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Information Design Capstone Course Bentley College Waltham, MA

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Multilingual Web Site Project

Gerber Technology

Gerber Technology, Inc. is a world-class company that until now had only an English web site. Since I volunteer on the web team, I decided to remedy that situation by creating a mirror Spanish web site as the capstone course project for my certificate in Information Design at Bentley College. The English site had been recently redesigned by efforts of web teams from all subsidiaries of Gerber Scientific, Inc., our parent company.

The current, clean design was chosen to accommodate various business needs, including delivery of marketing and sales literature on the internet, human resources on intranets, and documentation, software, service, and training on extranets. The needs of multilingual web sites with expanded word/character count were also considered in our redesign. I was aware, at that time, that some changes in the home or entrance page would have to be made to accommodate access to mirror web sites. This proved to be the case.

Gerber Technology's web team currently has only one dedicated employee, Del Rose, who serves as web master in addition to his other supervisory World Marketing tasks. The remaining three, team members volunteer their efforts, some on Gerber time, but mostly on their own time. Team members are: Art Ferron, World Marketing's only graphic artist, John Barnowski, Tech Writing supervisor, and myself. Additional volunteer effort had to be recruited to check out other Spanish sites on the web, translate button titles, review and make edits for the final version, and suggest local content and deployment strategies. We also hired a consultant and agent to translate text on the English top level pages, some press releases, and a few second-level pages. I cut and pasted all translated text into HTML, mostly on my own time. Using volunteers to create a multilingual site decreases cost but has a negative impact on the amount of time it takes to complete a site. I had originally expected to have a live site by mid-summer 1999; instead, it went live in April 2000.

Course Objectives

The original course objectives, listed below, proved to be valid. These objectives were reviewed by Bill Gribbons (Bentley College), Del Rose (GTI web master), and John Schnetzer (my department manager).

- Create initial Spanish site
- Propose how to handle other languages
- Document cultural differences for localization
- Arrange deployment
- Plan for maintenance
- Estimate costs
- Report results to Gerber Scientific companies

Create Initial Spanish Site

We decided that the goals for this initial site were: 1) it would be closely mirror our English site retaining layout and flavor; 2) we would allow for localization by our agents; 3) it would serve as a pilot for additional language sites.

The first two elements of site design considered were: content and navigation. With a good design already in place, these seemed relatively simple. We started with high expectations. The chart below shows problems encountered along the way. Additional information for each section of the chart is provided later in this paper.

| Element of Design | Volunteer/Task | Problem | Solution |
|--------------------------|---|---|---|
| Translated elements | Tany Dachner, a native Spanish trainer and fellow employee, volunteered to translate content (see below) and the buttons. | Although familiar with Spanish web sites, she had never paid attention to names used for navigational elements, such as Spanish equivalent for Home page. | Researched and made a stab at appropriate button titles; discovered that animation is used extensively. Decided to limit animation to advertising mirror site drop-down menu. |
| Content | Del Rose chose all first level and a number of second level pages to be translated. | Tany's busy schedule meant we had to hire a translator. The number/content of pages first chosen for translation meant a cost of \$3000 @ 25 cents a word. | Translated first level pages and some press releases; paid an agent at lower word cost to translate additional pages deemed necessary. |
| HTML | Tany also volunteered to help with HTML. | Busy schedule again. | We took an HTML course. She translated main page so that we could mock-up an initial design. I did all of the HTML. |
| Art work and navigation | Art Ferron created navigational buttons; together we resolved issues at right. | One button at top of page wrapped. Page-identifying graphic at top of left column needed to be created for all sub pages. Need to provide access to additional multilingual sites. Need to go back to corresponding English site if all available info is not translated into Spanish. Need to identify which links are to Spanish vs. English sub-pages. | Created a table to hold buttons, two in 2 nd row. Used text instead of graphic at top of left column. Added a third column to first page only. Shortened the logo graphic, added a cell to right for animation and drop-down menu. Created a button linked to corresponding English page and placed it in the left column; used in beta version. Applied bold to identify Spanish links. |
| Metatags | Del Rose planned to use current metatags; Tany volunteered to translate these. | While researching mirror site deployment, received info about limitations and suggestions for metatags. Tany found it difficult to translate metatags without knowing the context. | Del rewrote metatags. Del asked his usual translator to do this. |

Design of Content and Navigation

For Entrance

When Gerber decided on a uniform design for all company web sites, an initial entrance page with decorative splash screen was eliminated in favor of a working, two-column home page. This saved the user one click but complicated how we could provide access to multilingual web sites. We considered the following options and resolved them for the first go-around as indicated.

