Learn from the leaders in web & mobile globalization

The **2021**
WEB GLOBALIZATION
REPORT CARD

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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 17 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:	475
Visuals & Exhibits:	250+
Format:	PDF
License:	Enterprise

Also included:

• 2021 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.
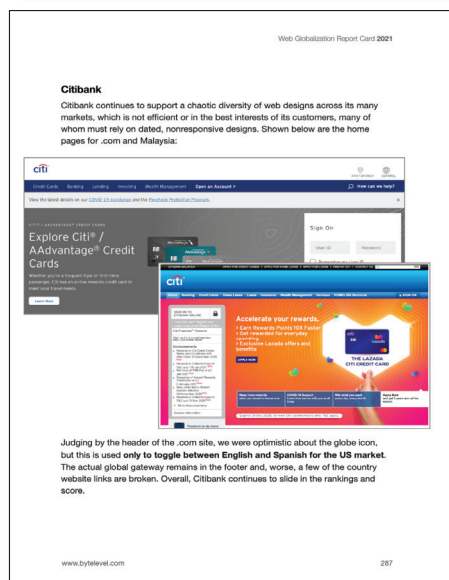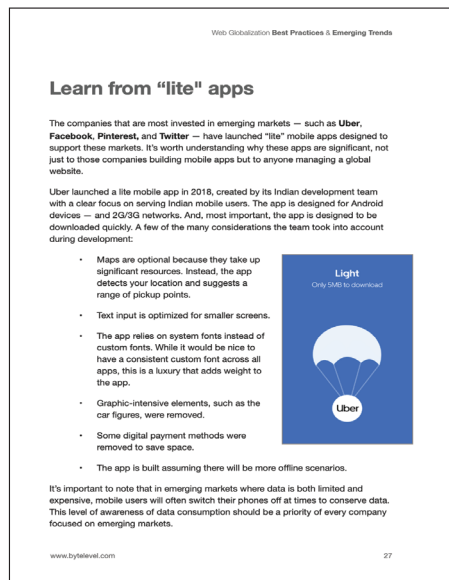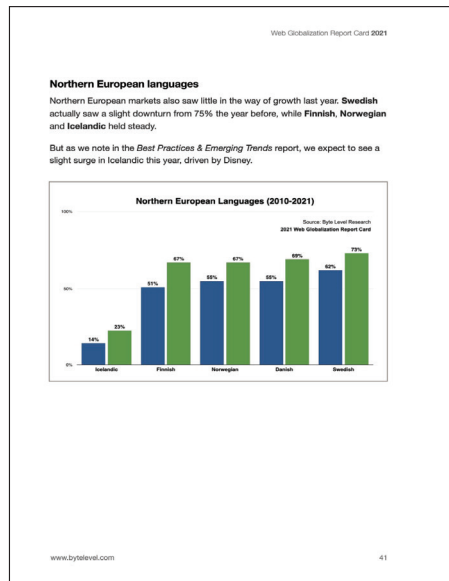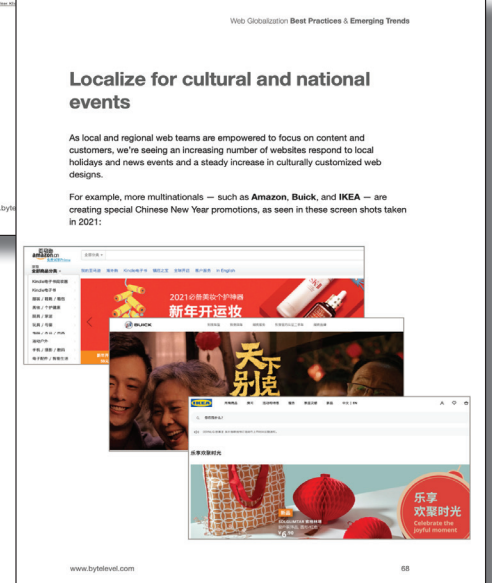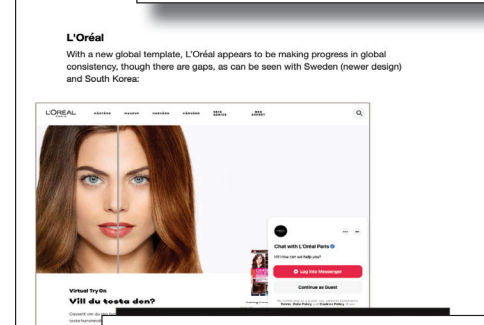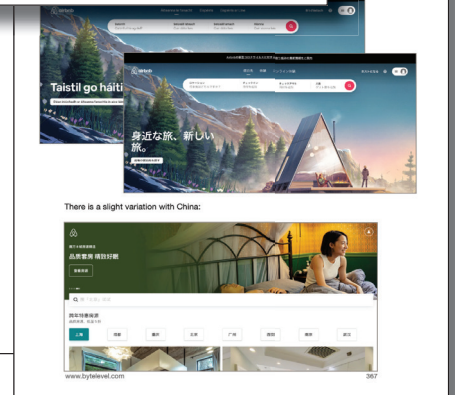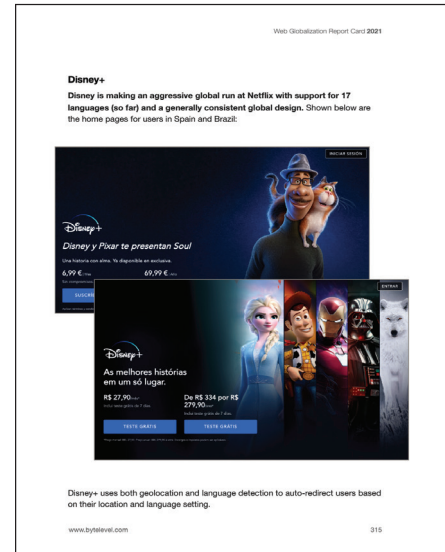
Company insights and best practices

