Best Practices for Multilingual Websites
September 29, 2009

Agenda

Market Overview

Multilingual Website Approach

Best Practices for Multilingual Websites

The Multilingual Market

Americans with limited English proficiency have a strong need for government information in their native tongue

> Will the number and percent of Americans who are not proficient in English decrease or increase in the 2010 census?

Age Group	Americans Who Are Not English Proficient	% of Americans Who Are Not Proficient
5-18	3.5 Million	7%
18-34	6.8 Million	10%
35-49	6.7 Million	9%
50-64	3.1 Million	8%
65-74	1.4 Million	7%
> 75	1.0 Million	6%
All	22.5 Million	8%

Source: US Census, 2000

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The US Hispanic Market

**If the US Hispanic market was a country,
it's economy would be the 13th largest in the world!**

Rank	Country	GDP	Population
1	United States	14.0 Trillion	307 Million
2	Japan	5.0 Trillion	128 Million
3	China	4.4 Trillion	1.3 Billion
4	Germany	3.7 Trillion	82 Million
5	France	3.0 Trillion	65 Million
9	Spain	1.7 Trillion	46 Million
11	Canada	1.5 Trillion	34 Million
13	**US Hispanic**	**1.1 Trillion**	**45 Million**
13	Mexico	1.1 Trillion	108 Million
14	Australia	1.0 Trillion	22 Million
15	Netherlands	0.90 Trillion	17 Million
16	South Korea	0.85 Trillion	48 Million

Source: US Census, CIA, Selig Center

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US Hispanic Facts

"Hispanic" is a US Census term used to describe the culture and people of countries formerly ruled by Spain

US Hispanics are an attractive segment of the US population:

- Young: 10 years younger than the average

- Large Households: One more person than the average

- Geographically Concentrated: This is changing!

- Hail from many countries: 64% are from Mexico

- Culturally Unique: Family, community, loyalty and work ethic

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The US Hispanic Online Market

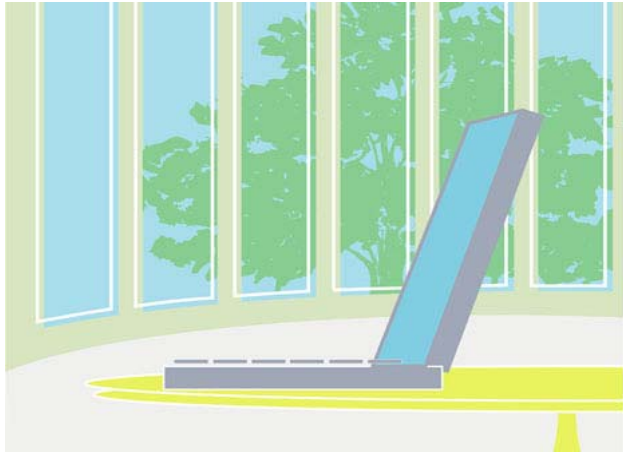## A great starting point for building relationships with US Hispanics

- Critical Mass: Today there are 21 million US Hispanics online

- Growth: Growing twice as fast as the US online market

- Young: 56% of online Hispanics are between 18-34 years old

- Upscale: More affluent, educated and acculturated when compared to offline Hispanics

- Active: Extremely engaged and "social" online

- Diverse: Is not a monolith, several Hispanic online segments exist

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Source: US Census, ComScore, Quantcast, Captura Group

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Why do Hispanics use the Internet?

Empowerment

Education

Communication

Entertainment

Source: AOL, Captura Group

Hispanic Online Language Preferences

7.1 million Spanish-preferring online Hispanics

13.9 million online Hispanics

28.2 million Hispanic adults
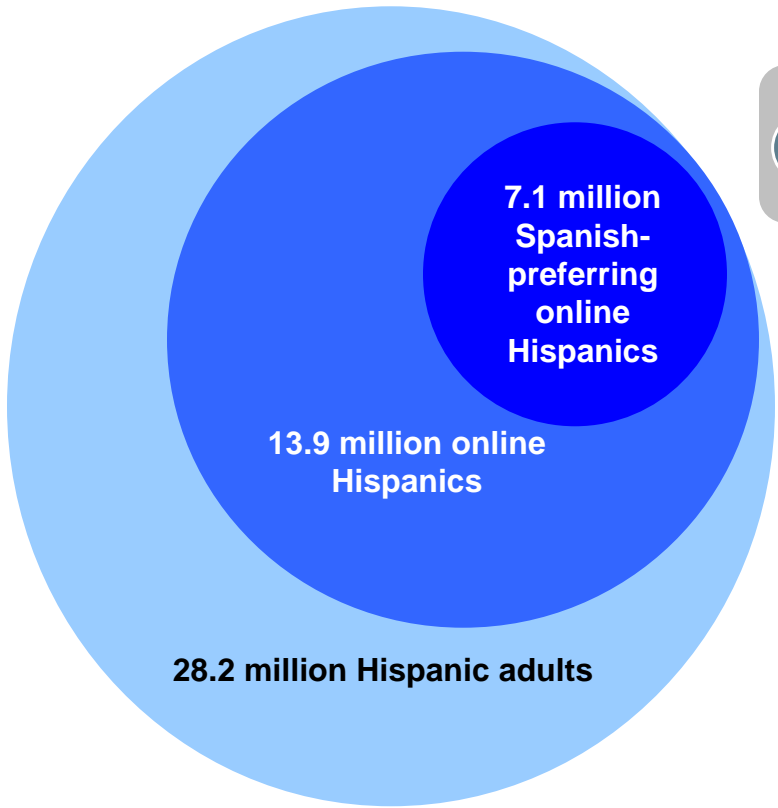
> **(!) 51% of Hispanic online adults prefer Spanish.**