Options considered for entrance to a Spanish site (page 18):

- Bringing back some sort of an entrance page
- Creating a second row of language buttons at the top of the home page
- Creating a left-hand column at the top of the home page with text links
- Using space to the right of Gerber logo to add a Java script drop-down menu

We opted for the last choice due to minimal space on the front page. If Java script proves to be unacceptable we may pay to have a CGI script drop-down written and hosted elsewhere or find a new ISP. Our current ISP does not support CGI when employed by hosted sites, although they use it themselves. This seems to be true for other hosts.

How to indicate languages:

- Flags
- Language name
- Name of country – Mexico, Spain
- Name of continent – Mexico/C. America and S. America

We opted for the last choice, considering this to be the most politically correct. Our initial site can be reached by selecting Latin America. A site for Spain may be created later.

Which default name should appear in drop-down menu:

- Current language site
- Gerber Sites

We opted for the later in order not to offend anyone.

When to use Spanish or English word:

We opted for the following:

- Only Spanish on the Spanish site
- Only English on the English site

Note: One exception is on pages where more information is available from the original English site, such as the Press Release page. We decided to use English text as a link on that page to indicate that the link returns the user to the English site.

For Increased Word Count

We deliberately chose the shortest possible wording for the navigation button titles in Spanish. (We may find that we need to alter these choices if they confuse users.) Even so, we knew we would have to deal with buttons wrapping to the next line in the top Navigational bar. This will especially be true when we create a German site.

To resolve the wrap, we added a table to contain the buttons and moved two of them down into the second row. Someone suggested that we make all buttons the size required by the longest word, in order to line them up directly over one another in the table. We decided against that, feeling it would not increase usability but would create more work for our volunteer graphic artist.

For words in the left-hand column of the body, we reduced the font size. We were already employing this strategy on the English site.

For Naming and Storage Conventions

We decided to create the Spanish site as an entirely new web site using MicroSoft FrontPage. We were already using this for our English site. The Spanish web site contains identical folders as the English site to assist in locating pages/images that need updating.

Each Spanish page was named the same as the corresponding English page with a prefix to indicate the language. For example, the Spanish version of news.htm is named sp_news.htm. Images and buttons that have Spanish text were renamed in similar fashion.

We are currently storing a copy of all images used on the Spanish site, even those without text. This duplication may be eliminated at a future date, requiring links to folders in the English web site. Our final storage strategy for these images without text will be determined by:

- Quantity and storage space required
- ISP location of Spanish site
- Person doing upkeep

For Content

We originally intended to have all first level pages, all press releases, and some important second level pages translated entirely into Spanish. World Marketing already had Spanish translations in paper for all product literature and our *Cuttings* magazine. We considered this the minimum content for a mirrored site.

The cost of translation, especially for this initial project, was higher than Del Rose could sign for without upper management's approval. Refer to the section on translations for detailed information on how we resolved this. Additional product literature, press releases, and *Cuttings* magazine issues are being added to the site.

Translations and HTML

Choosing Translator

In-house

Because we only intended to translate 20 or so pages for the initial Spanish site, we naively expected to have it done by Gerber employee volunteers. It took about two weeks to see that most of us in the company already have multiple tasks. Tany Dachner, a trainer for one of our product lines, had originally volunteered to do the translation. Since Spanish is her native language, she already is called upon for Spanish-related projects in addition to her assigned tasks. She and another Spanish-speaking trainer did help out with translation for buttons, ALT tags, metatags, and a preliminary home page on which I could try out design strategies.

Translation Software

In June we attended a trade show in Boston for voice recognition and translation technologies. In general, I learned that translation software requires a touch-up by a human translator. The cost per word for the touch-up translation was lower than that of a full translation. However, the original purchase price for quality translation software made this choice prohibitive unless shared across departments. See cost comparisons later in this section.

I brought along with me two English language files, one a marketing article and a tech writing procedure. These had previously been translated for us (each by a different service) into Spanish. I had two translation software demonstrators make translations on the spot. One demonstrator allowed me to take home a trial copy of the software. Tany Dachner proofed all three software translations, along with the translations we had paid for, against the English versions.

Results were disappointing, especially for the marketing articles of which the entire Spanish web site would consist. Problems the translation software encountered were twofold.

- a) The software handled poorly any complicated English sentences. For that matter, the human translators fared only a little better. Technical procedures had the advantage of simplicity compared to marketing literature.
- b) The software needed an intensive glossary. Industry and technical terms would have to be translated and incorporated into the software knowledge base in order to improve the success ratio. This would not be an impossible task since much of Gerber's documentation has been translated into Spanish already.
Compilation is the major problem, along with employees who currently have multiple assignments.

