

How to localise your website

Grow your e-commerce website globally

22 October 2015

Levent Yildizgoren –
Managing Director - [TTC wetranslate Ltd](http://www.ttcwetranslate.com)

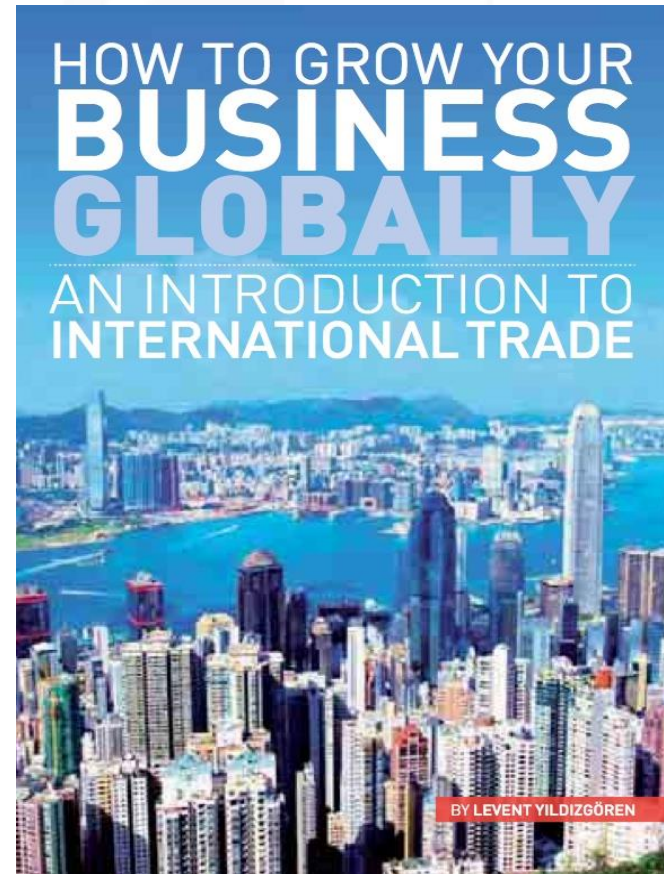


About me

- **22 years industry experience**
- **Mentor, speaker, charity fundraiser**
- **‘Outstanding Contribution to Translation Industry’ award in September 2015**

