

Web Design for the Global Marketplace

Mobile, December 5, 2017



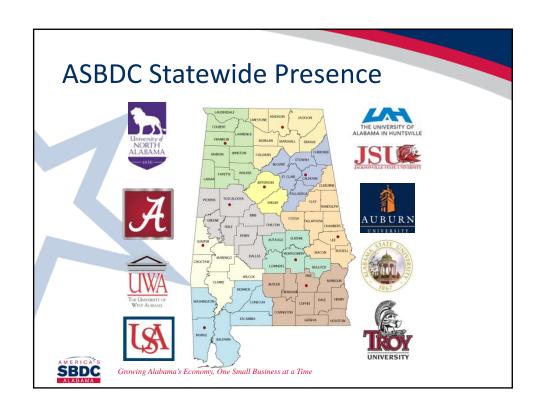












ASBDC Core Services

- No-Cost, Confidential,
 One-on-One Counseling and Training
 - Start Your Business
 - Alabama's Answers: Small Business Guide for Alabama
 - **Grow** Your Business
 - Finance Your Business
- Workshops
 - Free or low-cost
 - Management, Marketing, Finance



Growing Alabama's Economy, One Small Business at a Time



- Alabama International Trade Center
 - Export Market Research
 - Trade Consulting & Training Program
 - Export Readiness Assessment
 - Trade Finance Programs
 - Export Alabama Trade Alliance
 - http://AITC.ua.edu



Growing Alabama's Economy, One Small Business at a Time

AITC History

- Founded in 1979, by Dr. William R. Bennett; named in his honor by the UA Board of Trustees
- Export Achievement Award from U.S. Department of Commerce
- National Model of Excellence in International Trade from SBA
- NASBITE International *Advancing International Trade Award* for the State of Alabama.
- Internship Program



Growing Alabama's Economy, One Small Business at a Time

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AITC Services

Working one-on-one with small businesses to help them sell in foreign markets:

- Export Research
- Export Counseling & Training
- Export Financing
- -Website Analysis and Globalization

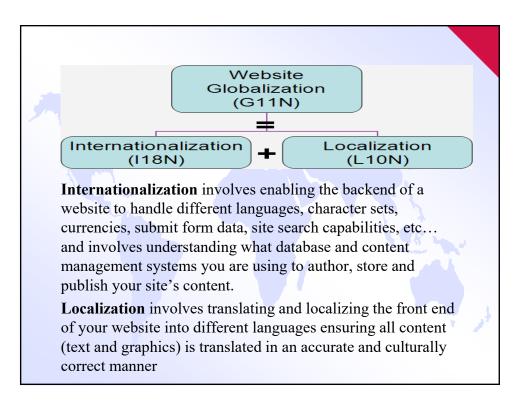


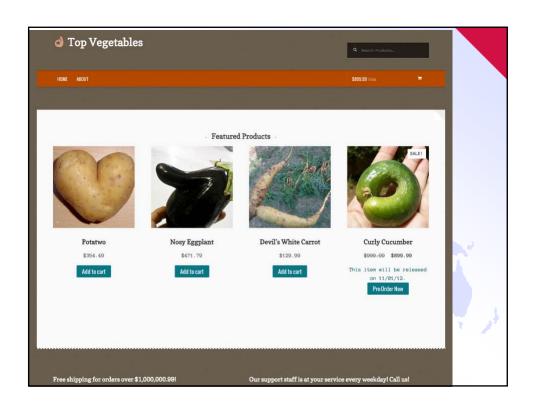
Growing Alabama's Economy, One Small Business at a Time