The need to simplify English, purchase any existing glossaries, and organize glossary terms internally was made very apparent from this experiment. See chart on next page.

| Translation Source | Article Type | Results Scale of 1 (lowest) to 5 (highest) | Software Cost | Human Translation Cost for Spanish* |
|--------------------|---------------------|--|---|-------------------------------------|
| Logos Corporation | Marketing | 3 | \$2000 per Spanish seat; \$10,000 for server with 5 seats | 13 - 14 cents/word |
| | Technical Procedure | 3.5 | | |
| Systran | Marketing | 3 | \$1200 | No quote |
| | Technical Procedure | 3 | | |
| L&H Translator Pro | Marketing | 2.5 | \$150 | 22 cents/word |
| | Technical Procedure | 2 | | |
| Language Service | Marketing | 4 | N/A | 25 cents/word |
| Inlingua | Technical Procedure | 4 | N/A | |

*Note: Cost estimates were higher for other languages.

Translation Service

For this project, I contacted several translation/localization services to get cost and service comparisons. I especially wanted to find out about the added charge for HTML generation of web pages. I told each service the scope of my project and that based on management's approval, all four of Gerber Scientific Inc. companies intend to put up Spanish sites. I asked them to look at the top-level pages for our web sites and provide quotes. Simultrans and I played telephone tag once, but they never responded to my return call. See the chart below for comparisons.

Management decided to use neither in-house volunteers nor translation software for this pilot project. I was told to find a translation service. Marketing has a service they use extensively. Based on a good working relationship rather than cost or features, we decided to get a quote from that service and have me do the HTML coding. The original quote came in at \$3,000, which would have required an upper management signature. We reduced the number of pages to include first level only and accepted a new quote for \$1000 dollars.

Agent as Translator


In addition to the translation service, we asked one of our agents to translate six, second-level industry-related pages. He agreed to charge per page, which made the cost less than from a service. In the future, we are expecting to utilize Gerber agents to translate and/or manage additional multilingual web sites. This would keep the cost down for translation purposes. However, reliable turnaround time and strict adherence to content are difficult for Marketing to guarantee.

| Contacted | Estimated Costs | | |
|-----------------------------------|---|------------------------------------|-----------|
| | Translation | HTML | Links |
| Language Services | 25 cents per word – Spanish | Would hire out; charge accordingly | Same |
| Global Languages & Cultures, Inc. | 20 cents per word – Spanish 30 cents per word – All languages, if over 3000 words per language | 30 to 40% | \$75/hour |
| Agent | \$40 per web page - Spanish | N/A | N/A |

Creating HTML

For This Project

I took on the task of creating HTML pages for the Spanish site. My strategy was:

1. Copy English site directories to a new location.
2. Create separate Spanish web site in FrontPage using files in these directories beginning with Index.htm.
3. Create a Spanish home page with new three-column format, Spanish buttons (sample  Inicio) and graphics, drop-down Java menu and animated GIF.
4. Create a second-level page as a template with appropriate button and image links. Substitute text for any graphics in left (navigational) column of the body.
5. Open an English page. Cut and paste buttons and header information from the template.
6. Cut and paste Spanish text into the appropriate location including the title for the web page.
7. Edit destination of links as required.
8. On pages such as Product literature, bold all links that lead to Spanish PDF files.
9. If more information was available on the corresponding English page, add the button below to jump to that page. Button was used in beta version only and replaced with text in published version.



10. Use Save As to rename the page with a prefix of sp_XXX.htm.

Note: Graphics and buttons were renamed accordingly.

11. Check links.

For Future Sites

Because most of Gerber's web sites are being managed on a part time and/or volunteer basis, we expect that HTML creation for future multilingual sites will continue to be done in-house as time and money permits. Our preferred choice is that agents work on a volunteer basis.

Localization

Our attempts at localization have been hampered by lack of staff and agent participation, due to lack of time or interest. Another contributing factor is the company-wide decision to standardize the look and feel of all Gerber web pages. This section documents our efforts/strategies. For additional information on localization issues see the attached [Addendum](#).

Look and Feel

From our research, we determined that Spanish web sites tend to use intense colors. We decided that the Gerber Rainbow logo (below) provided enough color on its own. If standardization had not been required, I might have tried to incorporate a black background to best show off the rainbow colors (at least on the home page).



Spanish web sites seem to be lively with animation. We opted for an animated stamp GIF (see below) behind the new drop-down Java menu. This is mostly to call attention to the availability of Spanish on the web site. But it also serves as an understated, New England company's concession to the Spanish preference for animation.



Text Choices and Word Length

Our Spanish volunteer searched various web sites that she personally visits to come up with names for Home and other buttons. She deliberately kept the word length short for the top row of buttons. Even then the buttons wrapped and had to be incorporated into a table to have them line up properly. We may receive some criticism on our name choices, and will reconsider these to make changes if required.