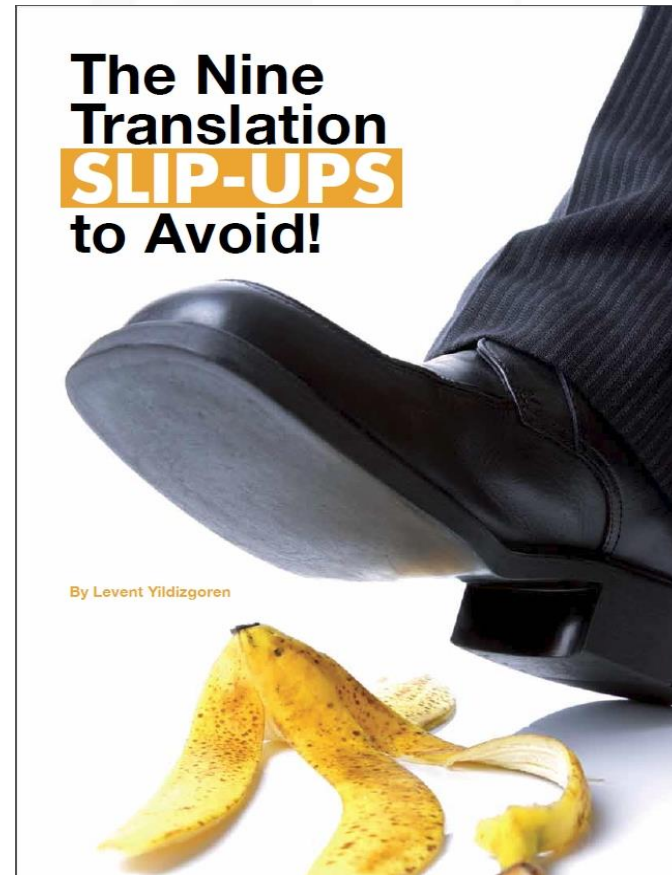
How to grow your business globally

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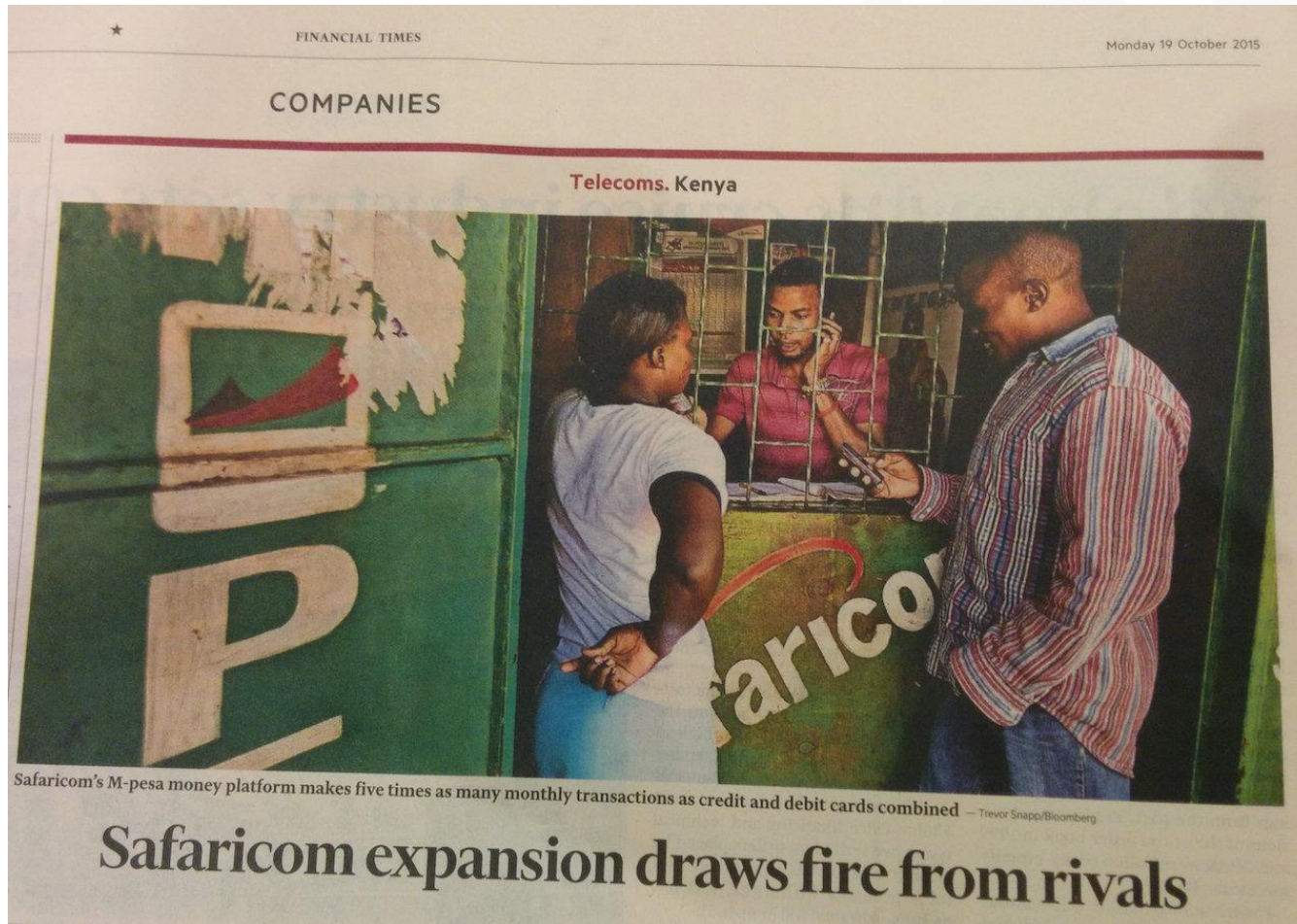
The Nine Translation Slip-ups to Avoid

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Business

Like black cabs, China's ties with the UK are an engine for growth

LI SHUFU
VIEWPOINT



This week President Xi of China will signal a further step forward in bilateral trade and investment between Britain and the world's second-largest economy.

The Chinese leader is expected to endorse growing commercial ties with the UK, one of which is a product instantly recognisable from the streets of London to the centre of Beijing: the famous black cab.

