

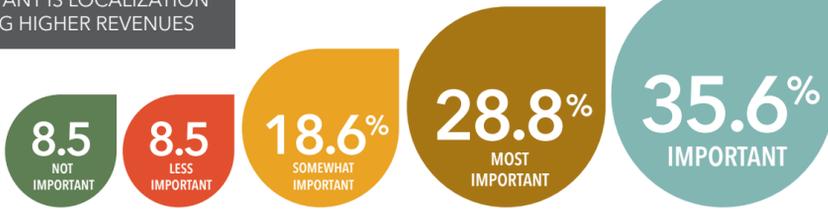
# WEBSITE LOCALIZATION - Why, What and How

Brought to you by CrownPeak, providers of web content management services

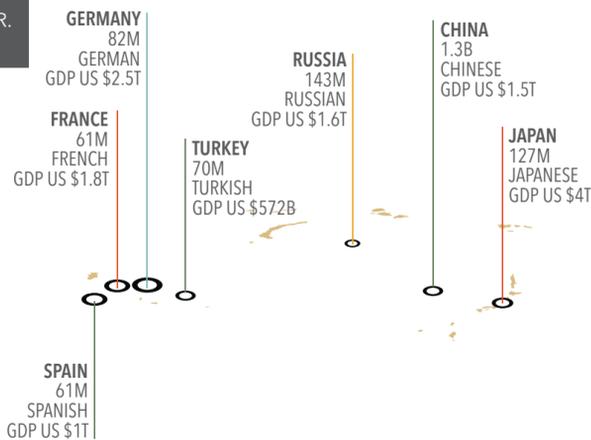
## WHY LOCALIZE:

People want to interact in their own language. They relate to images that are culturally relevant. The result is improved business performance.

HOW IMPORTANT IS LOCALIZATION TO ACHIEVING HIGHER REVENUES



THE WORLD IS BIG AND GETTING BIGGER. ARE YOU GETTING YOUR FAIR SHARE? \*



**52.4%** OF PEOPLE WILL BUY ONLY IF INFORMATION IS IN THEIR OWN LANGUAGE

CERTAIN NATIONALITIES ARE MORE WILLING TO VISIT ENGLISH-ONLY SITES. \*

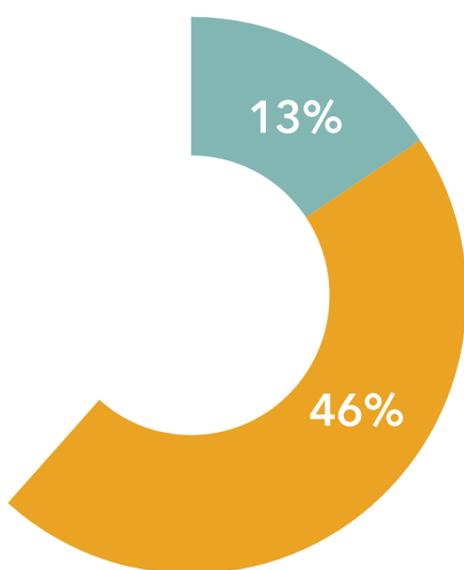


WHEN IT COMES TO BUYING FINANCIAL SERVICES & INSURANCE THE NUMBER JUMPS TO **85.3%**

## WHAT TO LOCALIZE:

Language is necessary but not sufficient.

WHICH OF THE FOLLOWING BEST DESCRIBES THE CONTENT OF YOUR INTERNATIONAL WEBSITE



WHAT AND WHERE TO TEST

### WHAT TO TEST

- Headlines
- Messages
- Offers (discounts, free, exclusive)
- Client testimonials, success stories
- Event registration
- Different assets (webinars, e-books, white papers, videos, case studies)
- Quotes, evaluations, assessments

### WHERE TO TEST

- Home page
- Facebook page
- Tweets
- Landing Pages
- Inside assets (like e-books, white papers, videos)
- Customer Login Screen
- Blog posts and sidebars
- Slideshows

DON'T FORGET THE URL

[www.yourcompany.com/spanish](http://www.yourcompany.com/spanish)

**OK**

[www.yourcompany.com/espanol](http://www.yourcompany.com/espanol)

**BETTER**

[www.yourcompany.com/es-ES](http://www.yourcompany.com/es-ES)

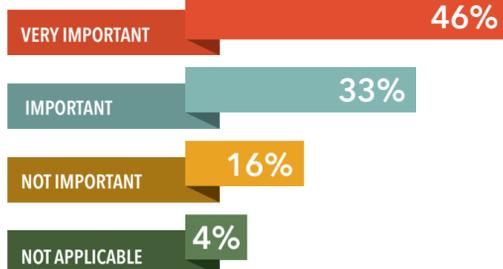
**GREAT!**

## WHEN TO LOCALIZE:

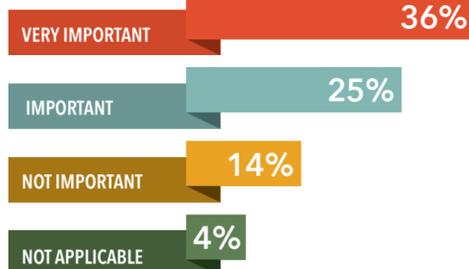
Localization matters more with complex or more considered purchases.

LOCALIZATION MATTERS MORE WITH COMPLEX OR EXPENSIVE PURCHASES. \*

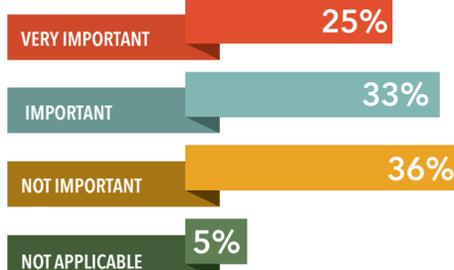
FINANCIAL AND TRAVEL SERVICES



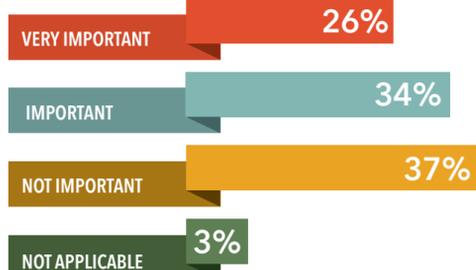
BIG TICKET ITEMS LIKE ELECTRONICS AND AUTOMOBILES



PERSONAL CARE AND HOUSEHOLD PRODUCTS



COMMODITIES LIKE MEDIA AND CONSUMABLES



IT ALSO MATTERS WHEN LOOKING AT MARKETING CHANNELS. \*

How do you prefer to receive product and promotional information?