European or South American Spanish

Our Spanish web site was developed for customers/agents in Mexico, Central and South America. This decision was based on sales volume. Although our Spanish translation tends to be rather classical, we have found that translation of technology terms can generate the most dispute or laughter. For this reason, we expect to eventually have a European Spanish site as well as the current site, each with its own Java menu entry on the home page.

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Contribution by Agents

We personally interviewed three agents (one from Colombia, one from Portugal, and one from Brazil) about multilingual web sites. Both Portugal and Brazil agents expressed interest in being involved in the process but concern about lack of time and resources.

What we did was provide a link directly from the home page to each Latin and South American agent's GTI web page. We already have web pages for each of our agents available from the Offices.htm page. In the future, agents might choose to add links on that page to a web site of their own. Responsibility for maintaining Spanish web pages will currently remain with World Marketing, but eventually should go to a trusted agent or GTI employee assigned to our offices in Spanish countries.

The agent from Colombia we interviewed suggested the need for FAQs about GERBERcutters and a glossary of terms. It was an easy matter to add a glossary of industry terms in Spanish. This was assembled several years ago. FAQs will be added as time permits.

Deployment

Hosting Location

We considered where to [host multilingual sites \(page 19\)](#). Currently, the Spanish site is being hosted as a sub-directory of our main GTI web site, although it does have its own URL. This required a script that redirects traffic depending on the URL entered (gerbertechnology.com or .com.mx). We currently use PSI, which is an Internet Service Provider (ISP), in Texas. I expect this hosting strategy to remain in place unless facts discussed below severely affect delivery speed or access. Then we might ask our offices to look into hosting site(s) in their own countries.

Limitations Outside USA

Our Colombian agent complained about the time to access web sites from South America. Apparently, the line capacity or volume of lines serving that market may be limited. This may be true for other markets as well. It is therefore especially important to have fast-loading web pages, site maps, and scrollable pages. See [Distribution section](#) in attached Addendum.

Note: We did not re-engineer our site based on these findings.

URL Registered As

In the USA, URL locations are registered with an extension such as .COM, .NET, .GOV, .EDU, or .ORG, which identifies the type of organization/institution/company owning the site. Our English site is registered as gerbertechnology.com.

As observed by checking other web sites, there are two registration strategies being employed by larger companies with multilingual sites. Some sites are registered using the ISO country codes for a specific country. An example could be: gerbertechnology.mx for Mexican access to our Spanish site. Other companies use a prefix, suffix or sub-directory of the main site as the URL. An example of this approach could be: gerbertechnology.com/sp.

We have considered the following arguments for registering or not registering multilingual sites with ISO country codes as we develop them.

Spanish Countries

ISO codes allow direct access to an American company. Simply type the company name followed by .ISO code. For Mexico, this would be gerbertechnology.mx. Our problem lies with the fact that there are more than 10 Spanish-speaking countries with which we do business, each with its own ISO country code. If we register for each ISO code, we would be charged for all these registrations. To register only some countries might create feelings of ill will. Our decision was to register one Mexican site (we have an office located there and a growing business) and eventually another site for Spain. We will need to advertise the URL to other Latin American countries.

Cost

The average cost to register a web site URL in the USA is about \$70 for two years. After searching and asking our service provider for help, we discovered the following cost information about registering sites outside of this country.

- Registering as an American-based company in another country may cost as much as \$500 dollars and may involve red tape. This may not be allowed unless we have an office in that country.
- Some popular company/product names may already be registered by entrepreneurs, which gladly will sell you back your own name for many thousands of dollars.
- Agents or local offices may be able to register for the company with less cost and red tape, but we haven't verified that theory yet.
- It is possible to register a gerbertechnology.com.mx site for 35 USD annually, two years paid in advance. This was done through NIC Mexico at the following site: <http://www.nic.mx>.

Communication Problems

Registering our site with a Mexican internet service proved to be quite an undertaking. Possibly because of language/cultural barriers we encountered the following problems:

- Registration was only allowed because we have an office in that country
- Telephone communications ended up with us being disconnected by the automatic answering service
- Email communications seemed to go to the wrong person and we had to start correspondence over with three different people
- Our check got lost in the mail

Part way into the process I realized that we could have registered the .com.mx URL in the United States through InterNIC: <http://www.networksolutions.com/>.

Registration Process

In order [to register the site \(page 20\)](#), we needed to provide NIC with the DNS for our web site. We contacted PSI, our ISP, and asked about this new acronym. The representative we spoke with was willing to provide the following information. The ISP assigns a Domain Name Server (DNS) to each web site hosted. This DNS is used by the World Wide Web to locate the individual site whenever a URL is entered. In our case, when you type in gerbertechnology.com.mx in a browser, such as Netscape Navigator, the WWW searches for one of the three servers associated with our DNS. In case one server (computer system) at PSI is down (off line) for any reason, the site remains available via another server.