Source: Forrester Research

Hispanic Online Tenure

More than 5 years, 20%
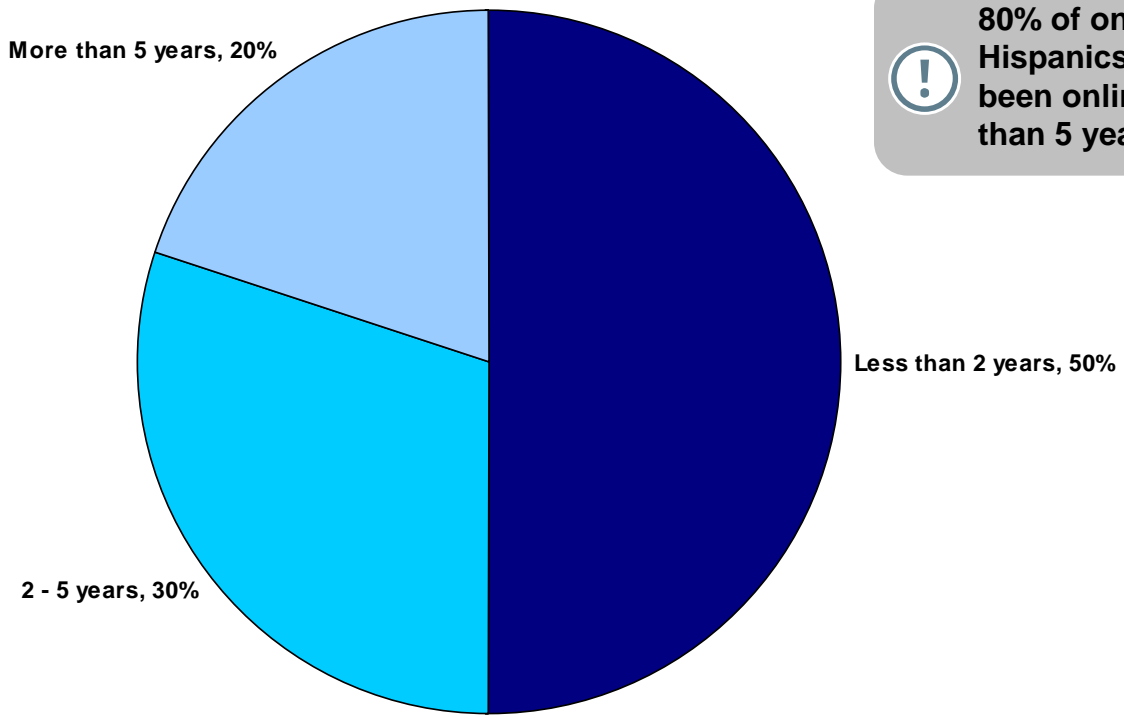
80% of online Hispanics have been online less than 5 years