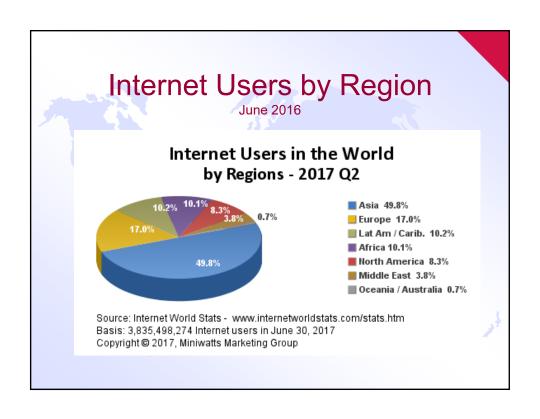


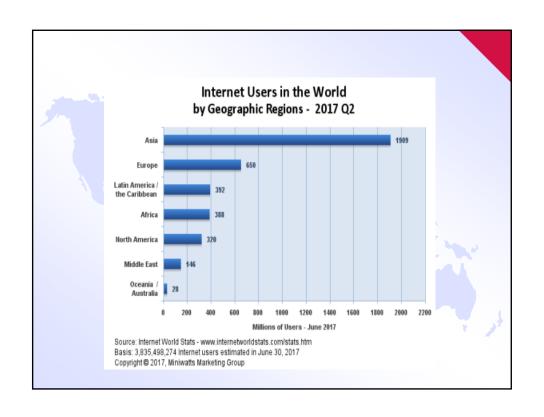


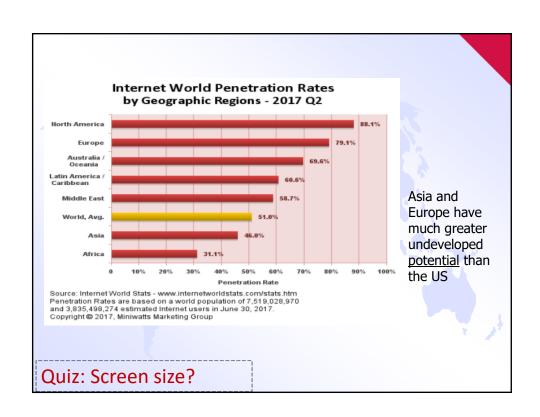


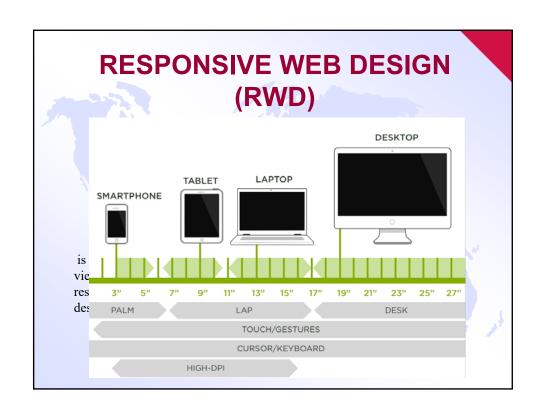


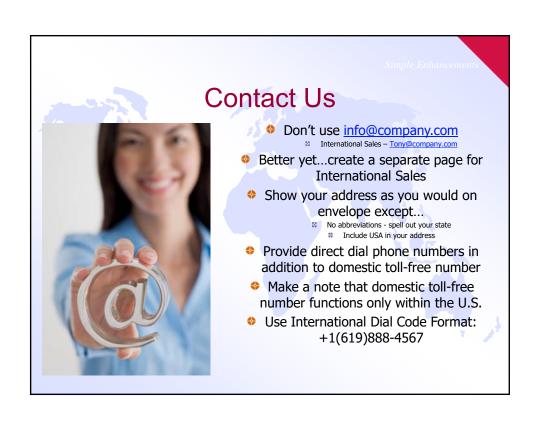












Contact Us

- Make it <u>easy</u> 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
- Ensure response within 48 hours



