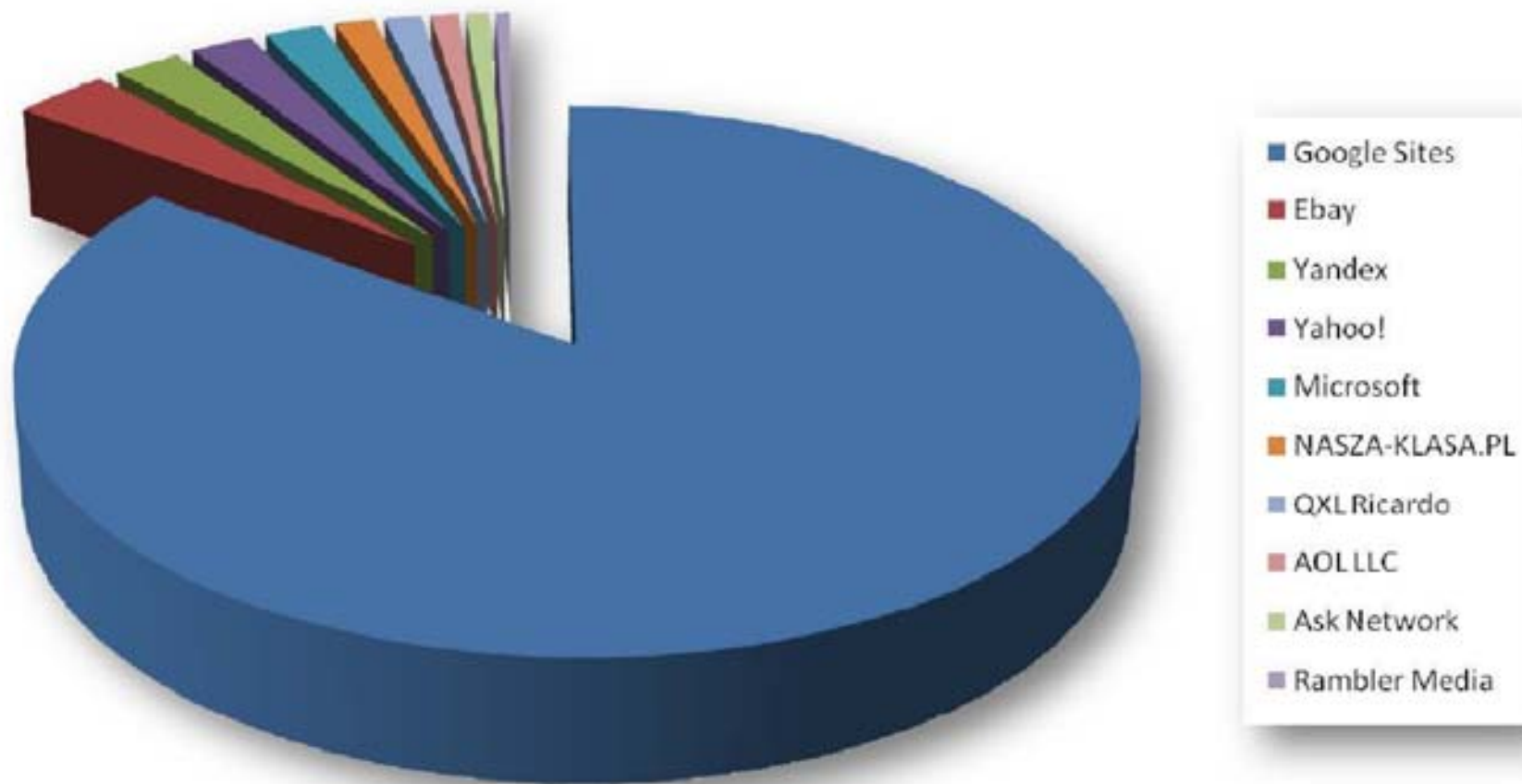


Search Engine Usage in Russia



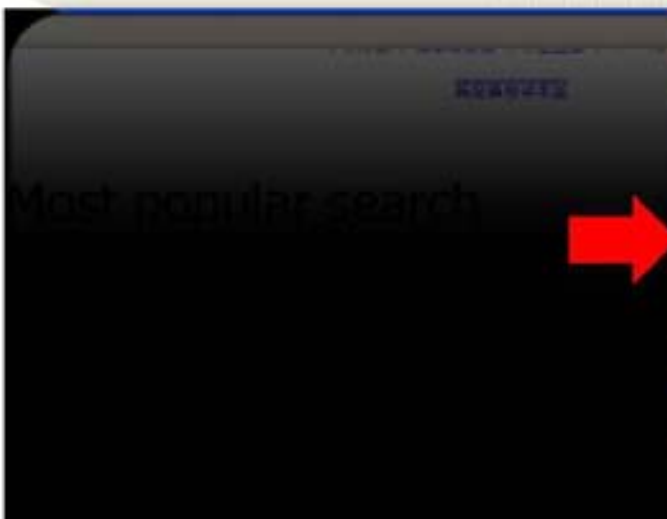


Search Engine Usage in Europe





← Most popular search site in China





How do search engines work?

- ⦿ Web Crawlers/Spiders – GoogleBot
 - ⦿ Scour the internet, indexing websites
 - ⦿ Look at all sorts of things like meta tags, link-backs, keyword frequency etc.
 - ⦿ ***CONTENT IS KING!!!!***

- ⦿ Goal is to get your site to show up as high in the rankings as possible

- ⦿ To optimize your ranking, recommend expert guidance



Google Main

Add your URL to Google - Windows Internet Explorer

http://www.google.com/addurl/?continue=addurl

File Edit View Favorites Tools Help

Add your URL to Google

Google Add your URL to Google

[Home](#)

[About Google](#)

[Advertising Programs](#)

[Business Solutions](#)

[Webmaster Info](#)

Submit Your Site

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl not add all submitted URLs to our index, and we cannot make it appear.

Please enter your full URL, including the http:// prefix. For e comments or keywords that describe the content of your page, your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary Googlebot, will be able to find the rest. Google updates its inde are not necessary. Dead links will fade out of our index on our

URL:

Comments:

Optional: To help us distinguish between sites submitted by robots, please type the squiggly letters shown here



Need to remove a site from Google? For more information

Google Spain

Incluye tu URL en Google - Windows Internet Explorer

http://www.google.es/addurl/

File Edit View Favorites Tools Help

Incluye tu URL en Google

Google Incluye tu URL en Google

[Página principal](#)

[Acerca de Google](#)

[Programas publicitarios](#)

[Soluciones para empresas](#)

[Información para webmasters](#)

Envía tu sitio

Buscar en este sitio:

Comparte con nosotros tu espacio en la red.

Cada vez que rastreamos la Web, añadimos y actualizamos sitios nuevos i invitamos a que envíes tu URL aquí, aunque no añadimos todas las que no podemos adelantarte ni asegurarte cuándo aparecerá o si efectivamente lo

Introduce tu URL completa, incluido el prefijo http://. Por ejemplo: http://www.google.es/. También puedes añadir comentarios o palab contenido de tu página. Se usan solo para proporcionamos información y n Google indexa o utiliza tu sitio.

Recuerda lo siguiente: solo necesitamos la página de nivel superior del h envíes todas las páginas individuales. Googlebot, nuestro rastreador, encor actualiza sus índices de forma periódica, por lo que no es necesario enviar obsoletos. Los enlaces inactivos desaparecerán de nuestro índice en el pró actualicemos integralmente.