Less than 2 years, 50%

2 - 5 years, 30%

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Source: AOL

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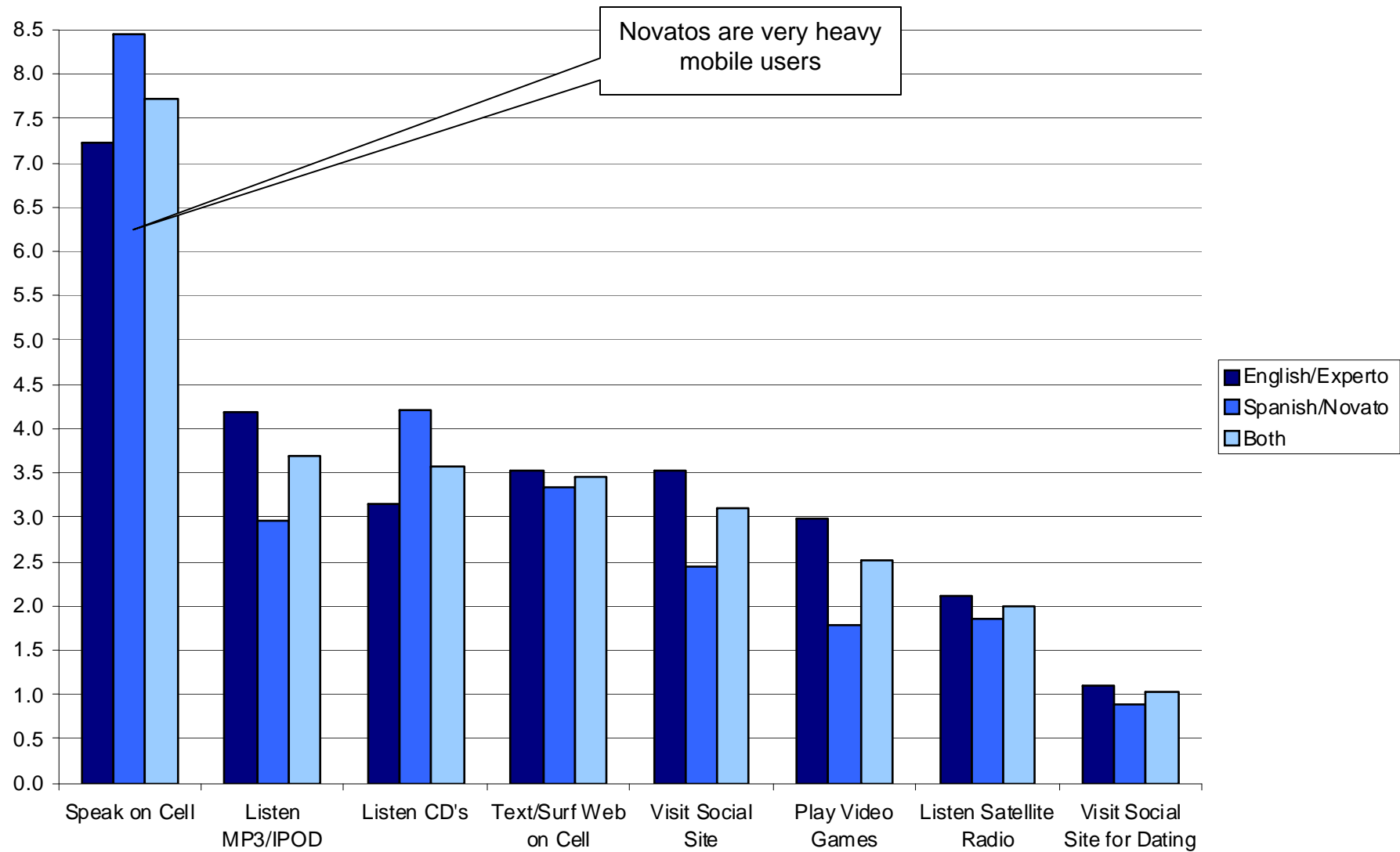
Hispanic Online Segments

Expertos

- **76% of US born are online**
- **Experienced online users**
- **Prefer English or are bilingual**
- **Born in the US**
- **Highly acculturated**
- **Largest segment**
- **Relatively affluent**
- **Tend to be young**

Novatos

- **43% of foreign born are online**
- **Novice online users**
- **Prefer Spanish**
- **Born outside the US**
- **Relatively unacculturated**
- **Fastest growing segment**
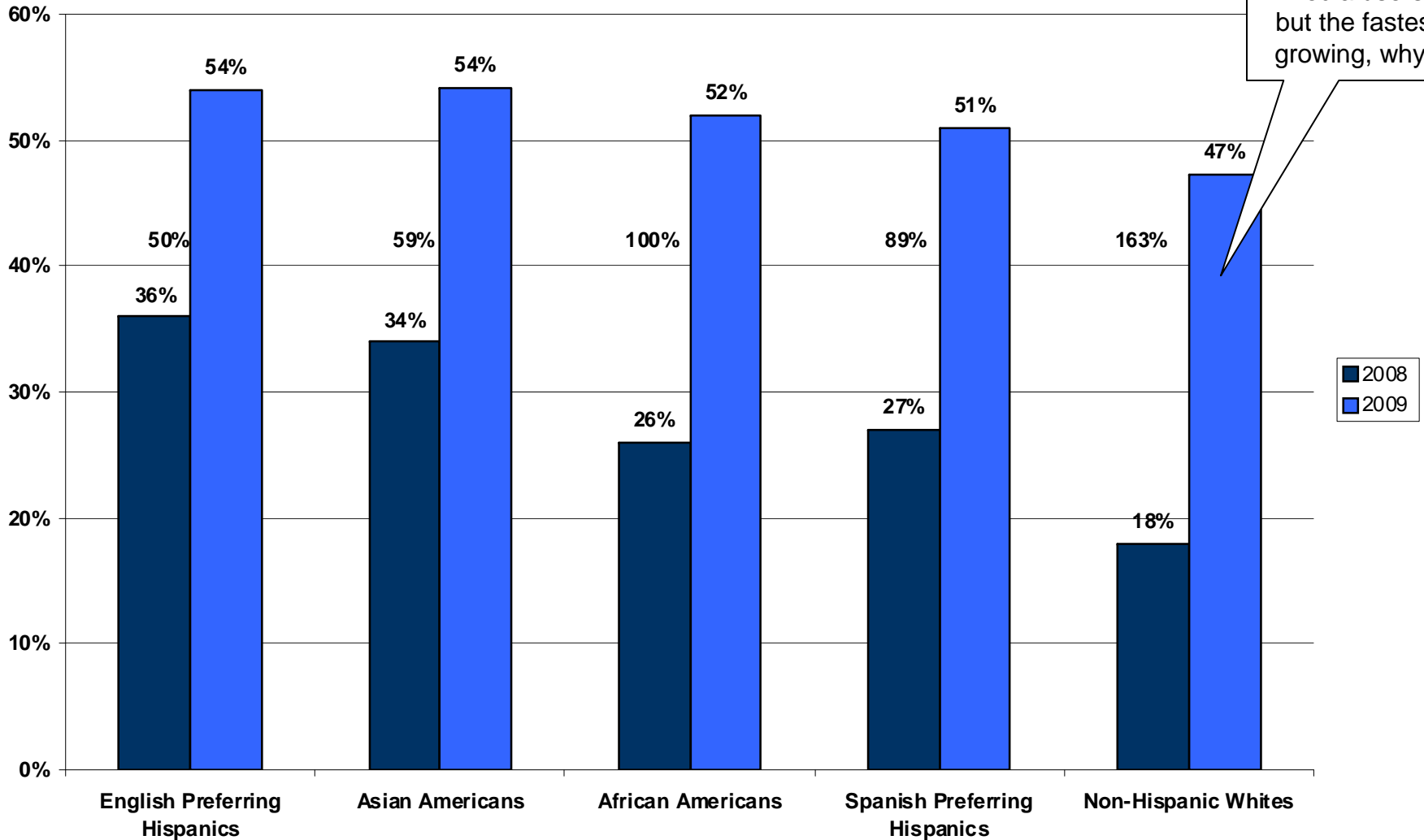- **Less affluent**
- **Tend to be older**