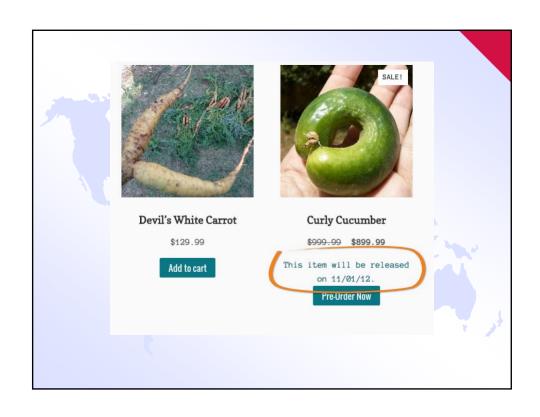
International Formats and Standards

- 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
 - Always include country and city field
 - Allow for any number of digits in phone numbers
 - Request that no abbreviations be used:

Hattori Hanzo C-207 1-19-25 Ikki-Machi Aizu-Wakatsu City Fukushima 765 Japan

Jozef N. Welch Oude Gracht 621 1381 X2 Weesp The Netherlands







Simple Enhancemen

International Formats and Standards



- ◆Spell out dates to avoid confusion
- ♦U.S. convention is different than most other countries:
 - $\frac{8}{3}$ Is this March or August?
 - <u>Use: August 3, 2016</u>

International Formats and Standards

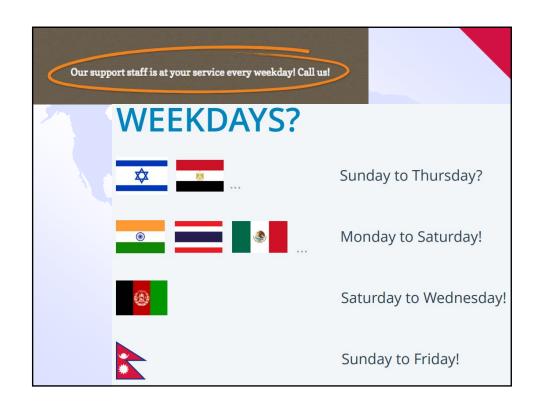
◆ Specify contact or service hours in both 12 and 24 hour

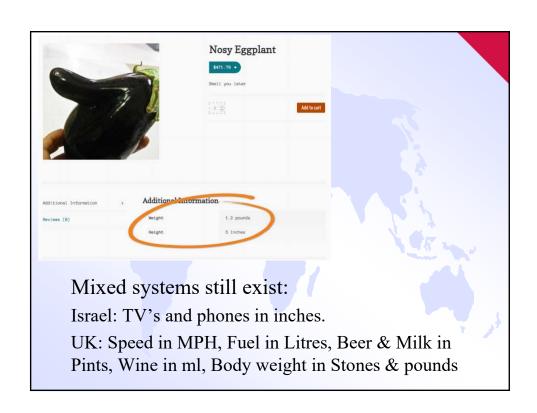
◆ Spell out the time zone and consider adding a reference to Greenwich Mean Time (GMT), for example:

Office Hours 9:00am – 5:00pm CST Customer Service 8:00am – 10:00pm CST

(8H00 - 22H00 GMT -6)