As soon as our Spanish site was uploaded to PSI, we provided this DNS along with a purchase order for \$70 to NIC Mexico and we were registered. See [Communication Problems](#) on previous page.

Metatags

HTML provides tags in the header that are utilized by search engines to locate appropriate web pages. These tags should be added only to significant pages of a web site.

Creating metatags that place your web pages at the top of such a search function is an art in itself. We received the following advice from a web designer employed by the provider who currently hosts our web site.

Description Tag

- Keep to 25 words

Keyword Tag

- Should not exceed 1024 characters, including spaces and commas
- More words used the less importance attached to each
- Consider misspellings, such as mailbox or mail box
- Don't repeat a key word more than seven times or the page will be black listed

Body Text

- Every registered page should have at least one paragraph of text talking about our company.

Additional advice came from an article entitled "Jockeying for Position" that appeared in Publish magazine, the January 2000 issue.

1. Name the file for your important pages with primary keywords.
2. Lead with your keyword in the Title tag wherever possible.
3. Use metatags; 10 key words recommended. Also, use key words in Alt tags for pictures.

4. Avoid using pages made up entirely of graphics, especially text converted to graphics in order to utilize special fonts.
5. Place key words prominently in the body text.
6. Submit optimized pages individually to each search engine. Follow instructions given in submission pages on their site. There are limits to how many pages can be submitted per day; suggest submitting only one page per day per search engine.
7. Don't buy programs to submit to 500 search engines; 95% of traffic comes from top 12.
8. Don't endlessly repeat keywords in meta, title or alt tags. This actually hurts ratings.
9. Also, don't try putting white text on white background; this is usually recognized/ignored.
10. Don't get frustrated. Check out what your competitors did to earn the top ten spots. Keep up the effort.

Search Engines

While at the STC conference in Anaheim 1998, I attended a presentation about multilingual web sites put on by Simultrans. In that presentation, they recommended registering with search engines other than those popular in the USA. I began researching on the web. YAHOO provides a list containing links to search engines serving Nordic, South African, European, Asian, and Indian countries/languages.

After speaking with our agents from Europe and South America, I decided not to continue my search. They recommend using the standard search engines available in the United States. We registered metatags with the following search engines:

Yahoo www.yahoo.com
Lycos www.lycos.com
Infoseek www.infoseek.com
Exite www.exite.com/

This is accomplished by going to the home page for each search engine and finding a link labeled **Add this URL** or something similar.

There appear to be two types of search engines. Once registered with the first type of search engine, its Spider software automatically reads metatags included on pages on the site and adds the appropriate URL to the search engine. In the second type of search engine, sites are registered under specific categories; members of that engine can search these categories.

Planned Maintenance

I originally suspected that it would be difficult to arrange for [maintenance of a Spanish web site \(page 21\)](#). This was even before my disappointing efforts in getting the site live quickly. Now I am more aware of the issues stacked against active maintenance.

Issues for Our Company

- Company management is not actively pursuing multilingual documentation/site development. Gerber management at the parent company recognized the need for unified site designs, and a web team with members from each sibling company. At our company level, management allows for one part-time web master who is also manager of the World Marketing department. The one artist on his staff is allowed to help out whenever he isn't busy with print layouts. And two of us from tech writing can volunteer as much time as we want, outside of working hours. With this volunteer staffing scenario, edits to the English site are being made less frequently than ideal.
- Agents willing to volunteer which will/can follow through. Agents from Portugal and Brazil both say they are interested in a Portuguese site. One agent has a problem with finding translators qualified to deal with technical terms, etc. required by our product line (even if Gerber would pay the cost). This would mean him personally doing most of the translating, which is prohibitive. The other agent has to get permission and funding from her boss. An agent from Columbia agreed to translate material at a reduced cost, and was going to research URL registration at the local level. This help seemed to come to a dead end. We could not get anyone outside of the company to review the Spanish site, before letting it go live. Another Gerber employee in Belgium is interested when we get to other languages, especially German and Portuguese. He is dependable and qualified, but as you can expect he is very busy.
- Knowledge of HTML and software costs. Other than our employee in Belgium, there seems to be little knowledge of web deployment and no software purchased to maintain a site. I have volunteered to run two half-day training sessions in August during our in-house International Training. This session will acquaint agents with what is required to set up their own site and/or maintain a site for Gerber.