URL:

Comentarios:

Opcional: Para ayudamos a diferenciar entre los sitios que han enviado han introducido de forma automática a través de algún softwa correspondiente las letras torcidas que aparecen en el sigui





Content is the #1 factor in rankings



a



Country Code Top Level Domains (ccTLD)



- Country-specific domain names
 - www.yourcompany.fr (France)
 - Review regulations prior to buying!*
- Benefits
 - Helps from an SEO perspective
 - Good business practice if you're targeting that specific country
 - Protects your brand



RWGUSA.NET
Global Domain Registration

TOLL-FREE: 1-888-398-4703
INTERNATIONAL: ++1-760-736-3700

CHAT LIVE

.FR French Domain Names

ACCOUNT LOGIN

Select Domain Extension ▼

MAIN MENU

- Domain Name Home
- Generic Domain Names
- Alternative Domains
- Special Domain Names
- North American Domains
- South American Domains
- Central American Domains
- Asian Domains
- European Domains**
- African Domains
- Oceania Domains
- Company Info
- Contact Us

CATEGORY MENU

- Ascension Island .AC
- Albanian Domain .AL
- Albania Domain .COM.AL
- Andorra Domain .AD
- Armenia Domain .AM

.FR Domain Name Registration - France Domain .FR

France Domain Name .FR

Facts:

Country Domain:	Domain Name France .FR
Tld & Country Information	Domain Registration France .FR
Application Fee:	Included
Maintenance Fee:	Variable
Domains Per Applicant	Unlimited

Sub Domains: ▼

Popular Sub Domains:

Local Presence: Local presence is required
 Requirements: EU trademark with local France admin-contact OR copy company reg (KBIS) in France with company address, phone. Domain name must match company or trademark name.

Trustee service: Yes, additional \$ 250.00

Multiple Domains: Allowed

Registration Contract: 2 Years

Registration Fee for most domains: \$ 259.00 for .fri.com.fr

Whois Server: [France .FR Domain Registration](#)

[Renew Your Domain Here](#) [Renew Domain.FR](#)

Search Terms:

.FR France Domain



Whois Server Information





How should you handle your domain structure?



- ✦ Ideal: Separate site for each target country, using ccTLD
 - ✦ Website localization: www.google.cn (China)
- ✦ Also good: Subfolders for each country/language
 - ✦ Most common approach: www.cisco.com/de
- ✦ Also an option: Subdomains for each country
 - ✦ <http://france.yourcompany.com>
 - ✦ Not as SEO friendly as other two options





A Spider's Eye View of the Page

Sparetech High precision ceramic hybrid bearings for semiconductor robots Today home search sitemap Home 200 mm 300 mm Wrists Spindles Robot Repair New Products Contacts History Press Releases Reference Material Distribution Opportunities High Performance Bearings Fala Ceramic Hybrid Bearings Sparetech com Inc is the worldwide distributor of Fala high precision ceramic hybrid bearings and related spare parts for use in semiconductor manufacturing Fala Technologies is specialty manufacturer of engineered goods mini environments and reticle handling systems Fala is the only independent thin section bearing manufacturer serving the semiconductor industry Fala and Sparetech offer high quality ceramic hybrid bearings for ultra clean robotic applications Read More Overview Fala Technologies and Sparetech were the first to release thin section ceramic hybrid bearings for semiconductor robotic applications Ceramic bearings give clean long life performance in many vacuum and atmospheric applications High quality bearings last times as long as OEM components and run considerably cleaner 200 mm Solutions 300 mm Solutions Blade Housings Spindle Rebuild Services Robot Repair Services Gate Valve Bearings New Products Bearing Technology Overview Pivots End Effectors Read More Upcoming Events July 13 15 2010 Semicon West September 30 to October 2009 SemiconTaiwan Booth 296 October 19 22 2009 ISMI Sematech Conference Austin TX Recent News January 2009 Remanufactured DV spindle released for use in wet etch systems High quality bearings were used to improve reliability October 2008 ISMI 2008 Sparetech Fala Technologies and Texas Instruments jointly presented paper entitled Improvements in Wafer Positioning and Contamination Levels in High Temperature CVD Processes through Robot Mechanical Enhancements Fall 2008 DRM Bearing Fala completed development of new kind of magnet rotation bearing for etch systems Sparetech 2009 Legal Contact us

Our **Search Engine Spider Simulator** strips out the HTML tags from the page you specify and shows you how the page would look to search engine spiders.