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Source: Captura Group

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Technology Usage

Average Number of Hours Online Hispanics Spend per Week

Novatos are very heavy mobile users

Legend:
- ■ English/Experto
- ■ Spanish/Novato
- ■ Both

Categories (x-axis): Speak on Cell, Listen MP3/IPOD, Listen CD's, Text/Surf Web on Cell, Visit Social Site, Play Video Games, Listen Satellite Radio, Visit Social Site for Dating

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Social Media Usage

Visit Social Networking Site at Least 2 to 3 Times Per Month

Non-Hispanic Whites are least active social media users, but the fastest growing, why?

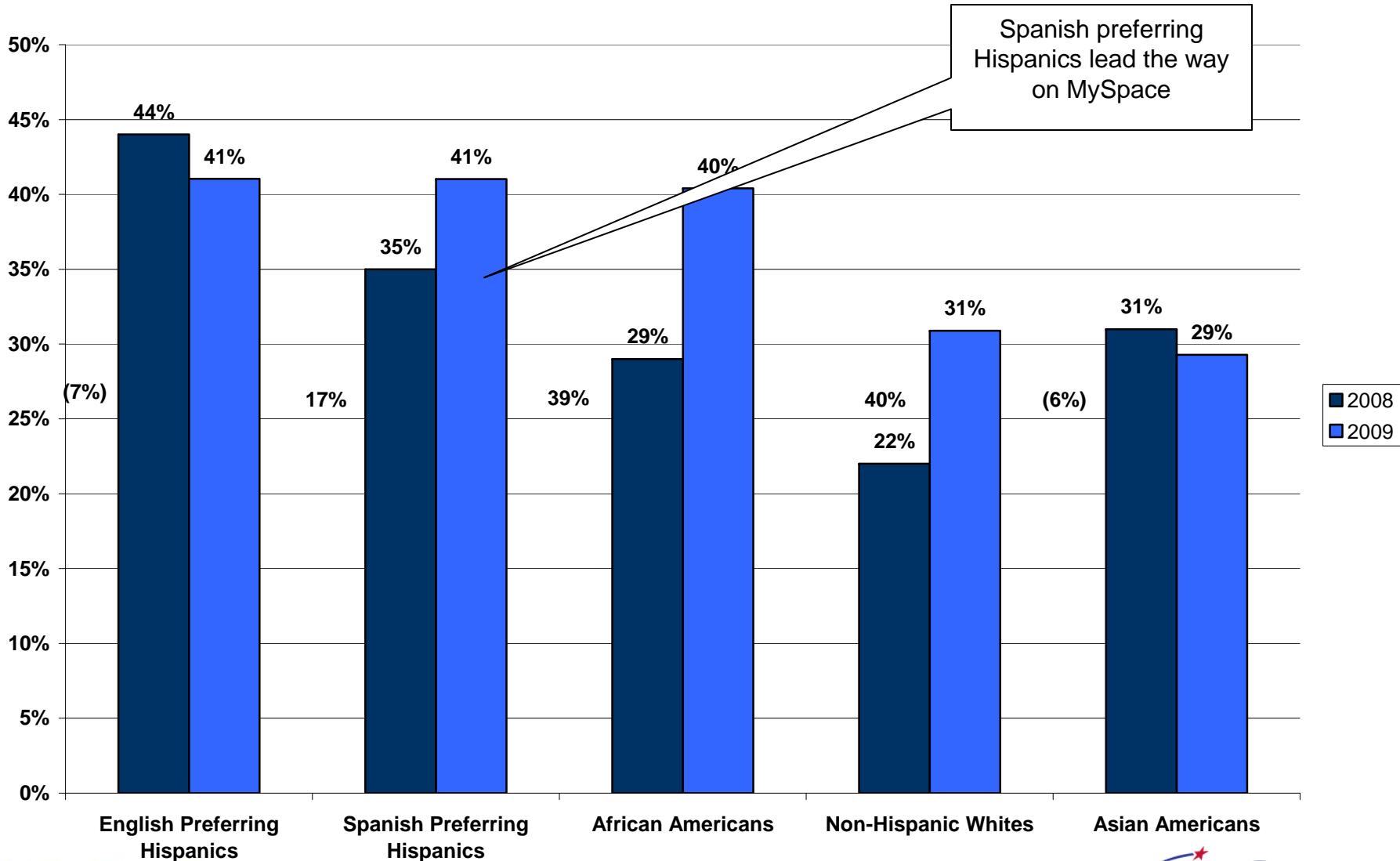|	English Preferring Hispanics	Asian Americans	African Americans	Spanish Preferring Hispanics	Non-Hispanic Whites
2008	36%	34%	26%	27%	18%
2009	54%	54%	52%	51%	47%
Growth	50%	59%	100%	89%	163%

