

IS MY WEBSITE GLOBAL-READY?

Are you ready to go global? The best way to ensure your website is internationalized is to develop it with globalization in mind from the start.

YOU'RE READY IF...



YOU'VE COMPLETED A PSEUDO TRANSLATION

to test your CMS and website design by replacing Western characters with multi-byte (East Asian) or bi-directional (Hebrew, Arabic, and languages that use the Arabic script) characters—without causing layout issues.



Even though most of today's CMSs are Unicode-enabled, you've confirmed that all platforms and systems associated with your website also conform to this

CHARACTER-ENCODING STANDARD.



YOU CAN FORMAT

for time, date, currency, measurement, temperature, phone numbers, addresses, and other locale-specific variables.

(Or your e-commerce solution provider can.)



You've confirmed that technologies that integrate with your website (e.g., databases, marketing automation software, PIM systems, CRM software, etc.) also

SUPPORT MULTIPLE LANGUAGES



YOU CAN HANDLE TEXT EXPANSION AND CONTRACTION

in layouts, menus, and buttons.



YOU'VE CREATED GLOBAL PAGE TEMPLATES

and design and development guidelines for your web designers and developers to follow.



YOU'VE ADDED A PERMANENT GLOBAL GATEWAY

to the top right of your web pages, so users can easily navigate to their chosen global site.



Your site uses photographs and graphics that are

CULTURALLY NEUTRAL OR LOCALE-SPECIFIC.



YOU USE GENERIC ICONS

and avoid using text as often as possible.



STILL NEED SOME WORK?

We can help.

**Contact Lionbridge today
to get your website global-ready.**