<http://www.webmaster-toolkit.com/>



Get listed in as many sources as possible...



Link-backs are very important factor in SEO!



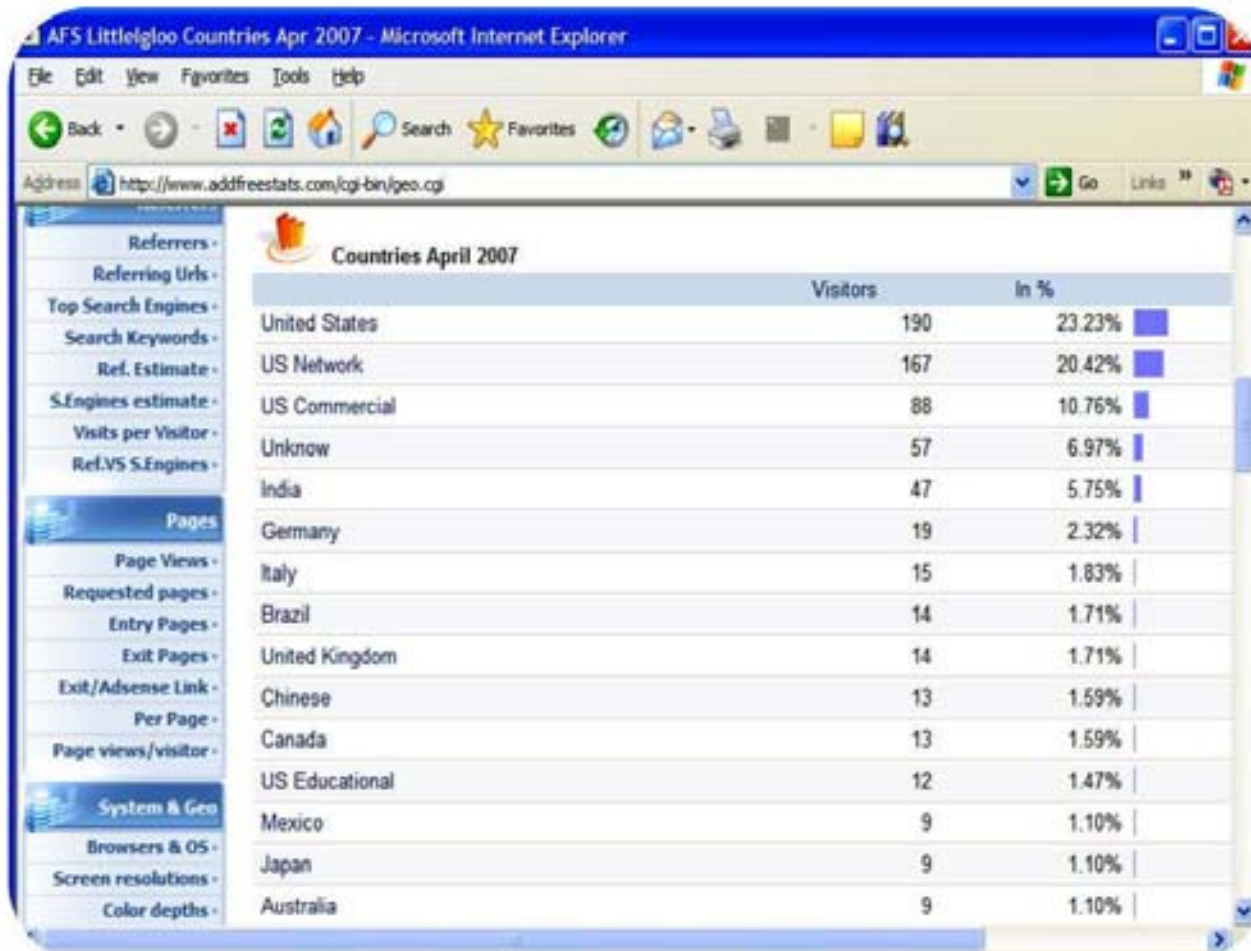
U.S. Commercial Service

Website Globalization





Where are your inquiries coming from?