Two years ago, Zhejiang Geely Holding – the company that I founded and China's largest privately-owned carmaker – acquired the London Taxi Company, rescuing it from near bankruptcy. Today, coinciding with the presidential visit, we are revealing a new breakthrough model that we



partner in the West. Over the past 10 years, China has invested \$24bn in Britain – more than in any other western European country – and I

the production planning, engineering and launch of our latest model: the TX5 cab. To mark President Xi's visit, we will showcase the

The black cab, a symbol of London, has been saved by

there are 24,000 Chinese companies operating outside our home market.

And for the first time, outbound foreign direct investment by Chinese companies – worth \$140bn – last year overtook inbound foreign direct investment. This investment is not just going into established sectors or famous brands. It is also going into start-ups and areas of pioneering innovation. Earlier this year, for example, Zhejiang Geely made a strategic investment in Carbon Recycling International, a breakthrough Icelandic company that helps extract methanol from carbon captured from other industrial processes. This methanol can be used for methanol-powered cars, and offer a use for carbon that we must capture and recycle in future from China's many coal-fired power stations.

We are now the first Chinese carmaker to introduce methanol fuel technology in our vehicles, helping combat some of the harmful emissions that are a major problem for China's other industrialised economies.

MICHAEL KEMP / ALAMY

More than 1m Chinese people will go cruising



Hamleys handover

being driven by change Osborne, is expected to be announced at a press conference during President Xi's state visit. The sealing of

General Nuclear — huge subsidies. These will be tacked on to household bills and pay out until 2060.

A sticking point in this weekend's negotiations is how much involve-

technology.

Hoping to minimise its share of the costs, EDF is pushing for the Chinese to take an equity stake of up to 40% in Hinkley. China has argued for a smaller 30% stake.

has caused a rift with Japan. Hitachi and Toshiba have plans for atomic plants at Anglesey, Gloucestershire and Cumbria. The Japanese conglomerates are understood to be furious that China's fast-tracking

IN NEWS

George's great trawl of China

FOCUS, PAGE 17

ANDREW COWIE



Fake flakes: Children play outside Hamleys with a Meccanoid robot at a 'Christmas in June' event

Hamleys handover

Chinese set to buy toy store chain for £100m

▶ Hamleys could fall into Chinese hands in the next few weeks, writes Oliver Shah.

Groupe Ludendo, the French company that has owned the British toy chain for the past three years, is understood to be finalising a £100m sale after months of talks.

The buyer is believed to be a Hong Kong company run by a relative of Yuan Yafei, billionaire owner of the House of Fraser department store chain. Yuan,

chairman of the Sanpower conglomerate, originally planned to do the deal himself and is said to have been closely involved in his relative's talks.

They had hoped to announce the takeover this week to coincide with Chinese president Xi Jinping's state visit to Britain, but sources said regulatory hurdles could disrupt the timing.

Yuan, 50, was unknown in Britain until he clinched the £480m purchase of House of Fraser

last year from its management team and the remnants of several Icelandic banks.

William Hamley opened his shop in 1760 in Holborn, central London, under the name Noah's Ark. It moved to its flagship Regent Street site in 1881. It now has 10 other shops in Britain and 46 international franchises, including a theme park-style emporium in Moscow featuring a full-scale replica of the Millennium Falcon from Star Wars.