Source: Captura Group, FSU, Dr. Felipe Korzenny, DMS Research

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Social Media Usage

Visit Facebook Regularly

The fastest growing segment on Facebook is women over 55!

	2008	2009
Asian Americans	18%	55% (208%)
English Preferring Hispanics	18%	44% (144%)
Non-Hispanic Whites	7%	43% (508%)
African Americans	12%	42% (247%)
Spanish Preferring Hispanics	13%	36% (174%)

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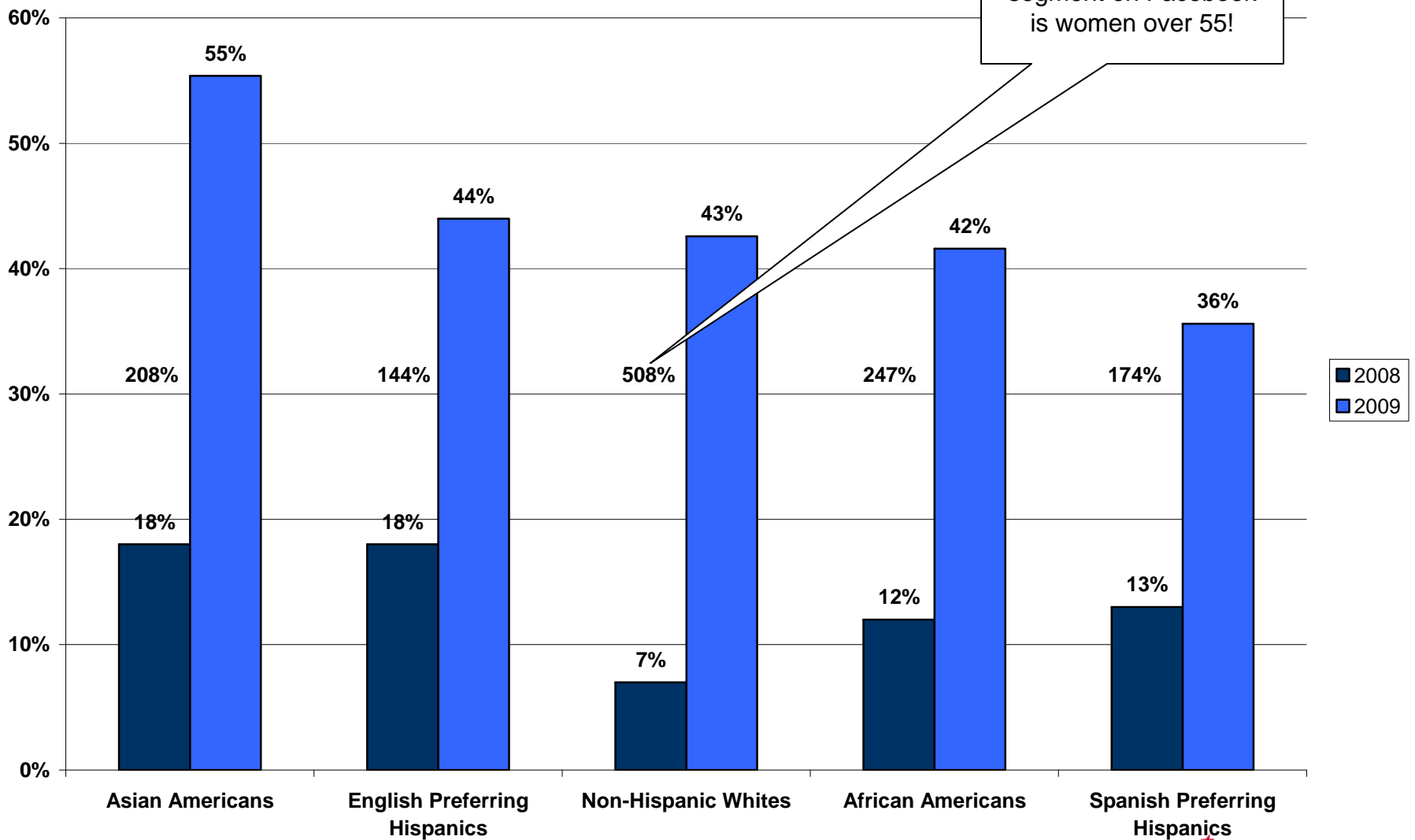
Social Media Usage