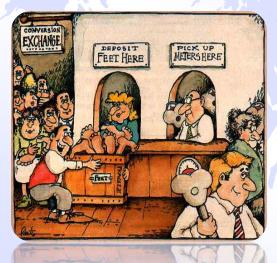




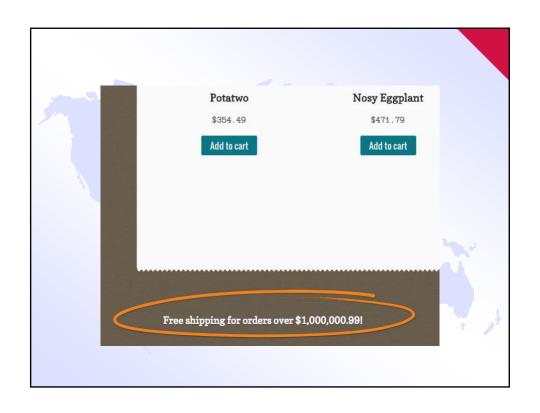


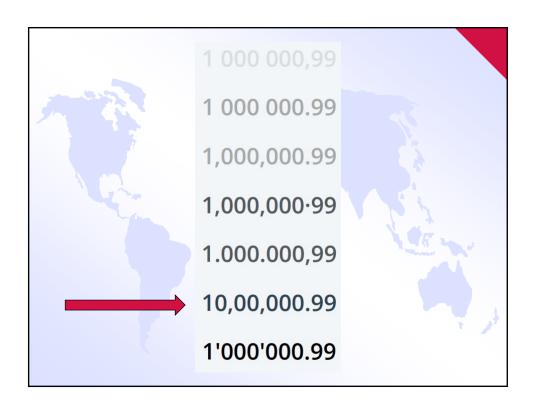


International Formats and Standards



- 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





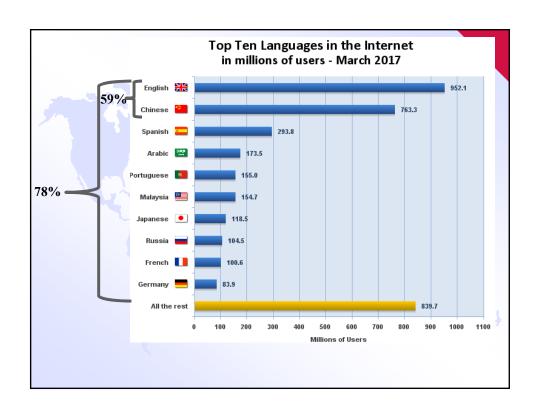
Pricing

- ◆ Can be complicated
 - Vary by market / ability to pay?
- ◆ Formatting: Which symbol? Before/after?
- ◆ Psychological or Charm Pricing 0.99
 - Does that work in your target market?
 - Is it legal in your target market?
- **♦** Taxes
 - Can you display the price without taxes?

Pop Quiz

Fastest growing language on the web?

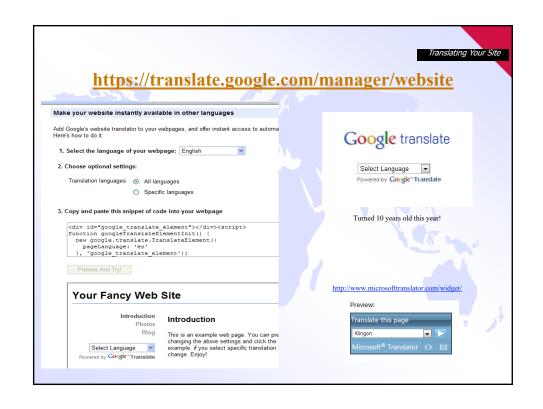
Is English Enough? Growth in many other languages is booming Top Ten Languages Used in the Web - March 31, 2017 (Number of Internet Users by Language)						
TOP TEN LANGUAGES IN THE INTERNET	Internet Users by Language	Internet Penetration (% Population)	Users Growth in Internet (2000 - 2017)	Internet Users % of World Total (Participation)	World Population for this Language (2017 Estimate)	
English	952,055,837	66.3 %	576.4 %		1,434,937,438	
Chinese	763,262,224	53.5 %	2,262.8 %	20.4 %	1,425,430,865	
Spanish	293,817,719	57.6 %	1,516.1 %	7.9 %	510,380,423	
<u>Arabic</u>	173,538,690	42.5 %	6,805.9 %	4.6 %	408,249,235	
Portuguese	155,036,606	55.1 %	1,946.4 %	4.1 %	281,603,519	
Indonesian / Malaysian	154,694,982	52.4 %	2,599.7 %	4.1 %	295,108,77	
<u>Japanese</u>	118,453,595	94.0 %	151.6 %	3.2 %	126,045,21	
Russian	104,553,691	72.9 %	3,272.7 %	2.8 %	143,375,000	
French	100,581,456	24.8 %	738.3 %	2.7 %	405,644,599	
<u>German</u>	83,966,634	88.4 %	205.1 %	2.2 %	94,943,848	
TOP 10 LANGUAGES	2,899,961,434	56.6 %	877.2 %	77.5 %	5,125,718,91	
Rest of the Languages	839,737,066	35.1 %	1,207.5 %	22.5 %	2,393,310,059	
WORLD TOTAL	3.739.698.500	49.7 %	936.0 %	100.0 %	7.519.028.970	