Uber protest in London



Alexander Dennis Buses



2.9 billion
potential
customers

Why sell globally

Reduce dependency
on your home
market

Cross border trade is
expected to reach
\$1 trillion by 2020

2.9 billion people with
internet access globally

Shoppers want to
buy globally

Utilize global
opportunities

Nov 11 - Chinese Singles Day

Alibaba alone hit
\$9.3 billion on the day

Opportunity for training providers



News Home » Tech » Jobs



Attrition at top level hurting e-commerce companies in India

Biswarup Gooptu & Aditi Shrivastava | ET Bureau | Sep 28, 2015, 11:23 AM IST



A-

A+

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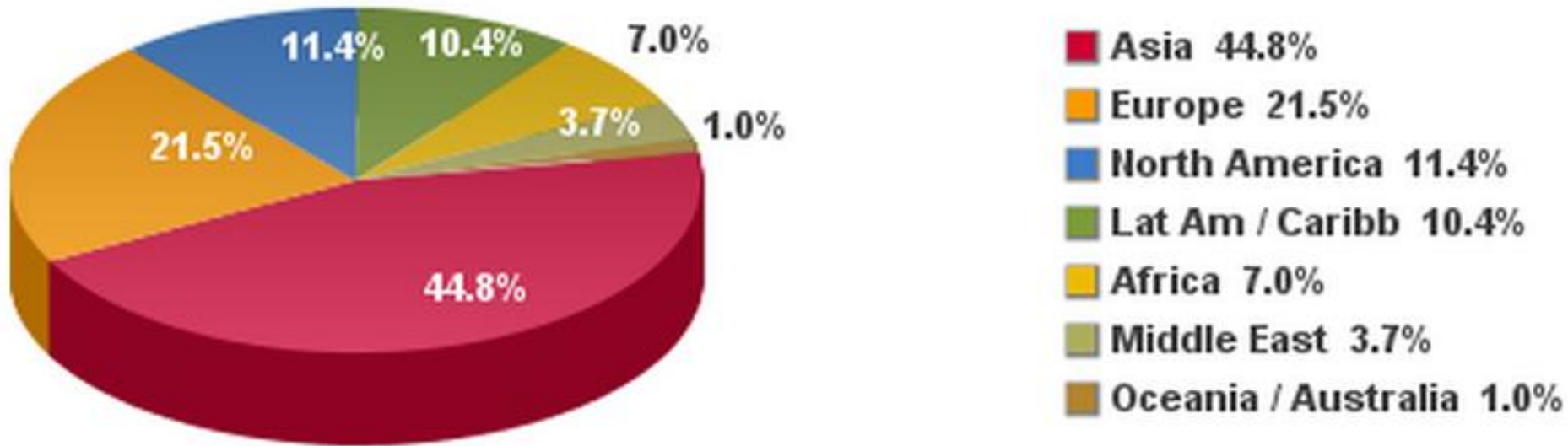


HIGHLIGHTS

- E-commerce companies are facing high levels of attritions at senior ranks
- These companies are growing rapidly but don't have fundamental concept of retaining people
- Companies hire top-notch people from the Valley, after being pushed by investors

Internet Users in the World

Distribution by World Regions - 2012 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 2,405,518,376 Internet users on June 30, 2012

Copyright © 2012, Miniwatts Marketing Group

Localisation: essential for user experience

New term: Glocal

HOME > BRITISH & WORLD ENGLISH > GLOCAL

glocal

See definition in [Oxford Advanced Learner's Dictionary](#)

Line breaks: glo|cal

Pronunciation: /'gləʊk(ə)l/ 



Definition of *glocal* in English:

adjective

Reflecting or characterized by both local and **global considerations**:

'in the Web 2.0 era, every public institution has already been transformed into a glocal enterprise'

MORE EXAMPLE SENTENCES 

Some facts...

- 85% of customers prefer to buy in their own language
- Customers are 4 times more likely to buy from a website in their native language
- [source: IDC]

How can you be successful in other countries

Good user experience
=
customer engagement

Dunkin Donuts – 3100 stores, 30 countries



OFFICIAL COFFEE & DONUT
OF LIVERPOOL FC

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食品

- 蛋糕
- 三明治
- 贝果



海苔肉松

Dry Pork and Seaweed

在寻找甜过初恋的甜甜圈？在这里您会有所发现。我们的甜甜圈只选用最新鲜酵母和进口面粉，确保甜甜圈保持刚出炉般松软可口！我们如同画家般精心创作每一只甜甜圈，确保其色彩鲜艳可爱！从经典蜜糖口味到畅销的摩卡口味；从口感浓郁的双色巧克力口味到我们最新开发的各种有趣口味组合；我们保持一贯的美味，也激发不同创意，例如鲜咸口味的探索。一口甜甜圈，开始环游世界的味觉之旅吧。



赶快来唐恩都乐
门店品尝吧！

One second delay and less =

- Amazon loses \$6.79 million in sales for every millisecond of latency
- Yahoo experiences a 2.8% revenue decrease for every second of latency