Visit MySpace Regularly

Spanish preferring Hispanics lead the way on MySpace

- English Preferring Hispanics: 2008 44% (7%), 2009 41%
- Spanish Preferring Hispanics: 2008 35% 17%, 2009 41%
- African Americans: 2008 29% 39%, 2009 40%
- Non-Hispanic Whites: 2008 22% 40%, 2009 31%
- Asian Americans: 2008 31% (6%), 2009 29%

Legend: 2008, 2009

Source: Captura Group, FSU, Dr. Felipe Korzenny, DMS Research

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Social Media Usage

Visit LinkedIn and Twitter Regularly

Asian Americans are twice as likely to use LinkedIn and Twitter than Non-Hispanic Whites

	Twitter - 2009
	LinkedIn - 2009

- Asian Americans: 10.76%, 14.54%
- English Preferring Hispanics: 6.65%, 7.21%
- African Americans: 6.60%, 4.20%
- Non-Hispanic Whites: 5.54%, 7.13%
- Spanish Preferring Hispanics: 2.56%, 0.85%

Source: Captura Group, FSU, Dr. Felipe Korzenny, DMS Research

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Social Media Usage

Why Hispanics Visit Social Networking Sites

English and Spanish
Preferring Hispanics
Use Social Networks for
Different Reasons
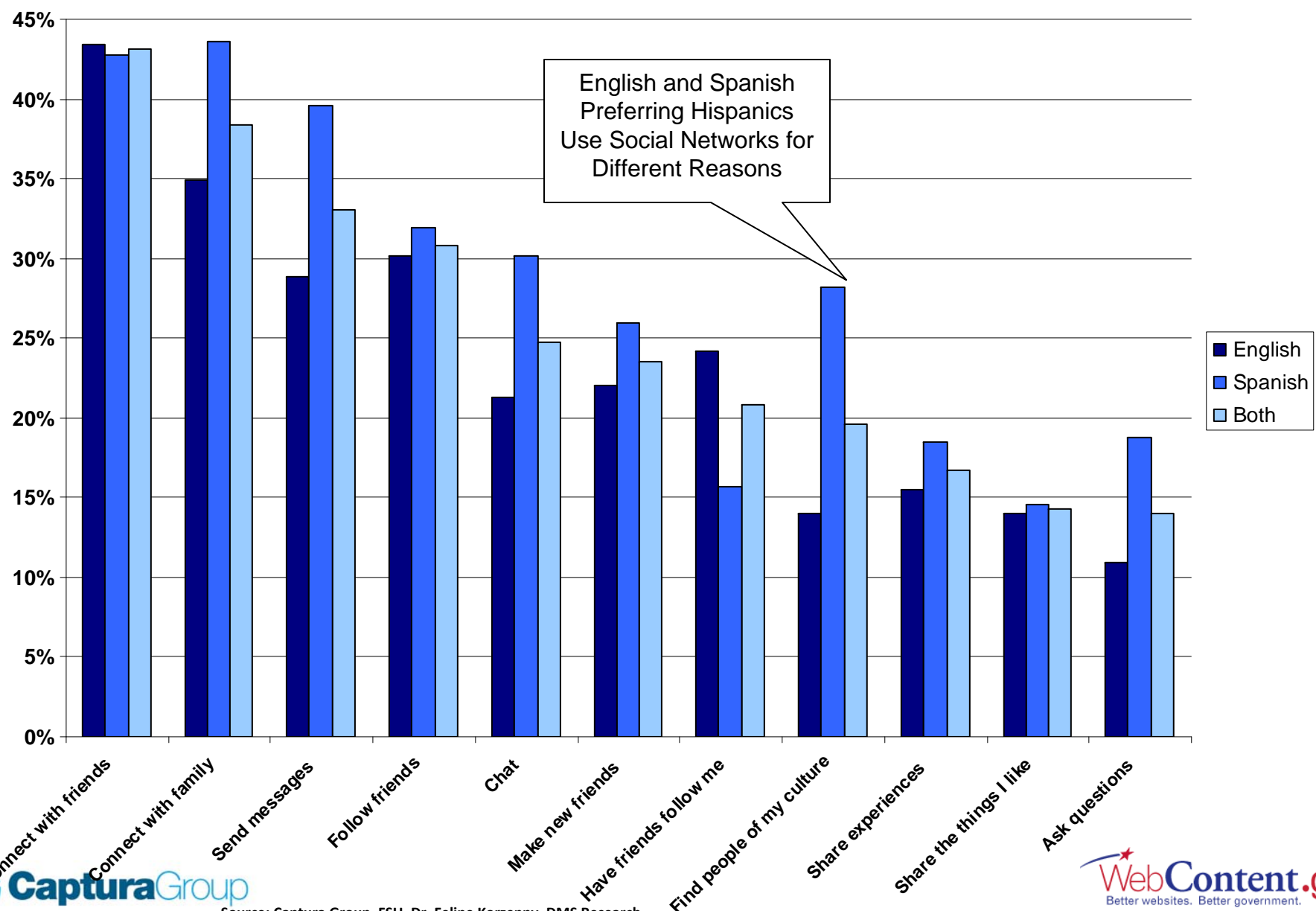
Legend:
- ■ English
- ■ Spanish
- ■ Both