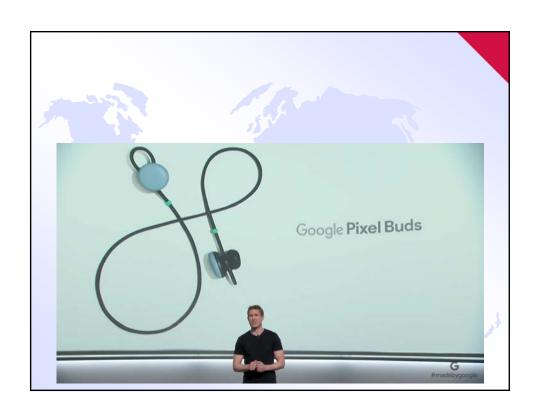












Skype Translator



MACHINE TRANSLATION

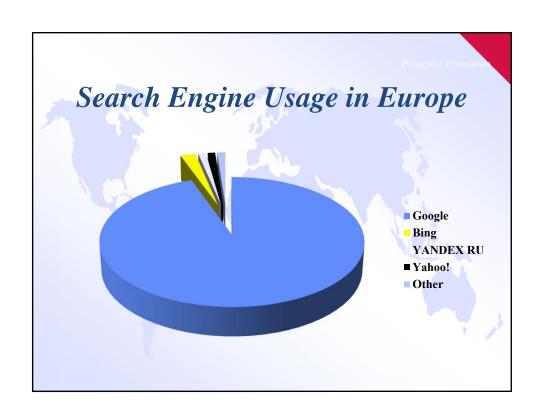
There is no SEO benefit; The search engines can't see the translated content and will miss any keywords.

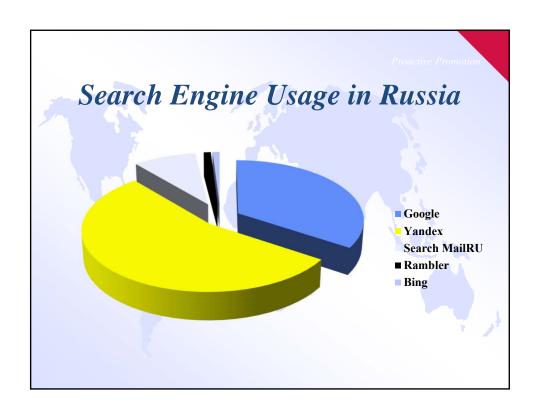
Poor presentation to your customer. Do you trust what has been translated? How do you know?