Estimated Costs

| Cost Center | Actual to Date | Yearly Maintenance |
|--|-----------------------|------------------------------|
| Translation <ul style="list-style-type: none"> • Translation Service • Agent | \$1050 \$240 | |
| Graphics | 1 day | Minimal; rework existing art |
| HTML web publishing | 7 days | |
| Registration <ul style="list-style-type: none"> • URL • Search Engines | ½ day \$70 | ½ day \$35 |
| Additional Hosting <ul style="list-style-type: none"> • One time fee for URL • Perl script | \$100 \$230 | N/A N/A |
| Agents <ul style="list-style-type: none"> • Training | 1 day | ? |

Final Update (July 2000)

The Spanish web site went live in April and is being updated soon with additional brochure PDF files and press releases. Due to a company-wide cutback, no new personnel will be added in-house to work on web sites. We still do not have any agents committed to oversee sites or localizing content.

Report to Gerber Web Team

A report was made in May 2000 using a [PowerPoint presentation \(on CD or web\)](#). It was well received with several questions asked for clarifying statistics and a few other bulleted items.

Web User Statistics

Past

In 1997, half of all users from USA

Current

Majority of new users from Europe, S.A, Asia

Estimates for 2002-3

- 319.8 million total; one third only from USA
- W. Europe 82 million; Asia-Pacific 58.9 million; other locales 43 million
- E-commerce in Middle East and North Africa
\$100 billion up from \$50 million in 1998

Web User Demographics

Cybercafes

- Albania, Kosovo, Macedonia
- Ethiopia, Zanzibar, Madagascar
- Peru, Brazil, Chile, Costa Rica, Venezuela

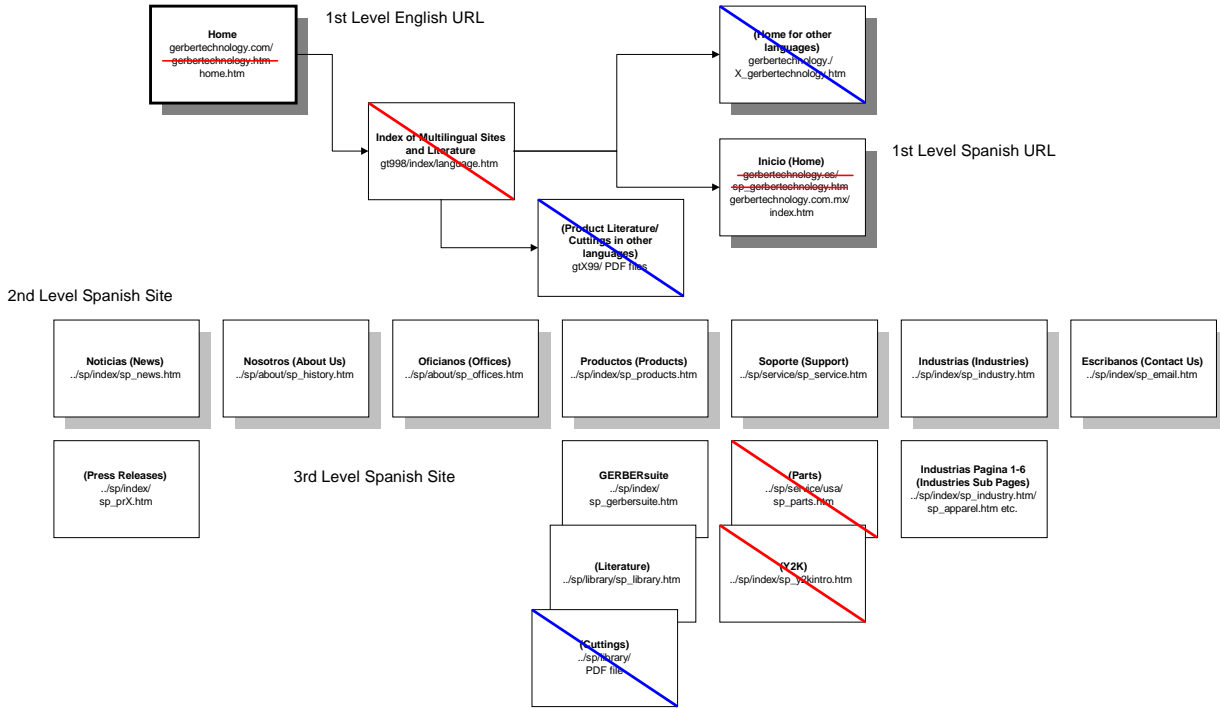
Internet Booths

- Argentina, Panama, Peru
- Cost \$1 to \$5 per hour

Sample Demographics

- China: 2 million, 85% men under 30, 75% students
- Peru: 7.2 % on internet, 53% ages 18 to 24
- Middle East: 1 million, 5% or less per country