X-axis categories: Connect with friends, Connect with family, Send messages, Follow friends, Chat, Make new friends, Have friends follow me, Find people of my culture, Share experiences, Share the things I like, Ask questions

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Multilingual Website Approach

It is not all or nothing, be strategic and think long term

- Hispanic online strategies vary by level of integration:

- **Partial Hispanic Project**
  - Limited language/cultural conversion of an organization's existing assets
  - Not comparable to an organization's general market online offering

- **Proactive Hispanic Initiative**
  - Development of new in-language and in-culture online assets
  - Self-contained Hispanic online experience
  - Limited Hispanic outreach

- **Integrated Hispanic Program**
  - Standalone and integrated in-language & in-culture online experience
  - Comparable to general market online offering
  - Consistently maintained and updated
  - Targeted outreach activities to communicate existence of Hispanic offering

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Multilingual Website Approach

Develop your multilingual website in phases, with key milestones along the way

High benefit

Integrated Hispanic Program

Proactive Hispanic Initiative

Low cost

High cost

Partial Hispanic Project

Low benefit

Strategic Framework

Think strategically about Hispanic online opportunities

Identify Options	Assess Costs	Determine Benefits	Choose Option
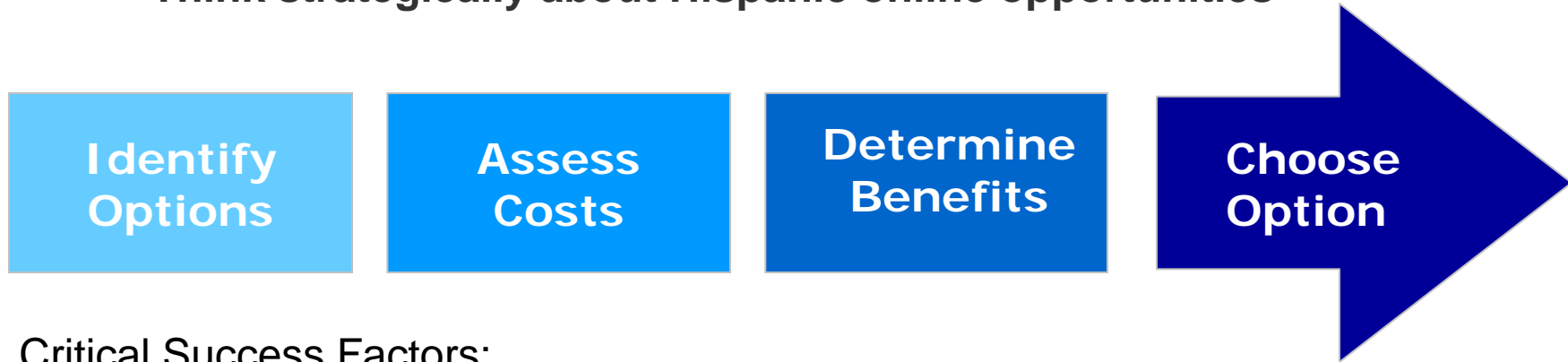
- Critical Success Factors:
  - Appoint multilingual interactive champion and obtain executive buy-in
  - Determine program goals and objectives
  - Conduct user and stakeholder research
  - Consider a phased approach with key milestones
  - Develop long term maintenance and site evolution plan
  - Ensure integration with operations and marketing
  - Leverage the community
  - Execute across best practices

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Best Practices

1. **In-Language** – online communications must address Hispanic's varied language preferences and ideally be in both English and Spanish

2. **In-Culture –** regardless of language used, experience must be culturally relevant to achieve an emotional connection with your audience

3. **Access -** enable users to find Spanish site via prominent access on English site

4. **URL Strategy** – use a stand-alone URL for marketing and search engine optimization purposes

5. **Comparability and Maintenance** – ensure that your multilingual site is as comparable as possible to your English site while consistently evolving and maintaining it

6. **Notification** – manage user expectations by providing notice when a user is going to navigate to an English-only area or external site

7. **Toggle** – enable users to toggle between English and multilingual sites if available

8. **Interactive Features and Functionality** – provide essential interactive features and functionality, especially print and share/email functionality

9. **Integrated Operations and Marketing** – integrate multilingual website initiatives with internal infrastructure and external consumer touch points

