

Website Globalization Solutions

Golden View (China) Technologies Inc.

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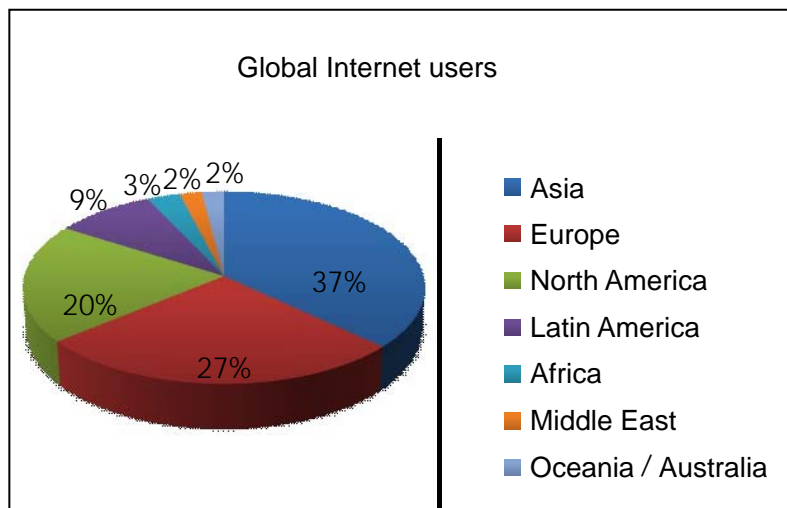


1. Preface

Is it possible for SME companies to promote their core products and services by an cost-effective website solutions? How to release the Company News, Product News or Financial Statements on website in multiple languages efficiently? How to save website globalization costs and keep a high consistency in content using professional CAT tools? Is it necessary to seek a reliable website globalization service provider as a long-term partner?

Golden View Inc. Limited is a professional language service provider since 1996. We own expertise and experiences in website globalization. We have helped many companies and organizations implement website globalization or localization successfully, and increase their market share and brand recognitions prominently.

With qualified native in-country linguists, computer-aided translation tools, and unique website localization process and skills, Golden View can help you to speed up the globalization process within expected time and budget.





2. Solutions

With years of experiences in website globalization, Golden View provides you with the following three effective solutions:

2.1. **Solution 1:** Designed for mini companies, a low cost, single page website in multiple languages (Single Page)

2.1.1. Overview: Single-page includes company overview, product and service introduction, and contact information.

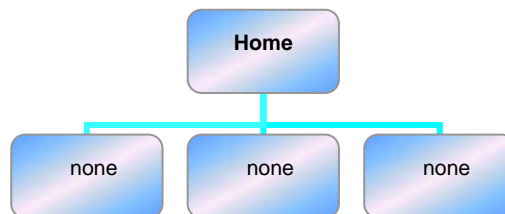
2.1.2. Designed for: Sohu, mini companies or individual's website.

2.1.3. Website languages: It's advised to use no more than 6-8 languages.

- For the European and American market: It's advised to use English, French, German, Italian, and Spanish.
- For the Asia-Pacific regions: It's advised to use Simplified Chinese, Traditional Chinese, Japanese, Korean, English, Thai, Indonesian, Vietnamese, Malay.
- For the Middle East regions: It's advised to use Arabic, Persian and Hebrew.
- For Indian market: It's advised to use English and Hindi.

We will advise you of specific languages according to your target markets.

2.1.4. Website Structure



2.1.5. Services

- Webpage content translation, image typesetting and flash localization etc.
- Metadata (description and keywords) optimization and translation
- Forbidden word, colour or image identification and filtering
- Reform website structure, insert other language pages and design multilingual navigation bar
- Page integration and online testing
- Review contents and cultural customs by local linguist
- Search engine submission (submit to local main search engines)
- Follow up optimization results
- Update webpages as client's request
- Other language services and marketing consulting services.



