

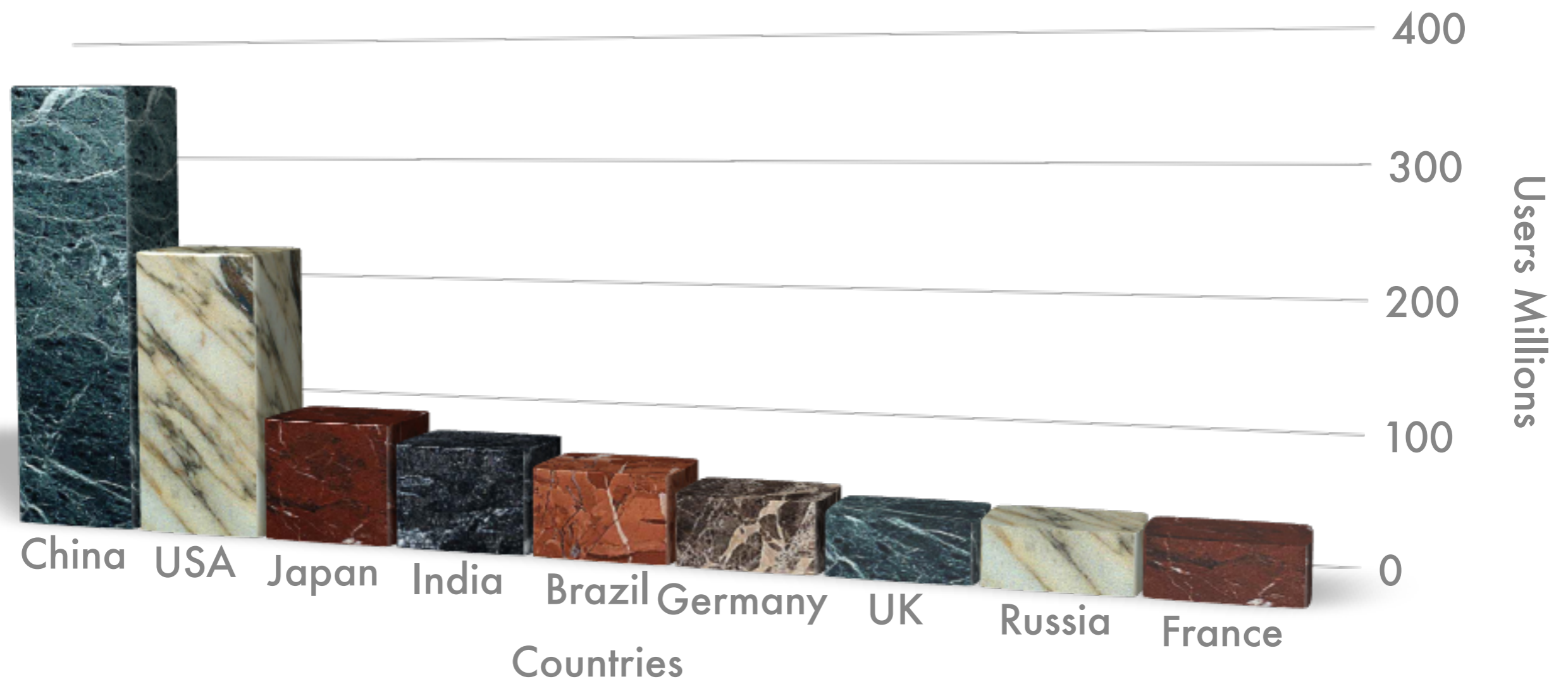


# Internationalization

building international websites and applications

By Dave Cherry  
Technical Director  
SEO Web Services Croydon

# internet users by country



China: 25% online, US/UK: 75% online

# step by step



- Researching your markets abroad - preparing for involvement.
- Get involved - attend shows, offer new services, translate your site.
- Fully involved - full store capability, optimised site, local presence.

# research: basics

- Decide on the countries to target and languages to support.
- Research products and search habits for each country.
- Ensure that your brand translates well in each language.
- Create a list of local search phrases by country, by popularity.

# research: laws & partners

- Ensure that what you want to do is legal in each country.
- It may be cheaper to partner with an existing company in that country.
- Ensure that the website tone (colour, wording, images) are appropriate.
- Trademarks / patents may need to be applied for in each country.

# research: shop & shipping

- Need to handle different currencies and take account of exchange rates.
- Calculation of shipping and taxes also becomes global per country.
- Dealing with Data protection issues over different countries.
- Any newsletter emails, blogs or news feeds may need to be internationalized as well.

# get involved: website

- You don't need start by translating everything - do a few pages first.
- By convention language selection should be in header or footer.
- Content Management Systems can give quicker time to market.
- You may also need to translate desktop client software.

# get involved: analysis

- Investigate web analytics: monitor search keywords & location of hits.
- Keep tally of products being sold by region and the conversion rate.
- Attend local shows and events, maybe even sponsor some.
- Try to get feedback from clients about your website ( how they found it, usability, product range).

# fully involved

- Create a full site for this region rather than a few page translation.
- Become actively involved locally with social media, groups etc.
- Optimise the website for keywords determined from client contact.
- Local office: even internal software may need to be internationalized.

# It's still a local business



- Even for international reach you must be aware of local customs / dialect / nuances.
- Local hosting & search engines matter. Google's not always #1.
- Get the best author you can; local knowledge and grammar matter.

# questions..



- We are committed to lowering our carbon footprint, to help that aim we will make these slides available online.
- This presentation will be available in PDF form on our website within the next few days.

Web: <http://www.seo-web-services.co.uk>

**seo web  
services**

phone	0844 870 1769
email	<a href="mailto:dave@nutricherry.com">dave@nutricherry.com</a>
email	<a href="mailto:marianna@nutricherry.com">marianna@nutricherry.com</a>
skype	davejcherry
twitter	@seowebcroydon

**Thank's for listening, our mission statement is "your business on the web". Let us help you reach your goals online.**