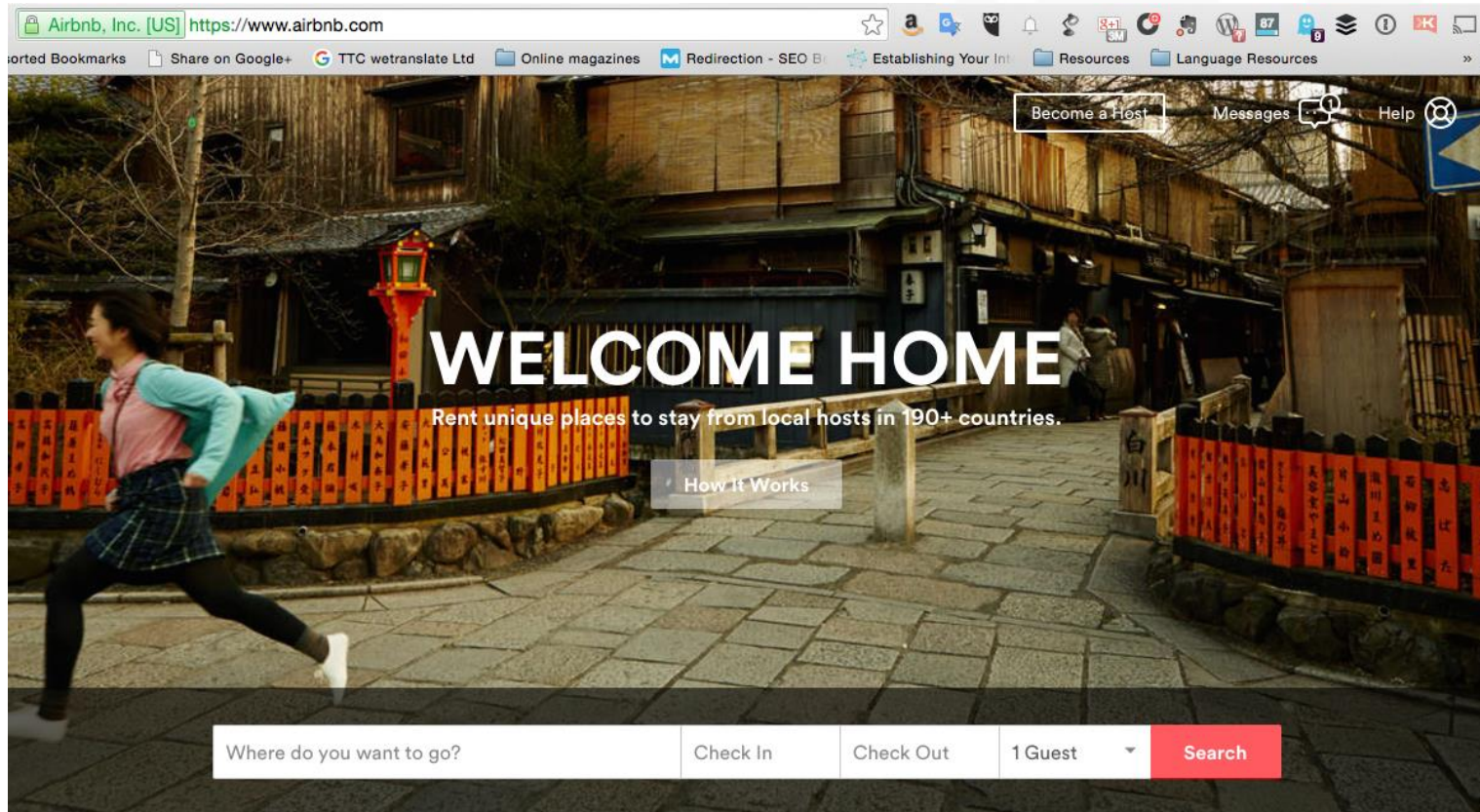
(source: Dyn)