2.1.6. Case study

- Client: 30Glycolic
- Background: Founded in 1989, 30Glycolic operates business in R&D and sales of cosmetics. They developed a new product – electronic cigarettes for Japan.
- Requirements: The company urgently needs a Japanese website to promote their products into Japan market. Services offered: ???? / /
- Website: <http://www.30glycolic-jp.com/> GV time /

2.1.7. Service Cost and Turnaround Time Estimation

Items	Estimated workload	Time (per language)	Recommended choice
Content translation	300 – 500 words	Depending on target languages: 0.5 – 2 days	<input type="checkbox"/>
Multi-media localization (image, flash, audio, video localization etc.)	One Flash, and 3-5 images	2 hours (The client should supply source files.)	<input type="checkbox"/>
Keyword optimization	Discuss with client on keywords selection and arrangement etc.	8 hours	<input type="checkbox"/>
Website integration	Design multilingual navigation bar etc.	2 hours	<input type="checkbox"/>
Online testing and bug fix	Online testing on local and client's host computer	2 hours	<input type="checkbox"/>
Review by local linguists	Linguistic and cultural customs review	2 hours	<input type="checkbox"/>
Submit to popular search engines	20 – 30 search engines	1 working day	<input type="checkbox"/>

2.1.8. Features

- This multilingual website is short and concise, with basic company overview and service introduction.
- For the newly founded small company, this is a recommended solution: cost-effective, covering required regions and countries, also with SEO optimized results.
- The website maintenance cost is low.
- The weakness is the limited content and thin website structure.

2.1.9. Suggestions to website upgrade

It is suggested to upgrade to Solution 2 when the company business runs better.



2.2. **Solution 2:** Wider client base spread in different regions and countries, and Limited web-marketing cost – Multilingual Selected Web-pages

2.2.1. Overview: Only selected webpages need to be translated into multiple languages which maximumly save the website globalization cost. The website mainly consists of home page, company overview, contact information, key products and service introduction, solutions, and white papers.

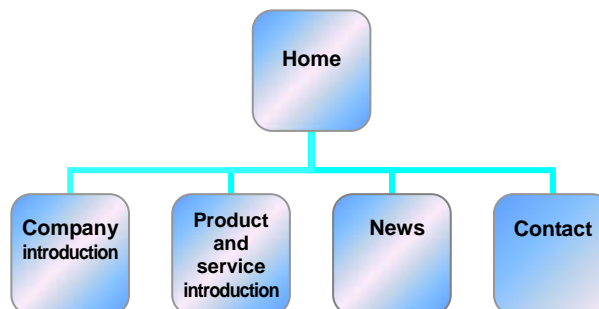
2.2.2. Designed for: SME with 1-50 employees.

2.2.3. Website languages: We recommend you to determine the languages by referring to our suggestions below.

- For the European and American market: It's advised to use English, French, German, Italian, and Spanish.
- For the Asia-Pacific regions: It's advised to use Simplified Chinese, Traditional Chinese, Japanese, Korean, English, Thai, Indonesian, Vietnamese, Malay.
- For the Middle East regions: It's advised to use Arabic, Persian and Hebrew.
- For Indian Market: It's advised to use English and Hindi.

We will advise you of specific languages according to your target markets.

2.2.4. Website Structure





2.2.5. Services

- Webpage content translation, image typesetting and flash localization etc.
- Metadata (description and keywords) optimization and translation
- Forbidden word, colour or image identification and filtering
- Reform website structure, insert other language pages and design multilingual navigation bar
- Page integration and online testing
- Review contents and cultural customs by local linguist
- Search engine submission (submit to local main search engines)
- Follow up optimization results
- Update webpages as client's request
- Other language services and marketing consulting services.

2.2.6. Case Study

- Client: Macrovision
- Client background: it is a digital video solutions provider in California of America, which is specialized in digital products development and sales.
- Requirements: it needs to establish Korean website to promote in Korean market.
- Website: <http://www.macrovision.com/kr>

2.2.7. Service Cost and Turnaround Time Estimation

Items	Estimated work	Time (Every language)	Recommend option
Content translation	3000 – 4000 words	3 - 4 days	<input type="checkbox"/>
Multi-media localization (image, flash, audio, video localization etc.)	Several Flashes, estimated 10 – 15 images	4 hours (The client must supply source files)	<input type="checkbox"/>
Keyword optimization	Discuss with client on keyword and arrangement etc.	8 hours	<input type="checkbox"/>
Website integration	Design multi-language navigation etc.	2 - 3 hours	<input type="checkbox"/>
Online testing and bug fix	Online testing in local and client's host computer	4 - 8 hours	<input type="checkbox"/>
Review by professional local	Review content and customs	4 - 6 hours	<input type="checkbox"/>
Submit to global main search engines	20 – 30 search engines	1 day	<input type="checkbox"/>



2.2.8. Features

- Only the selected webpages are localized into specified languages. So the promotional content is focused and targeted, which make target readers impressive by the key products and services.
- As a normally operated website, this is an cost-effective solution from single-language to multilingual website.
- Wider language span, economic website localization spending will help promote the products and services to numbers of countries and regions.
- The maintenance cost is limited.
- The website structure is reasonable.