10. **Marketing** – develop and execute a targeted multilingual marketing strategy

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1. In-Language Principles

- Bilingual approach should be considered to reach all Hispanic online segments
- Invest in original content development for a true in-language experience
- Consider human translation and localization
  - Leverage content "trans-creation" if possible
- Be careful with machine/direct translation
- Take nuances of Spanish language into account
  - Pan-regional Spanish vs. localized Spanish
  - Formal vs. familiar Spanish
  - Spanish is 20% longer than English
- Conduct a language test to evaluate the relevance of content
- Check out webcontent.gov and the federal multilingual websites committee

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In-Language
Do not use machine translation

2. In-Culture Principles

- Language communicates, but culture connects
- Cultural relevance is a critical success factor for a valuable user experience and a key differentiator among the 3 Hispanic online strategies (Partial, Proactive, Integrated)
- Conduct user research to assess Hispanic online user's cultural needs
- Consider cultural conversion of:
  - Content
  - Imagery
  - Overall user experience
- Ensure cultural relevance across all consumer touch-points
  - Customer support
  - Marketing/advertising

3. Access Principles

- Your English website may be one of your best Source of Hispanic traffic
- Provide prominent access to your Hispanic online initiative from your English site on all pages, ideally via global navigation
- Most common execution is "en español" link, yet placement is widely varied (header, footer, global navigation, functional content area etc…)
- Use Spanish words, not English, to provide access
  - "En español"
  - Name of Hispanic initiative
- Consider other forms of access
  - Promotional notification
  - Language preference on online sign up form
- Track referrals to Spanish site from English site

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4. URL Strategy

- Spanish URL strategies vary, but most Federal websites do not have dedicated Spanish URL's
- Spanish URL strategies include:
  - **Dedicated "unbranded" URL's** (MiPiramide.gov, Listo.gov)
  - **Dedicated "branded" URL's** (GobiernoUSA.gov ElNavy.com, Negocios.gov)
  - **Sub-domains** (salud.nih.gov, espanol.hud.gov, ciencia.nasa.gov)
  - **Sub-folders** (whitehouse.gov/spanish, ca.gov/Espanol
- Consider a dedicated URL for:
  - Offline marketing/advertising purposes
  - Search engine optimization
  - Tracking of Hispanic traffic
- Consider implications of accents and special characters in URL's
- Ensure ethnic and language sensitivity in URL
  - Use ES or Espanol, EN or English
  - Stay away from using Hispanic/Latino in URL

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5. Comparability Principles

- Comparability is one of the critical success factors in delivering a valuable Hispanic user experience
- Hispanics will compare your Spanish and English sites and may judge their worth to your organization based on the perceived value of the English/Spanish experience that is offered
- Comparability does not necessarily mean an identical experience, but rather one that is of perceived equal value to target audience
- Consider comparability in terms of:
  - Information architecture and design
  - Features and functionality
  - Depth of content/breadth of content

5. Maintenance Principles

- Develop site evolution and maintenance plans prior to initial Spanish site launch
- Ensure that you have the resources and budget to evolve your Hispanic online presence
- Consider maintenance issues related to:
  - New/updated content
  - Design changes
  - New/enhanced features and functionality
- Understand Spanish site interdependencies with:
  - English website
  - Offline Hispanic initiatives
  - Internal operations
- Take into account review and approval process

6. Notification

- Your English and Spanish sites do not have to be 100% mirrors of one another
- Manage gaps in user experience by managing user expectations
- Provide proactive notification for:
  - English only pages/sections
  - External links
  - Software download requirements

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7. Toggle

- Provide choice and flexibility by allowing users to go between equivalent English and Spanish pages
- Bi-directional toggle functionality allows users to:
  - Select their language of choice from any page
  - Go between English and Spanish without losing their place on the site
  - Learn English!
- Can be a significant driver of traffic to multi-lingual site

8. Interactive Features and Functionality

- Provide essential features and functionality in Spanish
- Sharing and communication enabling functionality are especially important for Hispanics
- Make sure your search engine supports multiple languages

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9. Integrated Operations and Marketing

- Integrate Hispanic online initiative with internal operations and external consumer touch-points for a seamless experience across all channels

Internal Operations	External Consumer Touch Points
• Customer Support	• Online marketing
• Back-end Systems	• Traditional marketing
• Recruiting	• Public Relations
• Training	• Events and promotions

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10. Marketing

- Invest in marketing and "they will come"
- Plan for and allocate marketing resources up front
- Leverage offline marketing vehicles including partnerships

- Execute multilingual marketing tactics including
  - Search Engine Marketing
  - Social Media Marketing
  - Content Syndication
  - Partnerships
  - Retention Marketing

Search Engine Marketing

There is far less competition for Spanish language terms than English language terms, but also less search volume

Search Engine Marketing

Take advantage of Google's relationships with leading Hispanic portals, consider Microsoft's Bing in 2010

47% of Hispanic Searches

40% of Hispanic Searches

13% of Hispanic Searches

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Check out our blog!
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