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:

- Ten languages every global website must support.
- The one icon every global gateway should use.
- An important change made by **Apple** 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.
- The world's most **multilingual** website (it is not **Google**, **Facebook,** or **Wikipedia**).
- The primary flaw exhibited by all luxury websites, including **Gucci**, **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

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Part V: Website Highlights by Industry

Best Practices & Emerging Trends

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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. Eli Lilly	77. KPMG	115. Royal Caribbean
2. ABB	40. Emirates	78. Land Rover	116. Salesforce
3. Accenture	41. Enterprise	79. LEGO	117. Samsung
4. Adidas	42. Ernst & Young	80. Lenovo	118. Sanofi
5. Adobe	43. Facebook	81. Lexus	119. SAP
6. Airbnb	44. FedEx	82. LG	120. Shopify
7. Alibaba	45. Ford	83. Loréal	121. Siemens
8. Allianz	46. Four Seasons	84. Louis Vuitton	122. Sony
9. Amazon	47. Fujifilm	85. LUSH	123. Spotify
10. American Airlines	48. GE	86. Marriott	124. Starbucks
11. American Express	49. Gillette	87. Mastercard	125. Steelcase
12. Apple	50. GoDaddy	88. McDonald's	126. Subaru
13. Audi	51. Goldman Sachs	89. Mercedes	127. Tesla
14. Autodesk	52. Google	90. Merck	128. Church of Jesus Christ
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16. Axa	54. Heineken	92. Mitsubishi Electric	129. Tiffany
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19. BMW	57. Hilton	95. Nestlé	132. Toyota
20. Booking.com	58. Hitachi	96. Netflix	133. Trip.com (Ctrip)
21. British Airways	59. Honda	97. Nike	134. TripAdvisor
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23. Canon	61. Hotels.com	99. Nintendo	136. Twitter
24. Capgemini	62. HP	100. Nissan	137. Uber
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37. Dyson	75. John Deere	113. Roku	150. Zoom
38. eBay	76. KLM	114. Rolex	

Take your website global with confidence

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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.