Localise content to overcome language barriers

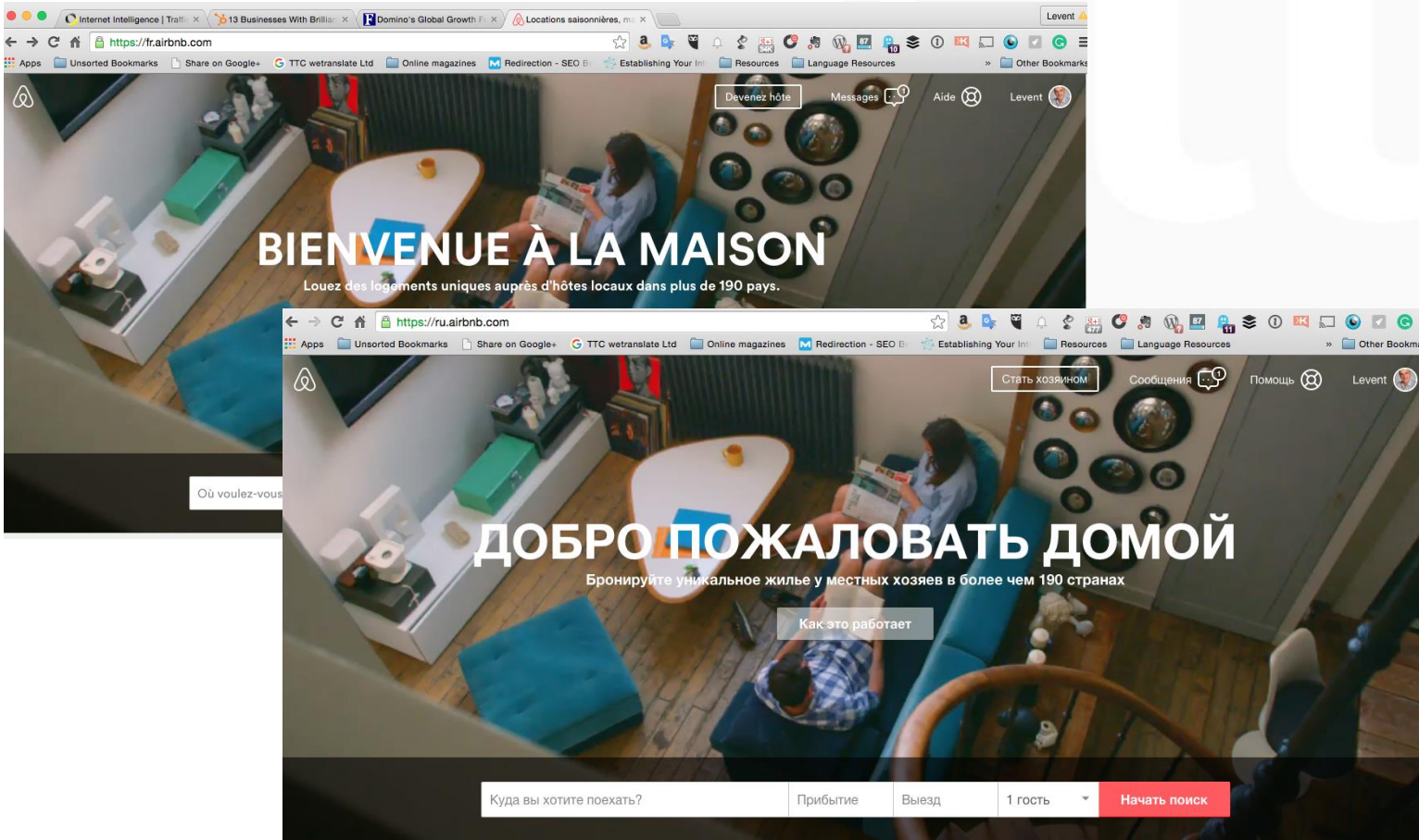
- Everyday one billion questions are asked In Google from 181 countries and 146 languages
- Don't just translate your content, get it adapted for the target country

Good Localisation examples

AirBnb Website localised into 26 languages & available in 42 currencies



Consistent and good style throughout all languages



Brand name checking is critical...



Automatic translation can go wrong...



Appeal to you customers!



Work bench FARTFULL \$109.00/ pieces

(price reflects selected options)
while the prices may vary from store prices.

- ▶ Storage space for games and accessories under the seat.
- ▶ Mouse pad both for right-handed and for left-handed people.
- ▶ Seat part with handle; casters to be easy to move about.
- ▶ The metal front doubles as a magnetic board.

designer: Lisa Norinder

Don't come across as weird...



And...

**Keep calm
&
grow globally**

Good Resources

- State of digital economies
The Economist 2010: <http://ow.ly/eZImj>
- Ease of doing business 2014 World Bank report
<http://www.doingbusiness.org/rankings>

Contact

TTC wetranslate Limited
86 Broomfield Road
Chelmsford, Essex, CM1 1SS, UK
www.ttcwetranslate.com

Twitter: <https://twitter.com/yildizgoren>
Linkedin: www.linkedin.com/in/leventyildizgoren
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YouTube: <https://www.youtube.com/user/TranslationMatters>

