

“World” Wide Web: secrets to building successful multilingual Web sites

Almost one billion people have access to the Internet today; 70 percent of them use a language other than English. The majority of searches conducted in Google are done in a language other than English. No wonder more and more savvy marketers are developing Web content in multiple languages as a way to attract potential customers.

Creating a Web site for a worldwide audience requires more than just translation. How do you make sure your Web content delivers real business results for your company? Don't repeat the mistakes other companies--including global conglomerates--have made. This one-day seminar packed with real life examples will provide an informative and educational primer for developing Web sites that are ready for world wide deployment.

Seminar content

Search Engine Marketing for multi-language and multi-country sites

How to promote your site internationally through search engines which generally create 80% of site traffic

To create or to translate

Choose between original content creation or translation: pros and cons

Workflow development

How to develop a workflow that connects translators, copywriters, search Engine marketers and usability specialists to produce desired business results from your global Web site

Cultural sensitivity

How to develop a cultural auditing system to avoid becoming the laughing stock of your potential customers, worst yet being banned because of offensive content!

And much more!

About the seminar leader

Huiping Iler,
President of wintranslation.com

Iler is a popular speaker at Web site localization and search engine marketing conferences. She has spoken at the Search Engine Strategies conferences, Ad-tech, and Association of Language Companies' annual conference. Her dynamic presentation style and valuable content has consistently earned her high ratings and excellent feedback from the audiences.



Pricing

Half-day sessions: \$3,000 plus travel
Telephone needs assessment prior to seminar included (up to 45 minutes)

Who should attend

- ~ Online marketing managers
- ~ Search engine marketers
- ~ User experience professionals
- ~ Copywriters
- ~ Web developers

Case studies include:

Northwest Airlines
H & R Block
Disney
Amazon.com

TESTIMONIALS:

“We take pride in bringing only qualified subject matter experts to present our marketing seminars. Huiping was stellar -- she delivered a lot of valuable insight on Web translation and kept her online audience engaged, interested and entertained.”

Shelley Ryan,
Director of premium services, Marketing Profs

WHAT PAST PARTICIPANTS SAID:

“I've lived all around the world and worked in multicultural and multilingual environments. I really wasn't expecting to gain a lot of new knowledge in this seminar. But Huiping was extraordinarily insightful! In addition to expanding my knowledge on the subject of translation and localization for the web, she explained concepts I am familiar with in a very clear manner. This has been one of my favorite seminars so far.”

“Great specific information. Learning how to avoid common mistakes is invaluable in a firm just starting to market internationally. I also learned about several things that I didn't think about at all.”

“Very helpful insights into places we can get tripped up with a mono-cultural perspective.”

“Great balance of breadth and depth, lay and technical in the presentation.”