Right translation method, right price, right time



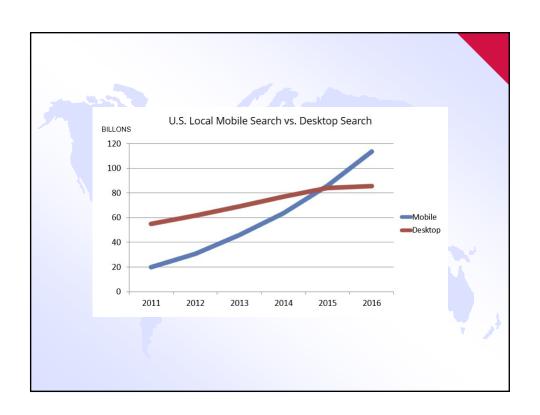


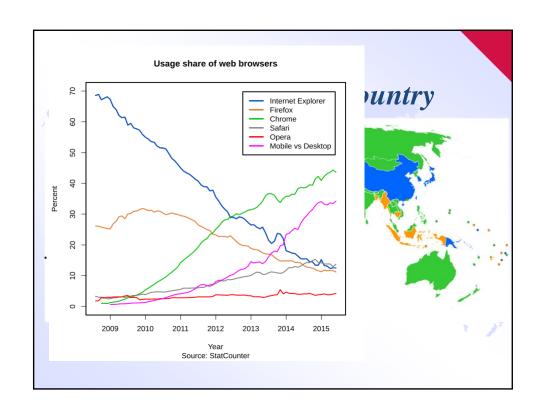


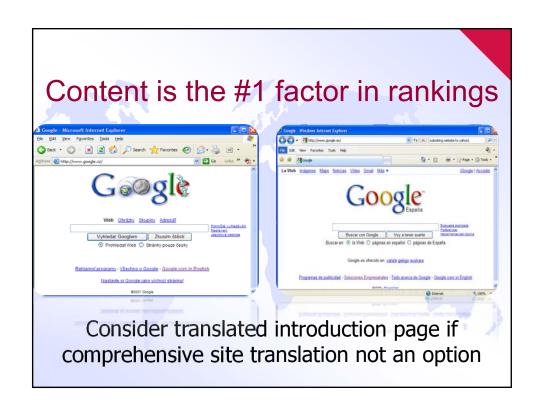


<u>INDIA</u> Google: 89% Yahoo: 8%	<u>CHINA</u> Baidu: 71% 360 Search: 13%		<u>JAPAN</u> Yahoo 49% Google 49%
Bing: 2% THAILAND	Sogou: 12%	TAIWAN Yahoo 65% Google 34%	Others 2%
Google: 97% Yahoo: 2% Bing: 1%		Others 1%	HONG KONG Yahoo 73% Google 25%
SOUTH KOREA Naver: 73% Daum: 18%	Gc Y	USTRALIA pogle: 87% Yahoo: 6% Bing: 5%	Baidu 2% NEW ZEALAND Google: 89%
Google: 3% Nate: 2%			Yahoo: 7% Bing: 2%



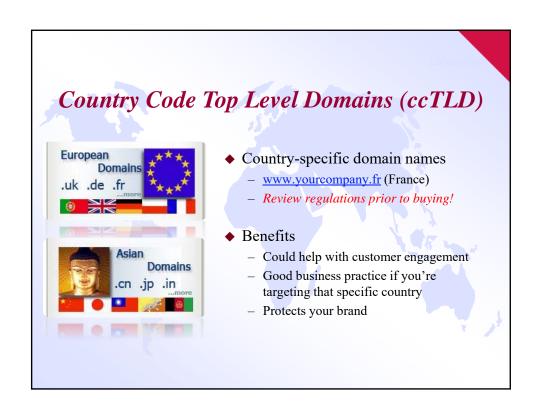














How should you handle your domain structure?



- ◆ Ideal: Separate site for each target country, using ccTLD
 - Website localization: www.google.cn (China)
- ◆ Also good: Subfolders for each country/language
 - <u>Most common approach</u>: 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/

Keywords <H> Heading tags Titles Page Descriptions Links ALT Image text

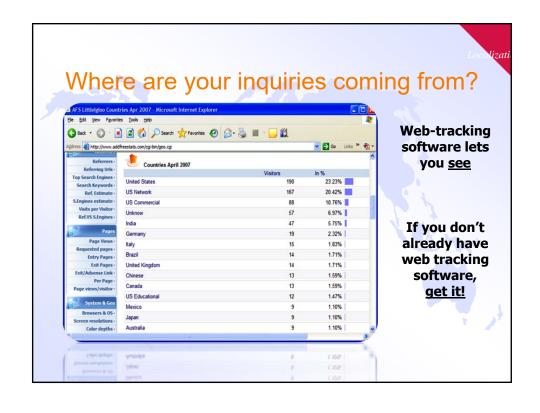


Locale Detection

- ◆ Geo-IP Identification
- ◆ Accept Language Header
 - Defines the user's preference
 - Could be the operating system language







Internationalization:

Design of [product] that allows for easier localization

Localization:

adaptation of [product] to meet the language, cultural and other requirements of a specific locale.