2.2.9. Suggestions to website globalization and improvement:

With the business expansion, increase the contents and keep frequent updates in company news, new product recommendation, products promotion, and customer solution centre and so on.

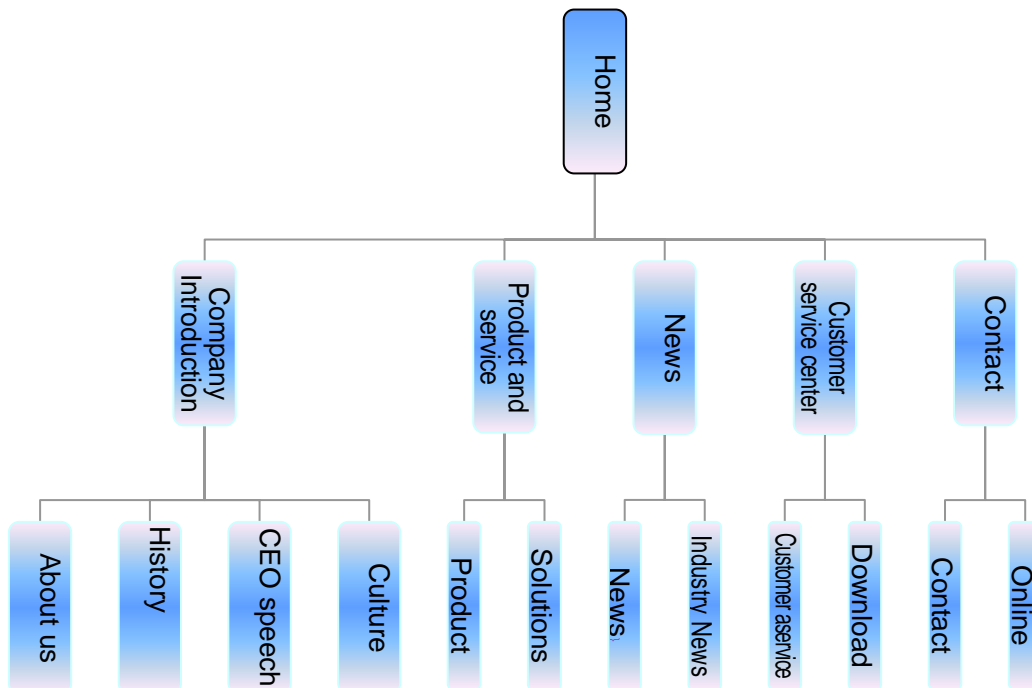
- **Work with professional website localization service provider: You can get strong supports and dedicated services by utilizing their advantages and strengths in process, experiences, services, and talents etc., which can increase efficiency and save costs.**



- 2.3. **Solution 3:** Large-scale enterprises or multinational corporations --- Wholly localized website in multi-languages (enterprise portal)
- 2.3.1. Overview: Site-wide content translation, with basically same structure as mother tongue website, and localized images and style.
- 2.3.2. Designed for: Large and medium enterprises with more than 200 employees.
- 2.3.3. Website languages: We recommend you to determine the languages by referring to our suggestions below.
- For the European and American market: It's advised to use English, French, German, Italian, and Spanish.
 - For the Asia-Pacific regions: It's advised to use Simplified Chinese, Traditional Chinese, Japanese, Korean, English, Thai, Indonesian, Vietnamese, Malay.
 - For the Middle East regions: It's advised to use Arabic, Persian and Hebrew.
 - For Indian Market: It's advised to use English and Hindi.

We will advise you of specific languages according to your target markets.

2.3.4. Structure





2.3.5. Services

- Webpage content translation, image typesetting and flash localization etc.
- Metadata (description and keywords) optimization and translation
- Forbidden word, colour or image identification and filtering
- Reform website structure, insert other language pages and design multilingual navigation bar
- Page integration and online testing
- Review contents and cultural customs by local linguist
- Search engine submission (submit to local main search engines)
- Follow up optimization results
- Update webpages as client's request
- Other language services and marketing consulting services.