Web-tracking software lets you see

If you don't already have web tracking software, get it!



U.S. Commercial Service

Website Globalization

Internationalization



The process of creating a culturally neutral website, that is easy to load and navigate, and that facilitates localization





Strongly recommend engaging a professional!



- ✦ Creating an internationalized site requires cultural, business and technical knowledge
- ✦ Initially serves as your primary, global web site
- ✦ May be translated, but not designed for a specific target market (not Localized)
- ✦ Designed to facilitate localization while maintaining global website consistency

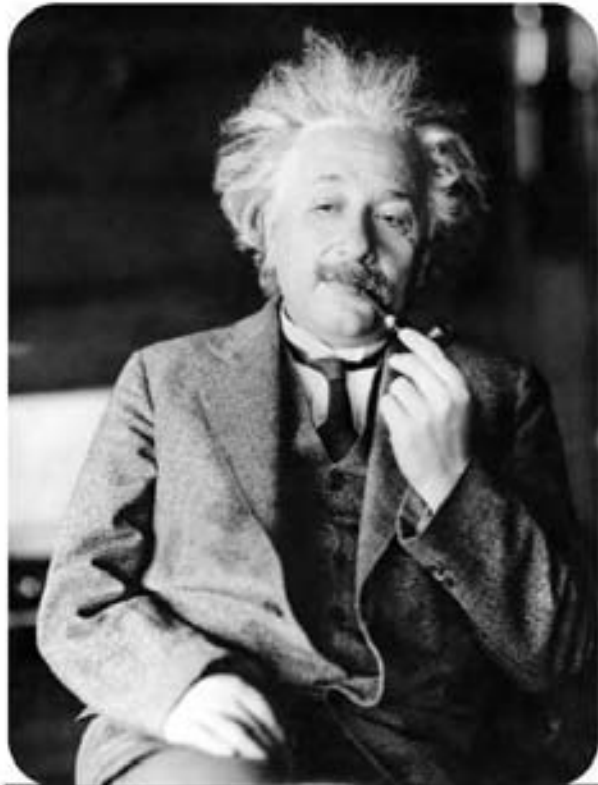


Best Practice!