Locale ≅ Language

Locale ≠ Language







Design Theme / Color

- ◆ Cultural significance
 - Green= Nature, Blue= Calm/Stable, Red= Emotion
 - Same elsewhere?

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.





- 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

Two common reasons for reversals or chargebacks

- 1. A buyer's credit card number is stolen and used fraudulently.
- 2. A buyer makes a purchase, but believes that the seller failed to fulfill their side of the agreement.

(For example, they didn't ship the item, shipped a different item, or it arrived damaged.)



Chargebacks

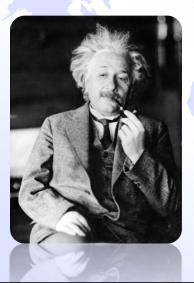


All sellers who accept credit card payments run the risk of being liable for charge-backs.

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



High Level Recommendations

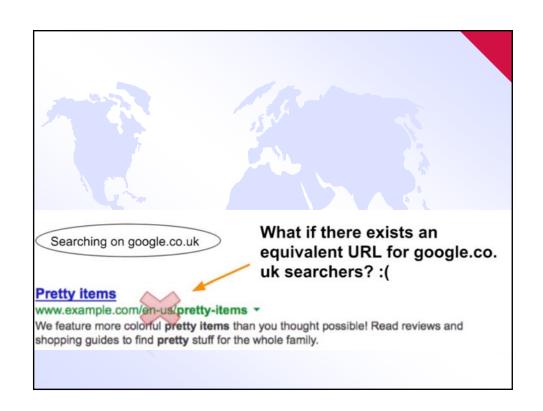


- ◆ Have a SEARCH function and a site index near the top of the first page
- ◆ If you have multiple languages, make obvious near top of page
- Have as much critical information at top of page as possible to limit scrolling down
- Make sure graphics are necessary to marketing the company and its products

Search Issues

Potential Search Issues

- ◆ Users in a specific region aren't shown a URL tailored to them when one exists.
- ◆ Search results might display two similar results from your domain (confusing users)
- ◆ Search engines might not be aware of the language variations on the website.



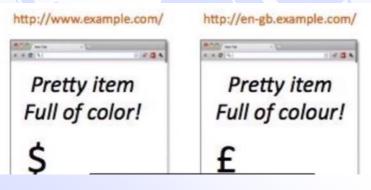
Setting Expectations

Before you translate:

- ♦ Are you committed to
 - developing an experience tailored to users of a different language?
 (tailored to a market and local culture?)
 - Creating, reviewing, and maintaining newly written content for different users of your site?
 - (Translation is just the first step. How do you maintain?)
 - Supporting customers that primarily engage your site in a different language?
 - (Phone support, time zone, understand local issues)

English as a Second Language?

◆ Country-based language variations of the same language



HREFLANG

- ◆ description
 | Architecture
 | A
- ◆ Implemented in 2011
- Helps search engines understand how the site if configured
- ◆ Just a signal, not a directive
- ◆ Can be added in the on-page markup (as above), can be added to the Header
- ◆ Multiple language can be specified in the Sitemap
 - This helps search engines find the new pages
- ◆ May not be treated the same by all search engines

Geographic Target Setting in Webmaster Tools

- ♦ Webmaster tools in Google requires you to set a language if you intend to target more than one country
 - Targeting can't be used for a generic language
 - If you don't specify the language, you can't target.
 - For example, if you want to target Portuguese users in Brazil and in Portugal, but only have a 'pt' page specific, Google Webmaster Tools won't be able to help.
 - Without pt-PT and pt-BR, you'll limit your audience.

