

# INTERNATIONALISATION CHECKLIST

## IMAGE & LANGUAGE

not relevant → relevant

Does the website contain religious, political or cultural images which could provoke negative reactions in the target country?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Were the various meanings behind the website's colours and symbols checked?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Does the diversity of available languages correspond to the relevant target countries?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Were the various standards considered for the date, time and address formats as well as for decimal and thousands separators and units of measure?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Does the content management system allow for easy integration of additional languages?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Has all relevant website content been translated?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Does the website's design provide sufficient space for languages with longer running text?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

## CONTACT

not relevant → relevant

Have local customs regarding contact initiation been considered?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are local contact persons with sufficient language proficiency for each target market listed on the website, or are such persons at least generally available?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are direct contacts described in more detail, with photos and background information?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are the social media platforms that are relevant in the target market known and were they strategically integrated?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

## PRODUCT SECTION

not relevant → relevant

Was the product range adapted to the target markets and were other key aspects included in the website?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are the length and level of emotion of the company history, mission statement, vision and values adapted to the target market?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Was the website's content checked for relevance in each target market?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Is the international section of the website just as current as the German section?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are there references in the target market and are these visible on the website?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Is there local commitment in the target market and can this be found on the website?	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

## SERVICE SECTION

not relevant → relevant

Is there a customer login option on the foreign language pages?	1	2	3	4	5
Does the online shop conform with local standards in terms of currency, payment options and units of measure?	1	2	3	4	5
Is the career section geared towards obtaining local/international professionals?	1	2	3	4	5
Is there an option to receive feedback from the target countries?	1	2	3	4	5
Were the documents in the downloads section translated and adapted?	1	2	3	4	5

## LEGAL

not relevant → relevant

Were the data protection standards adapted to the target country's laws and the customers' needs?	1	2	3	4	5
Does the legal notice comply with the requirements in the target markets?	1	2	3	4	5
Has all media (images, videos, music, logos) been verified as permitted for use in the target country?	1	2	3	4	5
Are all the statements made on the website also valid in the target country?	1	2	3	4	5
Have local payment practises been taken into account on the website?	1	2	3	4	5
Are the terms and conditions of dispatch and delivery adapted to the target markets?	1	2	3	4	5

## IT

not relevant → relevant

Does the CMS allow for the simple editing of multilingual content?	1	2	3	4	5
In the CMS, can the navigation structure be easily adapted to user behaviour?	1	2	3	4	5
Does the website have a responsive web design?	1	2	3	4	5
Are the relevant social media channels integrated into the website?	1	2	3	4	5
Were new keywords defined for the target country and the user behaviour reassessed?	1	2	3	4	5
In line with search engine optimisation, was a check done to verify which search engines are relevant in the target markets?	1	2	3	4	5
Is the target country's infrastructure known (e.g. availability of broadband internet) and was the website designed accordingly?	1	2	3	4	5