High Level Recommendations

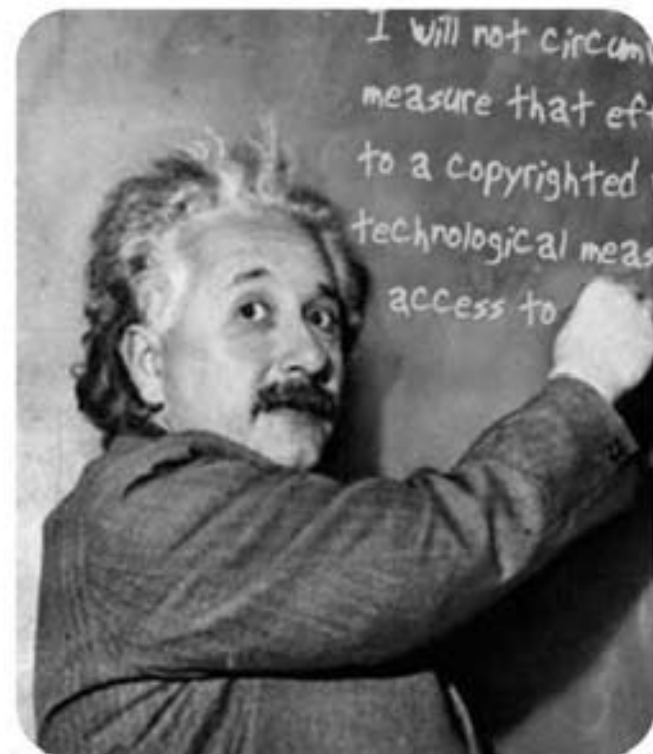


- ✦ Have a SEARCH function and a site index near the top of the first page
- ✦ If you have multiple languages, make obvious near top of page
- ✦ Offer TEXT ONLY option to eliminate graphics and speed cruising through your site
 - 🌐 Many other countries pay for amount of time connected to Internet
- ✦ Have as much critical information at top of page as possible to limit scrolling down



More High Level Recommendations

- ✦ Make it easy for reader to find next piece of information with one click
 - ✦ Using BACK and FORWARD buttons annoying
- ✦ Carefully assess colors and images
 - ✦ Goal is to be culturally neutral
- ✦ Make sure graphics are necessary to marketing the company and its products
- ✦ Offer option to enlarge picture of your products. (Put actual word ENLARGE on side of picture to notify reader of this option)





Best Global Websites 2013

1. Google
2. Hotels.com
3. Facebook
4. Cisco Systems
5. 3M
6. Philips
7. Booking.com
8. Samsung
9. Twitter
10. NIVEA
11. Microsoft
12. Kayak
13. HP
14. Starbucks
15. Wikipedia
16. Yahoo!
17. LG
18. Autodesk
19. Intel
20. American Express
21. Merck
22. Adobe
23. KLM
24. Deloitte
25. KPMG

Best Global Websites 2015

1. Google
2. Facebook
3. Booking.com
4. Hotels.com
5. NIVEA
6. Wikipedia
7. Microsoft
8. Philips
9. Adobe
10. Cisco Systems
11. TripAdvisor
12. 3M
13. Merck
14. Starbucks
15. Intel
16. IKEA
17. HP
18. KPMG
19. Samsung
20. HTC
21. Khan Academy
22. John Deere
23. Autodesk
24. Emirates
25. Amazon



U.S. Commercial Service

Website Globalization



Website Localization



Engaging professionals a must Requires specific country expertise

- ✦ Process of creating or enhancing a website for a specific country
- ✦ Goes beyond translation to accommodate specific aspects of a particular culture
 - ✦ High-context vs. Low Context, Power-distance, Individualism vs. Collectivism
 - ✦ Country specific translation employed (Spain vs. Mexico)
- ✦ Typically follows website internationalization





Objective: MAP Cultural Dimensions to UI Components

	Metaphors	Mental Model	Navigation	Interaction	Appearance
Power Distance					
Individualism vs. Collectivism					
Masculinity vs. Femininity					
Uncertainty Avoidance					
Long-Term Time Orientation					



Best practice!





Select a country or click the map:

- North America**
 - Canada
 - Mexico
 - U.S. Minor Outlying Islands
 - United States
- Europe, Middle East and Africa**
 - Afghanistan
 - Albania
 - Algeria
 - Andorra
 - Angola
 - Armenia
 - Austria
 - Azerbaijan
 - Bahrain
 - Belarus
 - Belgium
 - Benin
 - Bosnia And Herzegovina
 - Botswana
 - Bulgaria
 - Burkina Faso



U.S. Commercial Service

*Website Design for the
Global Marketplace*

International eCommerce





Three Types of eCommerce Sites....

