



Web Manager's Guide to Global Website Management

Going global is often the trigger point for many companies to invest in an enterprise-grade web content management system. Moving from a single language website to multiple country sites and language variations stress digital infrastructure. Dealing with differences related to in-market products or services variations, content and marketing promotions, privacy regulations, and languages and localization requirements gets out of hand quickly if you don't have a robust content management system in place.

Commodity web content management and blogging tools are not the answer to the challenges and continually evolving global web presence requirements. You may be able to cobble all the required capabilities together, but managing it on an on-going basis will be difficult.

The capabilities you need can mean the difference between a successful global web presence and one fraught with management challenges, compliance issues, and frustrated customers.

Let's examine the key capabilities of an enterprise content management system.

Content Variation Between Countries and Regions

It's not unusual to have different content requirements for each country or region. These differences may be related to the products you sell or how you can market products in each country. You may need to create content for locales that often have specific language and dialect, currency, units of measure, content preferences, regulations, and legal requirements.

To provide this ability to create different content by country or region, your CMS must create different content sets by country or locale. The CMS does this through a process known as "cloning." Cloning allows you to create variations in content and your products.

"Start with a master page and "clone" additional web pages from that master page. Each clone is a different language or region. When you update the master web page, a notification is sent to each clone's owner to let them know the content has changed, and they need to update their view of the content. Page properties contain links that connect each clone of a page, enabling you to track sources and localized content."

By contrast, most CMS follow a versioning process where you create a web page in the primary language and then create versions of the page for translation into other languages. This approach requires you to create a web page in the primary language first and means every language-based version of your website must be identical to the primary website. It also means that you can't have different content for different languages.

Each content item also includes a metadata attribute for locale, enabling you to set the locale for a region and dynamically render the content for each locale and region.

Multilingual Content Management

A multilingual web experience is not as simple as offering a language setting option. The ability to support all languages is essential, including character formats like *UTF-8*, *Unicode*, *bi-directional (bidi)* text, and others.

Content authors and managers should also be able to work in the CMS in their native language, improving productivity and user adoption of the CMS.

You also need to think about your domain strategy. There are several domain patterns you can choose, including:

- A single domain with subdirectories for language or locale (e.g., *www.ingeniux.com/fr*)
- Top-level domains (TLD) for each language or locale (e.g., *www.ingeniux.fr* and *www.ingeniux.com*)

Asian countries prefer dedicated domains, and in some cases, it is a legal requirement. Dedicated TLDs also provide a clear separation of countries. However, subdirectories are lower maintenance and enable better analytics.

You shouldn't need to choose between the two approaches. The right enterprise web CMS enables both domain strategies.

Another aspect of multilingual content management is taxonomy. You don't want to maintain a separate taxonomy for each country. Instead, your CMS should provide a single taxonomy that you can use for every country site and language variation. By using a single taxonomy, you can maintain search facets, audience targeting, and browse-by-category capabilities.

Streamlining the Content Translation Process

The content translation process doesn't have to be complicated, but it does need to be smooth and easy to perform. With a CMS designed to support translations and language variations, you want the ability to automatically bundle assets and upload them to the translation service provider of your choice. Once the content is translated, you can then re-import the content into the CMS.

Enterprise web content management providers have integrations with several translation service providers that make the translation process much easier. You can define workflows that bind a page to a guided translation process, providing notifications, audit trails, and automated tasks for publishing translated content.

Some enterprise web CMS also provide translation capabilities directly in the CMS. For those companies with internal translation teams, you can translate content using side-by-side editing, with a full preview of the translated content in the page's context. Internal translation

is often performed for in-market translation by SMEs in the country. These SMEs are native speakers and understand the unique requirements of their locale.

Your enterprise web CMS should also provide translation reporting for the entire site, so you can easily see the assets in translation.

A streamlined content translation process that provides integrated translation services, as well as internal translation capabilities for unique locale requirements, or small changes, enables you to scale globally using a small team.

The Benefits of a Decoupled CMS

When working for a global company, you often have different deployment requirements for each country or region. You also want to ensure that you can deploy your content to any country without sacrificing performance.

A decoupled CMS separates content management from content delivery, which means you can create your content in one place, and then define multiple deployment targets, each with its own deployment model.

You can use publish trays that deliver content into a cloud environment, leveraging the cloud for scalable virtual deployment, or use a content delivery network for mirroring and edge caching, improving performance and lowering latency.

Strong Digital Asset Management Capabilities

An enterprise web content management system includes strong digital asset management capabilities to support localizing assets for countries, regions, and locales.

Digital assets, including videos, images, downloadable documents and PDFs, and other media assets, are a vital part of the digital experience and are often translated to support each country's languages and content requirements.

With your CMS, you can leverage pre-built translation workflows to translate your digital assets, re-importing them as a rendition (linked asset) of the original asset. By managing translations as renditions, you can keep all renditions of an asset in sync and select which rendition to use for each country or region.

Digital assets also leverage the same taxonomy you created for text-based content so that you can ensure all your content is in sync.



Privacy and Compliance is Critical

Privacy on a global scale is complex. You need to deal with different policies for each region, such as GDPR for the EU, CCPA for California, and the various privacy regulations for Asian and Arabic countries.

Non-compliance is both financially destructive and brand-damaging, so your CMS must support the ability to enforce privacy and compliance policies.

There are several options for enforcing privacy and compliance, including maintaining and enforcing policies by region or setting a global policy that you can enforce through the CMS.

Conclusion

The capabilities you need for successful global website management don't exist in WordPress. Is it possible to do all this in a CMS not designed from the ground up for global content management? Yes, but it is more complex to manage and comes with greater risk.

If you are trying to scale globally, it may be time for a new CMS. But before you decide what CMS is right for you, make sure you understand how you will build and manage your global web presence, including the capabilities listed above. Then select the CMS that provides the capabilities you know you need.

ABOUT INGENIUX

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

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