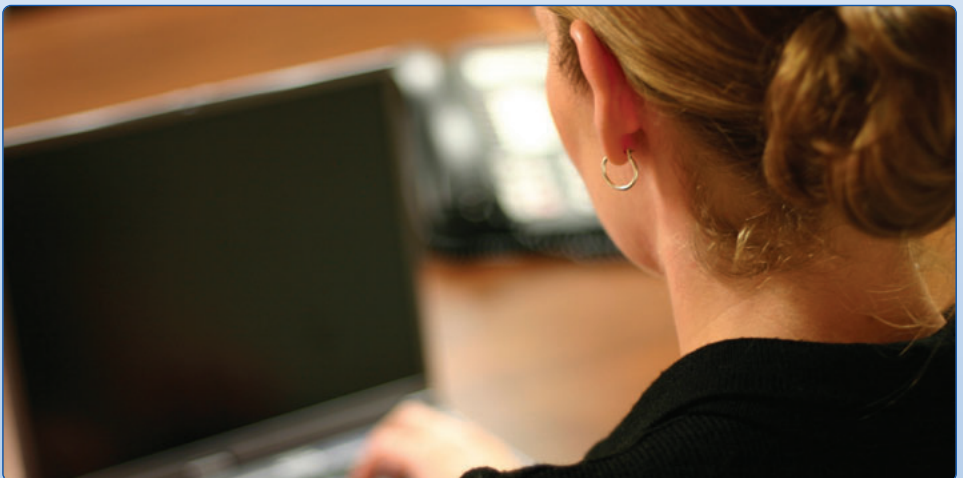




## **WEB SITE LOCALISATION**

Web site localisation is the very best way to show potential customers in other countries that you are serious about doing business with them.

A company's web site is one of the first places that potential customers will go to in order to check out a prospective supplier. If English isn't their first language, experience shows that they will often give up at the Home Page and not bother to investigate further. Imagine how much better their experience will be if they see all the information they need properly translated into their own language?



# What is meant by localisation?

In simple terms, localisation means ensuring that your web site is appropriate for people in another country. This can cover many different areas such as the following:

- For languages which read right-to-left, such as Arabic, Urdu and Hebrew, web pages will need to be "flipped" so that they read right-to-left. This means not just the text, but the buttons as well plus any images.
- Colour schemes: we can advise on appropriate and inappropriate colours. For example, red is a very lucky colour in China.
- We can get the text checked out in-country if required to ensure that it complies with local laws.
- Pictures and images: we can advise our customers as to whether a particular picture or image could be considered offensive in another country.
- Text: We can also advise our customers as to whether text would be meaningful in another country.
- Phone and fax numbers: you need to add in your country code.
- Flags: we strongly advised against using flags as an indicator that a different language version is available. For example, if you show the French flag to indicate that a French version is available, then this could offend people in Belgium, Switzerland, Canada and other French-speaking countries.

Whatever the language, our multilingual programmers can produce new web sites or convert existing sites into foreign languages. Our experienced programmers work with any mixture of server-side, database and client-side technologies including ASP, PHP, MySQL, XML and Flash files.

Talk to Comms Multilingual for comprehensive web site localisation services.

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