Information Delivery Sites

- Most websites, particularly B2B

eMarketplaces

- Market-makers that bring buyers and sellers together

Transactional Sites

- Electronic storefronts – full “end-to-end” transactions





Enhancing Information Delivery Sites

The screenshot shows a web browser window with the title "XE - XE Datafeed". The address bar contains "http://www.xe.com/dfs/". The search bar has "xe currency converter". The browser's menu bar includes "Apple", "Yahoo!", "Google Maps", "YouTube", "Wikipedia", "News (75)", and "Popular". The website header features the XE logo and the tagline "The World's Favorite Currency Site". A navigation menu includes "Home", "Tools", "Trading", "Licensing", "Travel", "Like Our Site?", and "Help". The main content area is titled "XE Datafeed" and includes a sub-header "FAQ - Live Chat". The primary message is "Take advantage of the industry's most accurate currency rates." followed by the text "There is no need to buy costly hardware or decipher complicated software." A list of benefits includes: "Easily access every world currency with no need to buy hardware or software.", "Select the format that suits you and choose when your specific feed updates.", and "Starting at just US \$540." A "Sign Up Now" button is highlighted with a red box and pointed to by a hand icon. Below this are three sections: "Product Details" with a world map icon, "Benefits" with a hand icon, and "Accurate & Reliable" with a globe icon.

XE - XE Datafeed

http://www.xe.com/dfs/

xe currency converter

Apple Yahoo! Google Maps YouTube Wikipedia News (75) Popular

xe The World's Favorite Currency Site

Home Tools Trading Licensing Travel Like Our Site? Help

Home - Licensing - XE Datafeed

XE Datafeed

FAQ - Live Chat

Take advantage of the industry's most accurate currency rates.

There is no need to buy costly hardware or decipher complicated software.

- Easily access every world currency with no need to buy hardware or software.
- Select the format that suits you and choose when your specific feed updates.
- Starting at just US \$540.

[See how simple it really is](#)

Sign Up Now

Product Details
See how simple the Datafeed really is.

Benefits
Find out how the Datafeed will benefit you.

Accurate & Reliable
Trust the world's favorite currency




Enhancing Information Delivery Sites

EPM FAST QUOTE E-MAIL REQUEST FORM - Windows Internet Explorer

http://www.epm.com/faqts.html

File Edit View Favorites Tools Help

EPM FAST QUOTE E-MAIL REQUEST FORM

 **EPM, INC.**
The Seal Man™

EPM FAST QUOTE REQUEST FORM

FAST QUOTE :59 MINUTES

www.epm.com

Step 3: Complete the form below and click the 'submit form' button at the bottom of the page.

We will contact you within 2 hours and 59 minutes or sooner during business hours.

Red indicates required form field

*Contact Name:
*Title:
*Company Name:
*Address:
*City: *State/Prov:
*Zip: *Country:
Timezone (in US only): Select

*Date:
*Phone:
Ext:
Fax:
*E-mail:
Website:

Quantities...

*Purchase/Invoice Qty: *Actual Qty:

Specifications

*Type of Seal: Select... *Material:

Technical Information...

S, T, A, M, P, S. (day to remember - Size, Temperature, Application, Media, Pressure, Equipment)

S *Size: (ID, OD, Height) - click [here](#) or [here](#) for sizing explanation. ID: OD: HT:

T *Temperature: (if product being sealed) °C °F

A *Application: Type of equipment - pump (static, recirculating), valve, dispenser, mixer, etc.

Done

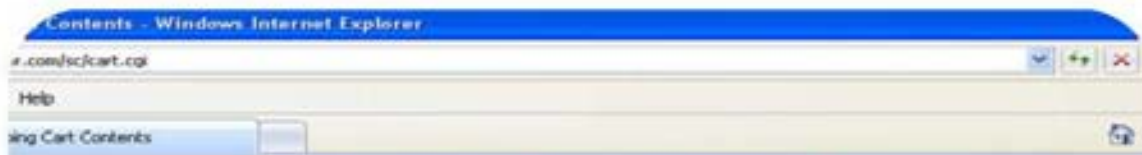
start

Logout St... 2 Weeks... 2 Home... 3 Addit... EPM



Enhancing Information Delivery Sites

Shopping Cart...without online checkout



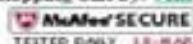
YOUR SHOPPING CART

Love Carpet, Inc.										
Shopping Cart Contents (nothing is final until you submit your order)										
image	item#	item description	unit price	u/m	qty	cost	adjust quantity here			
View Item	ve-1	Antea Velvet Carpet 12' Color:CR 1/2 in pile	\$9.00	lin ft.	500	\$4500.00	Increase Quantity	Decrease Quantity	Remove Item	
Order Subtotal:			\$4500.00		<ul style="list-style-type: none"> • Ohio deliveries subject to \$315.00 sales tax. • Shipping weight: 3000.00 • Shipping cost is estimated. • Orders will be confirmed via email. 					
Freight (most US Destinations) Shipping:			\$100.00							
Grand Total:			\$4600.00							

