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Why include the world in your wide web?

Presented by Myriam Siftar

The global economy is more than a catchy phrase. Some factors leading to greater globalization include: global supply chain, increase of Internet use, e-commerce and trends towards global outsourcing. These days organizations seek partners all over the world for the right product at the right price with quality. We all know that telecommunications have made it easier to work with suppliers located in different time zones. But we often still experience the language and cultural barriers that arise when selling, purchasing and collaborating with foreign companies.

Web site globalization helps businesses adapt their on-line communication for an international and multilingual audience. Demographics show that the profile for Internet users has evolved considerably in the past five years. English is no longer the language of choice for a large number of potential web users. According to Internet World Stats (www.internetworldstats.com), Chinese, Japanese and Spanish languages respectively rank as the second, third and fourth languages on the web, based on the percentage of 2004 Internet users. This has serious implications for anyone doing business on the web. There can be obvious commercial benefits for a company to make its web content available in many languages. Let's review some of these benefits.

1. Increase your reach without increasing printing or distribution costs:

Any corporate message can be delivered to a multilingual audience without the need to manage an inventory of printed material for global distribution. Rapidly changing content can be published and revised in many languages in less time and cost while maintaining consistency in branding, content and quality.

2. Increase revenues:

Non-English speakers outnumber English speakers and they can be reached more effectively in their native language. The Aberdeen Group (www.aberdeen.com) found that if a Web site is presented to users in their native language, they spend twice as long at the site on average and are four times more likely to buy something from it. More prospects will lead to more sales.

3. Create a virtual branch office for less than a brick-and-mortar option:

The price of a fully functioning multilingual web site is much lower than the cost of setting up a physical office at a new location. And a foreign language web site helps test the market potential of foreign markets.

4. Lower support and customer service costs:

By covering users' standard queries and product instructions in their native tongue, companies have reported savings of up to 60 percent on multilingual phone support. That's a saving no company can afford to ignore!

With such commercial benefits in mind, it becomes worthwhile for a business to consider the services of a Web site globalization provider. In addition, one should consider the intangible benefits. With a multilingual web site, a business seriously announces to the world its intent on being global. Brands, products and services are ready for global markets. Prospects, partners and investors will see that the company is truly "walking the talk" about globalization by including the world in its wide web.

Interested in learning more about the Web site globalization process? Contact Myriam Siftar at 215-729-6765 or visit <http://www.mtmlinguasoft.com>.

MTM LinguaSoft is a Philadelphia-based language services provider that enables "businesses to grow in any language." Offering business and technical translations and unique expertise in web site globalization and multilingual desktop publishing.

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