Keys to Success: Internationalisation

Checklist

7 Golden Rules for Localisation

	Complete	in progress	Incomplete

1. Cultural Dimension

- Has the website content been checked with the cultural, political and/or religious factors of the target country in mind?
- Does the website contain content that could cause a negative response?
- Has company policy content (logos, values etc.) also been adapted to the requirements of the target country?

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2. Preparation

- Has extensive market research been carried out in the target country?
- Have the products and services been adjusted to the target market? Does their main focus correspond to the requirements?
- Has all the website content to be translated and localised been included?
- Has the intended target group been determined?

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3. Language

- Has all content been <u>professionally translated</u>?
- Has attention been paid to company slogans?
- Have special regional features been taken into account? (E.g. multiple languages in Switzerland)

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4. Images and Logos

- Has the website design (colours, symbols, images, infographics) also been checked with the cultural aspects of the target country in mind?
- Are the colours, symbols and images culture-neutral?

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5. Formal and Legal Standards

- Have the prices, length and measurement units, times, dates, telephone and address been adjusted to the target country?
- Have legal regulations and restrictions of the target country been taken into account? (Disclaimers, data protection, general terms and conditions)
- Have links and downloadable documents been translated and localised for the target country?

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6. Contact and Communication

- Can customers and business partners in the target country contact the company in a way that suits them?
- Are there points of contact available who speak the language of the target country?
- Is all information for the contact partners available and localised to the target country? (Incl. images, background information etc.)
- Have contact forms been modified to accept different entry formats? (Eg. addresses)
- Have job pages been adjusted according to the requirements of the target country?
- Have any customer logins on the website been adapted to the target country?

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7. Technical Features

- Does the site programming and/or CMS allow the expansion of the site into other languages?
- Is it possible to adapt site navigation to the different languages, writing directions and user behaviours of the target country?
- Do the chosen fonts and corporate design allow direct transfer into the target country?
- Has SEO been adapted to the requirements of the target country? E.g. with the addition of new Keywords?
- Have further online services (social media, chats) been included in the localisation process?
- Is the website (software) up-to-date and accessible for all Internet users in the target country?

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