2.3.6. Case study

- Client: UPS
- Client's background: It's named LianHe Baoguo Gongsu in Chinese, which is the largest express carrier and package delivery company.
- Requirements: it's need to establish a Chinese website to provide services and support to the Greater China region with facility.
- Website: <http://www.ups.com/content/cn/zh/index.jsx>

2.3.7. Service Cost and Turnaround Time Estimation

Items	Estimated work	Time (Every language)	Recommend option
Content translation	10K – 30K words	10 - 15 days	<input type="checkbox"/>
Multi-media localization (image, flash, audio, video localization etc.)	Several Flashes, estimated 20 – 30 images	Depend on the workload 2 - 5 days	<input type="checkbox"/>
Keyword optimization	Discuss with client on keyword and arrangement etc.	8 hours	<input type="checkbox"/>
Website integration	Design multi-language navigation etc.	Pending	<input type="checkbox"/>
Online testing and bug fix	Online testing in local and client's host computer	3 - 5 days	<input type="checkbox"/>
Review by professional local	Review content and customs	30 - 40 hours	<input type="checkbox"/>
Submit to global main search engines	30 search engines	2 days	<input type="checkbox"/>



2.3.8. Features

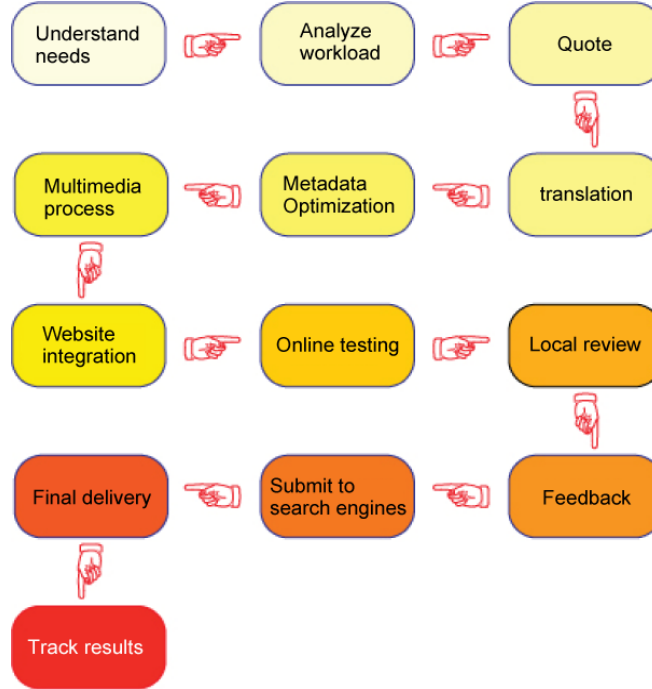
- The website is comprehensive and structured, which can be well understood of their products and services by target readers in various regions.
- For these enterprises with a huge customer base spread worldwide, it's a recommended multi-lingual website solution. Comparing with promising turnover of business, it's worth to invest in website globalization.
- The globalized website contains mass information of services and products, and is strongly persuasive, which has good interactions with local customers. The website content reaches many countries and regions.
- The website requires regular maintenance by both company staff and professional localization provider.

2.3.9. Suggestion to website maintenance:

For the websites owned by large companies, the content may update everyday. How to keep contents updated in more than 10 languages simultaneously with economic costs? The professional localization provider will help you to resolve this problem. With professional localization tools, more than ten years' experiences, qualified linguists around the world, Golden View could provide one-stop website globalization solutions, which make your website effectively updated in dozens of languages at the same time.



3. Service process





4. Tools

Application	Type	Version	Platform
CAT Tool	Alchemy Catalyst	6.0/7.0/8.0	PC
	Passolo	6.0/7.0/8.0	PC
	SDLX & TRADOS	2006/2007	PC
Compilation Tool	Dreamwaver	7.0/8.0/9.0	PC
	Frontpage	2003/2007	PC
	Fireworks	8.0	PC
	Flash	7.0/8.0/9.0	PC
	Photoshop	CS/CS2/CS3/CS4	PC&MAC
	CorelDraw	12.0/13.0/14.0	PC
	Ulead GIF Animator	5.0	PC
	Sothink SWF Decompiler	5.0	PC
Web Tool	CuteFTP	8.0	PC
	Offline Explorer Enterprise	5.6	PC
	Webzip	7.0	PC

5. Contact

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