

sitecore®

white paper

# Make Your Website Parlez Vous Français:

## The Four Key Technology Ingredients for Successful International Websites

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# Take Your Website Global (or Reclaim Control of Local Sites)

For companies and organizations with an international footprint, the web team and IT are often faced with developing, launching, and managing potentially dozens or hundreds of variations of the corporate website for different countries, regions, and languages. To add to the dilemma, they must also figure out how to best support the local digital marketing needs of in-country marketers while ensuring consistency and control across all company websites.

Manually provisioning and managing many different websites can be a monumental effort — one that certainly doesn't scale when you have a variety of different languages and countries to manage. And any new language launched or supported requires care and feeding, with site rankings and brands negatively impacted by infrequently updated in-language content, or confusing, poorly translated content.

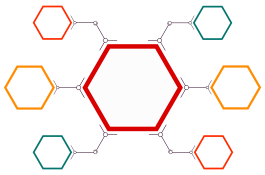
So how do successful international companies handle a plethora of languages, content, and sites effectively and efficiently? In this paper, we'll introduce the four key technology ingredients for going global with your corporate site in a controlled, manageable way while accommodating local marketing needs.

### More Websites, More Languages Than Ever

A survey of U.S.-based CMOs and VPs of marketing reported:

- 24% actively manage 3 to 5 regional websites
- 25% actively manage 6 to 10
- 65% are planning to add 2 to 5 more regional websites
- 56% plan to add 2 to 5 more languages
- 60% would add additional regional sites, but cannot due to reasons including budget, staffing, and resources[1]

## Ingredient 1: Centralized Management



As companies and organizations grow organically into new markets and countries, they're faced with a decision: give local, in-country marketing control of its own localized website or manage multiple websites centrally. Because of the lack of support for multilingual sites as well as tools for managing multiple sites efficiently, many companies initially opt for the former.

However, the result is often lack of brand consistency across various regions, content that is out of sync and out of date, differing functionality and navigation, and an inability to share new functionality across various sites. At that point, many companies realize that to remedy these issues they need to bring all the websites back under centralized management, while allowing local marketers to customize content and other capabilities for their local markets (more on that later).

These companies realize that there are many benefits of centralized control and management:

- Better user experience because of consistent branding, design, navigation, and functionality
- Faster rollout of new sites
- Timely content updates across sites
- More efficient development that can be reused across sites instead of one-off projects

1. "Limelight Survey Highlights Challenges of Managing Globalized Web Content," Marisa Peacock, CMSwire, August 27, 2012

But you need to have a web platform that lets you effectively and efficiently support centralized management of multiple sites across regions and languages. To do this, your web platform should include:

- Tools that let you manage and deploy an unlimited number of sites from a single installation
- Customizable workflow processes for versioning, approvals, incremental publishing, notifications, and archiving
- Out-of-the-box or easy integration with professional translation services to free up in-house resources in creating professional, well-written content in multiple languages
- Security that lets you set granular publishing rights for users
- Tools that let you control who can manage sites in the staging environment
- A user interface that is not only intuitive, but also available in major global languages such as French, Chinese, and Russian
- Built-in analytics and reporting to let you monitor performance across all sites

### Bringing the Mountain to Life

Ski technology pioneer, Atomic, wanted to improve the web experience for its avid fans and customers with better product search and country- and language-specific content. At the same time, the previous site depended upon multiple databases for product and athlete information, which made content editing and translation complex and time consuming. It was time for a new solution.

Sitecore solution partner, Ecx.io, created 14 country websites in seven languages to deliver a very compelling visitor experience on both desktop and mobile browsers. An automated workflow streamlines publishing of localized content, while each country has the flexibility to adapt content for their market.

*Learn about other customer stories and important elements to consider when creating multilingual websites, including insights from Sitecore partner, Lionbridge, by viewing the webinar, "Make Multilingual Web Content Management a Competitive Advantage."*

## Ingredient 2: Consistent Branding and Design with Local Flexibility



This topic is one that your corporate marketing folks should be vitally concerned about to support the brand promise and value that they've been working to develop. But it's not just a marketing issue, it's a web development and maintenance one as well. Enforcing a consistent design enables new features, content, and websites to be rolled out rapidly, without custom development work for each language or country. This is critical to gaining economies of scale for the web team.

However, you need to keep in mind that you must allow for local tailoring of the site to suit the country's or region's unique marketplace. You can do this by defining certain areas within your website's design, including CSS styles or page components, that in-country administrators, designers, or marketers can customize. For instance, you can deliver a branded site while giving your local web and marketing team the ability to change areas of the layout or functionality such as the news section or social media integrations.

Your web platform can streamline this process while giving you granular control over who can modify which parts of the design and layout. This lets you control site structure and layout while giving your local editors some control

and flexibility. For companies bringing international websites back under corporate control, this aspect can help you gain buy-in from your country marketing teams.

To make this work effectively, your web platform should include:

- An efficient way to share and control design, content, code, and processes across all your sites
- Tools that enable local changes without requiring custom coding
- Workflow and controls that let local marketers and content editors review translated material, and create and manage new, localized content
- Tools that support the languages of your local marketing teams — letting them work in their native language

### How Many Languages Do You Need?

While the economic potential of the global market reachable through online communications is a staggering $44.6 trillion, only one-third of that total is reachable via English as a native language.

Companies need at least 12 languages to reach 80 percent of this market; it takes 13 languages to address 90 percent of the world's online spending power.[2]

## Ingredient 3: Efficient Management of Multiple Languages



One of the most complex aspects of managing your international site or sites is supporting multiple languages. Even if your web team is multilingual, having content and navigation in different languages requires strong collaboration between headquarters, local marketers, content editors, and translators to get everything updated and rolled out quickly and efficiently.