Proposed Access and Layout of Multilingual Site and Info



PSI

Spanish Web Sites

Enter URL

~~gerbertechnology.ec
gerbertechnology.pe
gerbertechnology.pr
gerbertechnology.uy
gerbertechnology.ar
gerbertechnology.cl
gerbertechnology.co
gerbertechnology.ni
gerbertechnology.ve
gerbertechnology.cr
gerbertechnology.pa~~

Launch →

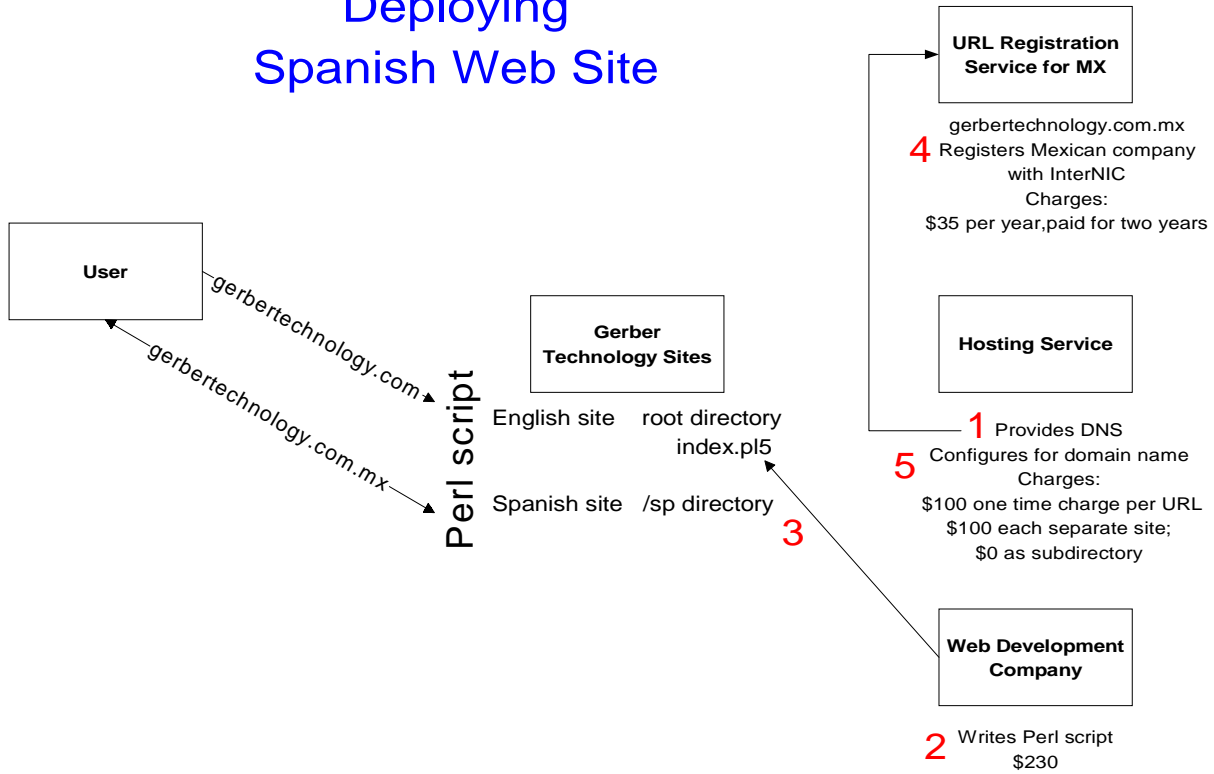
North America
gerbertechnology.com

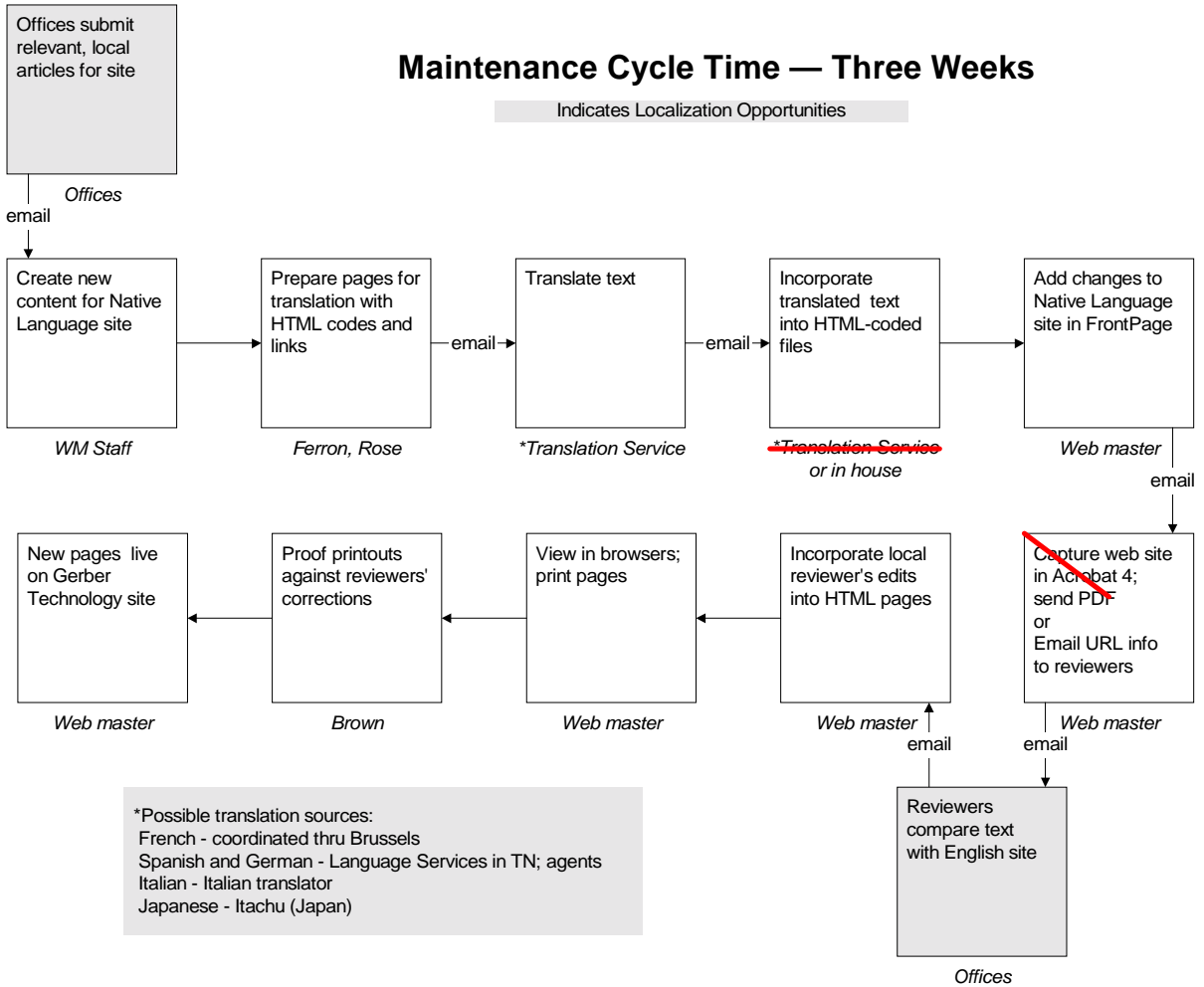
Mirror site
Latin and South America
gerbertechnology.com.mx

~~Plus
select local information:
Ecuador
Peru
Puerto Rico
Uruguay
Argentina
Chile
Nicaragua
Venezuela
Costa Rica
Mexico
Panama~~

~~Mirror site
Spain
gerbertechnology.es~~

Deploying Spanish Web Site





Resources for Creating Spanish Site

Sites

GTI Spanish site <http://www.gerbertechnology.com/mx>

Other Latin American sites to visit

<http://www.latino.com>

<http://www.yupi.com>

Design

Web Design for International Audiences, *intercom* 12/99

WWW Design Web Pages from Around the World, Daniel Donnelly – for graphic artists

Translation/Localization Services

Simultrans <http://www.simultrans.com>

Global Language & Cultures, Inc. <http://www.e-translation.com>