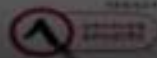
Estimated Delivery time and price will be included in your final confirmation email.

[CONTINUE SHOPPING](#)
[CHECK OUT NOW](#)

Secure Shopping Cart by: **Americart**®



ABOUT SSL CERTIFICATES





Leverage Existing Online eMarketplaces





Transactional Websites

- Depends on specific countries and products
- Transactional sites great if you have stocking distributor in country
 - Also work well for intangibles (SaaS etc.)
- B2B transactions of tangible goods not typically online sales
- For some countries, online quotes based on INCOTERMS might make sense...but avoid the D's!
- Must evaluate on a country-by-country basis





Many shopping cart options support foreign currency, taxes etc.

Google Checkout - Merchants - Windows Internet Explorer

http://checkout.google.com/merchants

File Edit View Favorites Tools Help

Google Checkout - Merchants

Google Checkout

Help

Increase online sales using Google Checkout

Google Checkout is a fast, secure checkout process that helps increase sales by bringing you more customers and allowing them to buy from you quickly and easily with a single login.

- Attract new leads.**
Google Checkout users click on ads 10% more when the ad displays the Checkout badge, meaning more traffic to your site. [Learn more](#)
- Convert more sales.**
A fast, convenient checkout process helps Google Checkout users convert 40% more than shoppers who have not used Checkout before. [Learn more](#)
- Protect yourself from fraud.**
Checkout's Payment Guarantee protects 98% of Checkout orders on average – when an order is guaranteed, you get paid even if it results in a chargeback. [Learn more](#)

Sign up now »

Sign in to Google Checkout with your **Google Account**

Email:

Password:

Sign in and continue

[I cannot access my account](#)

About Google Checkout

How it works

- [Success stories](#)
- [Costs and fees](#)
- [Get started](#)
- [Special offers](#)
- [Related Google products](#)

Customers shop on your site... → ...and checkout with Google.

The diagram shows a customer's shopping cart on a merchant's website with a 'Google Checkout' button. An arrow points to a screenshot of the Google Checkout interface, which displays a list of items to be purchased, a total amount, and a 'Pay with Google' button.



Payment Mechanisms



- ✦ Credit Cards
 - ❑ Not common in all countries
 - ❑ Need to be cautious of chargebacks
- ✦ Person-to-Person transfers
 - ❑ PayPal, Google Checkout, WesternUnion
 - ❑ Great option, but may limit sales volume
 - ❑ PayPal = \$10,000 per transaction
- ✦ Traditional approaches
 - ❑ Wire transfer, letter of credit, etc.



Chargebacks

⊕ A chargeback, also known as a reversal, occurs when a buyer asks a credit card company to reverse a transaction that has already cleared.

⊕ A buyer may file a chargeback with his/her card issuer based on credit card association regulations and timeframes.





Chargebacks



All sellers who accept credit card payments run the risk of being liable for charge-backs.

Chargebacks are among the unfortunate costs of doing business. Many sellers factor this cost into their business risk model.



Taxes and Duties

- ❖ International sales may or may not be subject to destination country taxation
 - ❖ European countries still charge VAT
 - ❖ Need to explore on a country-by-country basis
- ❖ Duties vary worldwide
 - ❖ Avoid selling products 'duty paid'
 - ❖ Can find world wide duty information at:

<http://export.customsinfo.com>





THE END

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www.export.gov