

Website Design for the Global Marketplace

***If you have a website, you have global exposure...
whether you want it or not!... How can you take
advantage of this situation?***

A 3-hour seminar presented by UGA's International Trade Center,
in close cooperation with:

-  Valdosta-Lowndes County Chamber of Commerce
-  VSU Small Business Development Center
-  U. S. Commercial Service - Savannah

Presenter: Dimitris Kloussiadis, CGPB, Senior International Business
Consultant, International Trade Center, University of Georgia SBDC

Date/Location: Tuesday, September 28th, 2010, at the VSU University Center-Cypress Room,
1205 N. Patterson St., Valdosta, GA 31698, (Registration - 8:30 am; Program - 9:00 am -12:00)

Description: To capitalize on the extraordinary business opportunities the web offers, you must adapt your website's content to effectively reach international customers. We call this process "Website Globalization". This is more than ordinary website optimization: it is a comprehensive strategy applied to your website that fuses the best of international business practices with your own specific branding and technology needs. It includes:

- A) a phased approach of simple enhancements to internationalize the website, plus modifications to localize the site for suit a specific target country and/or culture.
- B) translating the website, or part of the website, and promoting it to international search engines, directories, and other reference sources.
- C) determining the type of e-commerce capability that is needed (information delivery site, e-marketplace site , transactional site) and then modifying the site accordingly.

Registration: Fee - advance registration \$98, or \$125 at the door. To pre-register, call Monica Page at 229-245-3738, or register online at www.GeorgiaSBDC.org

