The Best Global Web Sites (and why)

The Web Globalization Report Card 2010

Analysis of 225 global Web sites – from Apple to Wikipedia – the leaders, the laggards, the latest trends, and the best practices

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Web globalization often leaves people with more questions than answers, such as:

- **What are the best global web sites?**
- **What are the most popular languages?**
- **How do we best direct web users to translated content?**
- **What companies offer local-language Twitter and Facebook pages?**

This report, now in its sixth edition, answers these questions and many more. You'll learn exactly which companies are improving at web globalization — and why. You'll also learn what mistakes to avoid by viewing real-world examples.

The 2010 Report Card rates 225 global web sites across 21 industry categories, providing a high-level understanding of the current state of web globalization. You'll be able to distinguish between established and emerging best practices and learn what web globalization practices to avoid.

Companies use this report to benchmark themselves against competitive and "best of breed" sites such as Google, Philips, and NIVEA. It is an invaluable resource for any company doing business across borders.
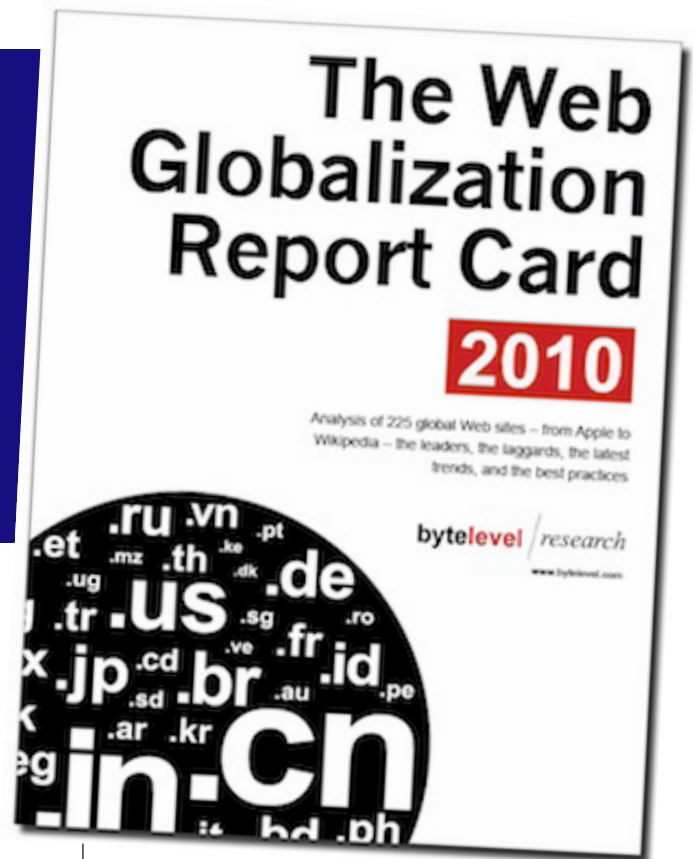
Report Specifications:

Pages:	197
Visuals & Exhibits:	125
Format:	PDF

Also included:
> 90-minute conference call with a report author to discuss key findings, trends, and any questions
> Executive Summary PowerPoint presentation so you can easily share the key takeaways with your team
> *Art of the Global Gateway* eBook (bytelevel.com/books/gateway)
> Country Codes of the World map (bytelevel.com/map/ccTLD.html)

To purchase online:
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Best Global Web Sites of 2010

1. Google
2. Facebook
3. Cisco Systems
4. Philips
5. Samsung
6. Wikipedia
7. 3M
8. NIVEA
9. Symantec
10. Lenovo
11. Xbox
12. Autodesk
13. Gmail
14. Microsoft
15. Nokia
16. Intel
17. Caterpillar
18. Panasonic
19. HP
20. Deloitte Touche Tohmatsu
21. LG
22. Volvo Group
23. Hotels.com
24. SAP
25. Kodak

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Industry profiles and company insights

Every web site in the report is also ranked within its own industry category, such as consumer technology, automotive, and social networking. In addition, each category profile includes valuable information on how companies have changed their global web sites over the past year.