That's where the third technology ingredient comes in: your web platform should provide the capabilities you need to automate this collaboration with flexible workflow and controls. And it needs to do all this in the language of the local users. Plus your web platform should help you overcome some of the development and design challenges you may face in supporting certain/multiple languages.

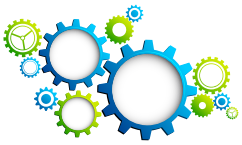
Read how four Sitecore customers successfully manage hundreds of multilingual sites.

This means you need to ensure you have a web platform designed for multilingual sites. Specifically, you should make sure it offers:

- Multilanguage management integrated into all aspects of content and site management
- Support for sites in any language through UTF-8 and Unicode, as well as both RTL and LTR text directionalities
- Single-variant language for a streamlined information architecture for internalization, instead of a separate variant of the data structure for each language
- Versioning and history for each language
- Template functionality that lets fields be marked as unique to a specific language or shared across all languages

2. "The Growing Market of Global Information Consumers," Benjamin B. Sargent, MultiLingual, October/November 2012

# Ingredient 4: An Automated Translation Process

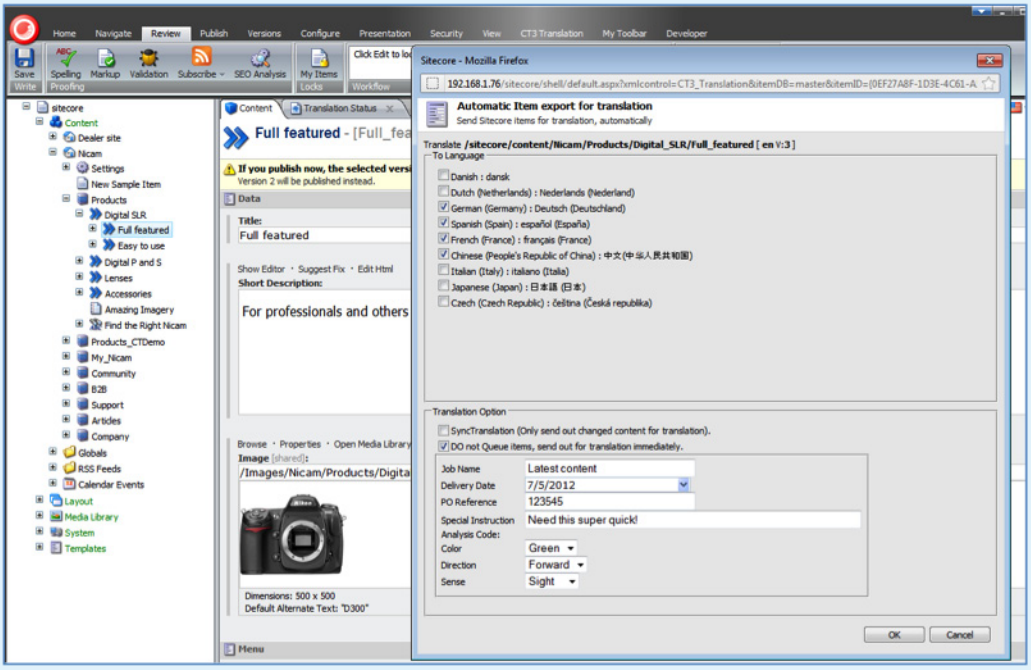


Managing the translation process and publishing new multilingual content can be a time-consuming process when your websites are supporting many different languages. That's why organizations need a way to automate this workflow for improved efficiency, more timely updates, and greater consistency.

The web platform you provide to your marketing users and content editors is critical to this workflow. With a web platform that supports multiple languages and the translation process, content editors can automatically route content that requires translation to professional translators. Using your web platform controls, you should be able to give translators authenticated access to your site from anywhere in the world to translate content fast and efficiently.

In fact, you can streamline the translation process even further by integrating your web platform with the workflow of translation providers. For example, you can integrate with companies such as LanguageWire, Clay Tablet, or Lionbridge Technology — which enable you to hook into the workflow process of translation firms around the world.

By standardizing and automating the translation process and workflow and working with professional translators, your sites benefit from faster updates, consistent and accurate messaging across languages and within each language, and savings in time and effort for your web team.




**Integration with Clay Tablet's translation service allows for translation automation.**

## Choosing the Right Web Platform for International Websites

It's clear that managing multiple websites across many regions and languages can be a nightmare without the right tools. A comprehensive web platform saves you from coding every site and manually interfacing the site with other systems.

Choosing the right web platform lets you simplify and centralize management of multilingual and multicultural content, while giving local marketers and content editors the freedom to customize for the local market.

By using a web platform designed for multilingual, multi-site management, you can:

- Ensure consistent, global messaging across all sites
- Roll out new content, products, and capabilities more quickly across all your sites and optimize time to market
- Enable local marketers to add content unique to their market
- Automate and streamline the translation process to reduce time, effort, and translation costs
- Integrate with leading translation companies to ensure your web copy is accurate, effective, and human — not machine-generated nonsense

For more information about multilingual websites, visit www.sitecore.net.

## About Sitecore

Sitecore is a global software company that creates products to deliver the most relevant experience and content to customers at any moment of interaction and via any communications channel — the web, email, mobile, social and offline. Our customer experience management platform combines proven web content management with customer intelligence to create a single view of a customer that drives meaningful interactions, increases conversions and builds lifetime customers. Global brands, including American Express, Carnival Cruise Lines, easyJet, Heineken, LEGO, Microsoft, and Nestle rely on Sitecore to get and keep loyal customers who engage more and drive revenue growth.