SDL International <http://www.sdlintl.com>

4Translations <http://www.4translations.com> - free estimate online

Translation Software

L&H Power Translator Pro <http://www.LHSL.com>

Systran <http://www.systransoft.com>

Logos <http://www.logos-usa.com>

RegisLer URL

NIC-Mexico <http://www.nic.mx>

InterNIC <http://www.networksolutions.com>

Check if URL is registered: <http://www.networksolutions.com/cgi-bin/whois/whois>

Metatags

Jockeying for Position, *Publish*, January 2000

New Ideas for Web Searches, *intercom*, February 2000

Search Engines/Add URL pages

AltaVista <http://www.altavista.com/cgi-bin/query?pg=addurl>

Excite http://www.excite.com/info/add_url

Lycos <http://www.lycos.com/addasite.html>

Yahoo <http://docs.yahoo.com/info/suggest/>

Infoseek <http://www.go.com/AddUrl?pg=SubmitUrl.html>

Whatuseek <http://www.whatuseek.com/addurl-tableset.shtml>

Statistics

Fast Forward (Mass Media and Planetary Buzz), *World Press Review*,
March 2000; web site for magazine: <http://www.worldpress.org>

Online sources:

<http://www.headcount.com>

http://www.nua.ie/surveys/how_many_online/index.html

Magazine/Books

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