For example, you'll learn:

- How **Symantec** improved its global navigation
- How many languages **Apple** added to its site over the past 18 months
- Which companies now support Spanish for the United States
- How **Dell** and **LG** use local-language blogs around the world
- Which companies have begun using geolocation
- How **McDonald's** recently redesigned its global gateway

How this report is used

This report is used by marketing and IT executives not only to improve web sites but also to raise awareness throughout their companies of the importance of web globalization.

Translation and localization companies use this report to target prospective clients and improve web globalization services for their clients.

Companies that have purchased The Web Globalization Report Card over the years include AOL, Bose, Cisco Systems, Deloitte, Intel, Euro RSCG, Sony Toshiba, The World Bank, and many more.

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Languages: How Many?

Despite the global recession, companies have for the most part continued to expand their portfolio of languages. This year, the 225 web sites averaged 22 languages – up from 20 in 2008.
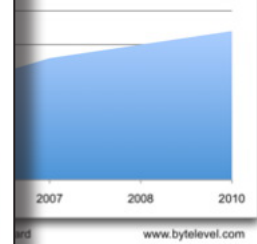
The **UPS** splash gateway has remained unchanged over the past three years. We include it to illustrate a common mistake companies make when using a pull-down menu for a global audience.

UPS places the United States at the top of the list. This is not a good idea as it show preference for one country over another – not the message a global company should be sending to the world. Once again, geolocation can help solve this problem – by detecting the user's location and pre-populating the menu with the matching country name. This way, the user needs only confirm the country name (in most cases) rather than navigating through the menu.

...English, which accounted for roughly 35%...had not counted this language, we still...

...pressive is that approximately 20% of the...in languages. Nearly 40 web sites saw...while six web sites (up from five in 2008)...The companies that lost languages are...Boston Scientific, BBC News, Motorola...creases may be temporary – such as due...redesign. In the case of the BBC, funding...crease in language support. But when you...19, the trend is clear – companies rarely...uages they support.

Splash Global Gateway Usage

Over the past four years, the number of web sites using splash global gateways increased significantly – from less than 1% in 2003 to 28% in 2007. But since then, splash gateway penetration leveled off at 25%.

Today, one out of every four web sites uses a splash globally gateway – an impressive number of sites.

Percentage of sites with splash global gateways

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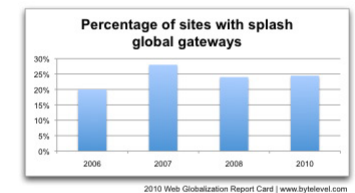
Global gateways are particularly popular these days on fashion web sites, such as Gucci, Burberry, and Hermès. But a number of sites have removed their splash pages over the past two years, including: Reebok, New Balance, Patagonia, and Tiffany.

Why didn't more companies adopt the splash gateway?
Quite simply, increased adoption of geolocation and language negotiation, which we document on the following pages, has given companies a valid alternative to the splash gateway page. For example, Patagonia and Tiffany now use geolocation.

