

# 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?  1  2  3  4  5
- Were the various meanings behind the website's colours and symbols checked?  1  2  3  4  5
- Does the diversity of available languages correspond to the relevant target countries?  1  2  3  4  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?  1  2  3  4  5
- Does the content management system allow for easy integration of additional languages?  1  2  3  4  5
- Has all relevant website content been translated?  1  2  3  4  5
- Does the website's design provide sufficient space for languages with longer running text?  1  2  3  4  5

## CONTACT

not relevant → relevant

- Have local customs regarding contact initiation been considered?  1  2  3  4  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?  1  2  3  4  5
- Are direct contacts described in more detail, with photos and background information?  1  2  3  4  5
- Are the social media platforms that are relevant in the target market known and were they strategically integrated?  1  2  3  4  5

## PRODUCT SECTION

not relevant → relevant

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

## SERVICE SECTION

not relevant → relevant

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

## LEGAL

not relevant → relevant

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

## IT

not relevant → relevant

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