Best Practices

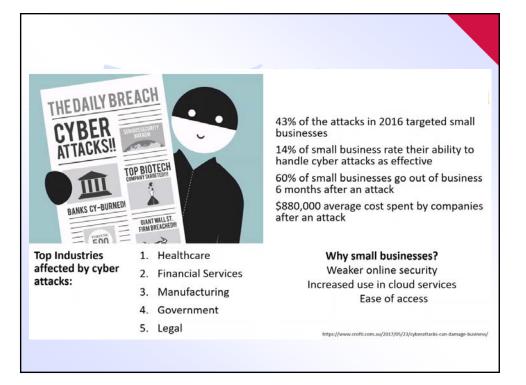
- ♦ Display a banner at the top, suggesting a page in a different language.
- ◆ Keep a consistent structure between languages
- ♦ Establish links to your foreign language content
 - Use legitimate practices to accomplish this
 - Referrals, reviews, etc
- ♦ Check your pagespeed!
- ◆ Ability to change language

Localization

- ◆ Page Titles
 - Add city/state/region/country name
- Meta Data
 - Descriptions, Titles, etc
- ♦ NAP:
 - Name, Address, Phone number
 - Phone is most important
 - Footer, header, contact page. Every page. Consistent.
- ◆ Content
- ♦ Links
 - Blogs, Directories, media, businesses, civic organizations

Online Security & Compliance

- ◆ External: extraction / malicious
- ♦ Internal: privacy breach / inadvertent



E-Commerce Basics

- ◆ Privacy (Encryption)
 - Personal details, account information, virus protection
- ♦ Non-Repudiation
 - Buyers and sellers follow through on the transaction
- **◆** Integrity
 - Information that is shared will not be altered
- ◆ Authentication
 - Buyer and seller must be legitimate
 - Not a robot box, credit card PIN

Payment Security Measures to avoid Security Threats

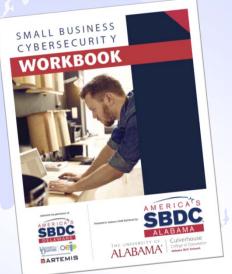
Make sure the payment gateway has the following:

- Secure Socket Laver (SSL)
- Payment Card Industry Compliance (PCI)
- 3. Tokenization
- 4 3D Secure
- Anti-Fraud Tools



Cyber Workbook

- ◆ Follows NIST CSF
 Cyber Security Framework
 - Identify
 - Protect
 - Detect
 - Respond
 - Recover
- ◆ DFARS Compliance
 - NIST SP 800-171
 - Protecting Controlled Unclassified Information in Nonfederal Systems and Organizations



Facebook: International Tools

The benefit of using Facebook's platform to look for international opportunities is the incredible amount of data it provides. These four solutions deliver extremely valuable insight into new locations, which can be your neighboring city or one that is on the other side of the globe.

◆ Dynamic Language Optimization – Even if you are a polyglot, it will take you a long time to translate your campaign into different languages. With this language optimization feature, Facebook says it will match the right language, to the right person, at the right time. And best of all it will optimize the performance based on your campaign objective and total budget.

Facebook: International Tools

- ◆ Multi-country Look-Alike Audiences Without ever having to step into another country, this feature will find customers like you currently have in any combination of countries or regions.
- Multi-city Targeting If you are looking to target multiple cities, your small business can now target cities based on population size without adding cities individually or doing research.
- ◆ Facebook IQ Cross-Border Insights Finder What if you are looking for a new location, but don't know where to go? The Insights Finder will help advertisers discover untapped markets using comparative data based on past campaign performance across different channels, including Facebook, Instagram and Audience Network.

Facebook: International Tools

Facebook Cross-Border Program

- ◆ Facebook introduced Cross-Border Solutions last year with the goal of helping businesses grow internationally no matter where they are. Using features such as Lookalike Audiences, businesses are able to reach customers in new cities, states and countries that are just like their existing ones.
- ◆ Facebook says there are more than 1.2 billion people on Facebook are connected to a small business in another country. "As more people around the world come online, businesses have an opportunity to connect with new customers, many of whom live in different cities, regions or countries."
- Facebook has developed a Blueprint eLearning course titled Expand across Borders with Facebook to help navigate the waters.
- https://fb.me/blueprint-xbm

Contact Us

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