225 Companies Included

3M	Chanel	Gucci	Maytag
Accor Hotels	Chubb	H&M	McAfee
Adidas	Cisco Systems	Haier	McDonald's
Adobe	Citibank	Heineken	McKinsey & Co
Air France	CNN	Hermès	Medtronic
Alcoa	Coca-Cola	Hertz	Mercedes
Amazon	Colgate	Hilton	Merck
AMD	Columbia	Home Depot	Microsoft
American Airlines	Continental	Honda	Mini
American Express	Creative	Honeywell	Monsanto
Amway	CSFB	Hotels.com	Motorola
AOL	Dell	HP	MSN
Apple	Deloitte Touche Tohmatsu	HSBC	MTV
Archer Daniels Mid-land	DHL	HTC	MySpace
Audi	Disney	Huawei	National
Autodesk	Dollar Rent A Car	Hyatt	NEC
Avaya	Dow Corning	Hyundai	Nestlé
Avon	Dyson	Iams	Netvibes
Bayer	E*TRADE	IBM	New Balance
BBC News	eBay	IKEA	Nike
Bearing Point	eFax	ING	Nikon
Best Buy	Eli Lilly	Intel	Nintendo Wii
Best Western	EMC	InterContinental Hotels	Nissan
Bing	Emirates	J.P. Morgan	NIVEA
Black & Decker	Ernst & Young	John Deere	Nokia
BlackBerry (RIM)	Estée Lauder	Johnson Controls	Northwest Airlines
BMW	European Union	Jones Day	Novartis
Boeing	evian	KitchenAid	Novell
Bose	Expedia	KLM	NVIDIA
Boston Scientific	Facebook	Kodak	OCLC
Briggs & Stratton	Fairchild Semiconductor	KPMG	Oracle
British Airways	FedEx	Lancôme	Otis
Broadcom	Fidelity	Last.fm	Palm
Budweiser	Flickr	Lenovo	Panasonic
Build a Bear	Four Seasons	Levi's	Patagonia
Burberry	Freescale	LexisNexis	PayPal
Campbell's	Fuji Film	Lexus	Pfizer
Canon	GE	LG	Philips
Capgemini	Genzyme	LinkedIn	PlayStation
Cargill	Gillette	Loréal	Porsche
Cartier	Gmail	Louis Vuitton	Pricewaterhouse Coopers
Caterpillar	Godiva	Manpower	Procter & Gamble
Cemex	Goldman Sachs	Marriott	Purina
	Google Search		Radisson

Ralph Lauren	Toshiba
Reebok	Toyota
Renesas	Twitter
Ryanair	Unilever
Salesforce.com	United Airlines
Samsung	United Nations
Sanofi-Aventis	UPS
SAP	Vespa
SAS	Visa
Seagate	Voice of America
Siemens	Volkswagen
Siemens Medical	Volvo Group
Skype	Wacom
Smart	Wal-Mart
Snapfish	WebEx
Sony	Western Union
Starbucks	Whirlpool
Starwood Hotels	Wikipedia
Steelcase	Windows Live
Subway	World Bank
Symantec	Xbox
TED	Xerox
Texas Instruments	XING
Thrifty	Yahoo!
Tiffany	Zara
TNT	

Leaders of Industry

To better understand how companies compete against their peers, we divided the 225 web sites into 21 industry categories to financial services to the social networking. Here ar each category:

Best in Class

Industry	2010 Leader
Airlines	American Airlines*
Automotive	Volkswagen*
Business Technology	Cisco Systems
Consumer Goods	3M
Consumer Technology	Philips
Delivery Services	DHL
Fashion/Apparel	Hermès*
Financial Services	American Express
Hotels/Resorts	InterContinental H
Industrial/Diversified	Caterpillar
Media/Entertainment	BBC
Medical/Pharma	Bayer*
Non-profit/Govt.	European Union
Professional Services	Deloitte Touche To
Rental Car	Hertz
Retail	IKEA
Semiconductors	Intel*
Social Networking	Facebook*
Sporting Goods	Adidas
Video Games	Xbox
Web Services	Google

*New

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Even though companies such as IKEA and Hertz may the overall top 25 list of web sites, they are leaders w respective categories.

Globalization

As shown here, Thrifty exhibits little global consistency. Even the logo is not consistent across web sites.

Germany

Brazil

About the Authors

The 2010 Web Globalization Report Card is authored by Midge Raymond and John Yunker, founders of Byte Level Research.

Midge Raymond

Midge Raymond has played a key role in every Report Card published since 2003. Midge is also an acclaimed fiction writer, author of *Forgetting English*: www.midgeraymond.com.

John Yunker

John Yunker authored the first book devoted to the emerging field of web globalization, *Beyond Borders: Web Globalization Strategies*. Widely acclaimed, the book is now used in a number of university and corporate training programs. John consults with many of the world's largest multinational corporations, providing web globalization training and benchmark services. He also contributes to the popular Global by Design blog at www.globalbydesign.com.