



Details of the Globalizing Process

✧ **How we convert your site into Global Web Site**

- We take your Web site AS IS and convert it into the Multi-Lingual structure by removing the contents into the Resource files. The separate Resource files are created for each different language.
- Your HTML codes are taken into ASP.Net pages, which have the file name extension of ASPX. ASP.Net is the Server Side Web Application that runs on Microsoft Net Framework, which comes free with Window Server OS.
- Each ASPX page is matched with a VB code page in a pair. The VB code page links the contents of the Resource file with the ASPX page. The code page also executes dynamic actions that are stipulated in your JavaScript (If any is present).
- The English resource file is compiled into your Web Application. The resource files of other languages are compiled into each separate executable files. ASP.Net checks the language that a visitor is using and if the resource file corresponding to that language is found, ASP.Net displays that language. If not found, it displays the English resource that is built into your Web application.

✧ **Characteristics of this Global Structure**

- **Uses Resource Files for Contents**
 - ✧ Complete separation of codes and contents
 - ✧ Simply add a new Resource file for a new language site
 - ✧ The Resource file is a XML file
 - ✧ Very easy to update contents
 - ✧ Very easy to translate using a tool such as Trados
- **Uses Advanced Functions**
 - ✧ Easy to compose a page using components
 - ✧ Easy to enforce security
 - ✧ Easy to enforce data validation
- **Data Access and Manipulation**
 - ✧ Easy access to database such as SQL
 - ✧ Easy access to XML or spreadsheet
 - ✧ Easy to display, manipulate and update data
- **For No JavaScript Browser (14% of Total)**

- ✧ The commonly used navigation menu disappears without JavaScript.
- ✧ The navigation menu of the global structure looks like the JavaScript menu but works without it.
- ✧ Please visit www.timeo.com, click “Global Process Details” of the side bar and feel the JavaScript free navigation menu.

✧ **Conversion Process**

- Please access www.timeo.com, click "Register" and complete the registration, if you have not done yet. Then click "Free Estimate/Order" and request a free estimate for the conversion of your site.
- When you access "Free Estimate" page, you will see the Estimate Request form. You must enter the address of your site and other relevant information.
- **When requesting estimate, you have three alternatives; (a) Conversion only, (b) Conversion & Japanese site, (c) Conversion & Multiple sites.**
Even though you are targeting multi-language sites or you already have European language sites, we recommend you choose (b) as the conversion cost would be very advantageous.

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TEO Globalization Q & A

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What do you mean by the global structure?

The global structure uses Microsoft's ASP.Net technology (most recent server application) and makes your site international, independent of the language. Like any server side application, you can create dynamic effects (interactive response) without using JavaScript. Developed as the extension of an older server technology (ASP), ASP.Net has many advanced features. The global structure is just one of them.

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What benefits do I get by globalizing my Web site structure?

You can easily create multiple sites of different languages without making a single new Web page.

The same web pages are used for different languages. All that you need to do is to create the resource files of different languages. This makes it very simple and quick to update your contents, as chances are you are frequently updating the contents without changing the design of your pages. This would reduce your maintenance cost drastically.

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What is the resource file?

The resource file contains the contents (usually text) that are separated from the HTML design page and linked via ASP.Net tag names. It is the well-formed XML text file with a Schema header and, therefore, is extremely easy to locate and edit the contents. It has the extension of .resx and the master resource file (usually English) is compiled into the main executable DLL. The resource files for other languages have the identical tag names (with the contents in corresponding languages) and the identical file names as the master file (with the additional language code extensions). They are compiled separately from the main executable.

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How does one make a resource file for a foreign language?

You simply make a copy of the master resource file, rename it adding a language code extension that represents the new language and either translate the contents by yourself or send it out to a translator or a translation company. The partial contents updates can be easily handled by cutting and pasting the updated parts, thus reducing the maintenance time and cost drastically. It is very easy to handle the file for translating if you use a translation tool such as Trados. The tool hides all the tags or translated contents and exposes just the translatable contents.

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Why should I make English the master resource file language?

The global structure by ASP.Net automatically detects the language the visiting browser is using and looks for the resource file with the code extension of that language. If the corresponding resource file is not found, or the corresponding tag name is missing from the resource file, it automatically falls back to the master resource file without the language code. Since English is the most commonly understood language of the world, you are better off displaying the English when a particular language resource is missing.

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Does the global structure of ASP.Net run on any Web server?

No. It runs on only Microsoft Windows Servers. It will not work on Unix type of servers. However, this Internet server comes free as a part of Windows OS, so it is available everywhere. It is not an

overstatement to say that this server is found in every company and organization. Besides, there are many shared Windows Web server services for less than \$40 a month.

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Does that mean only those sites running on Microsoft servers can be converted to the global structure?

Yes and No. Yes, when your site uses other server applications such as Java Beans or Cold Fusion. However, if your current site is running on a Unix server, it can be converted into the global structure, as long as it uses the combination of HTML and JavaScript like most business sites. Even if your site would use Flash, it could be made global with the significant limitation that the visiting browser must have JavaScript available. (The standard global structure does not require JavaScript.)

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What do you mean by composing a page using components?

It is similar to the HTML Frame that is often utilized to make every page of the site look consistent. However, unlike the Frame, this feature (page components) generates normal HTML codes for each page, and furthermore, allows some parts to appear different from page to page. Using this function, you can make the navigation header common to all pages without using JavaScript for example. You can also provide the special column unique to each language utilizing this function.

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I am hearing that you must create a unique page for each different market. Is it true?

Yes and No. If you look at the global site of Microsoft, you will find many sites of exactly the same page design with different languages. However, there are some sites that are partially or completely different. This indicates that, although you get along with the common page design, special localized pages are required under some particular circumstances. The common pages with different languages are the starting point. As you try to penetrate into markets, you may find it necessary to partially change the design by providing the country local columns as the middle stepping stone. Eventually, you may end up with generating dynamic pages automatically for different countries. If you start with the correct global structure at the beginning using resource files, you can go through these developmental transitions effectively with the least of pain.

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The look of this page seems quite different from the rest of this site. Why?

This page is based on the global conversion of the typical industrial site (combination of HTML and JavaScript) used in a presentation. Taking exactly the same codes, the contents and the images are replaced with ours. This page, therefore, serves as a typical example of globalizing the site without

changing the design.

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What do you mean by No JavaScript Browser?

Among the total number of browsers used currently, about 14% of them either do not have JavaScript or have it inactivated. Set your browser's security at the high level and try to visit a few typical business sites. You will see the warning "JavaScript missing" and the navigation menu completely disappeared. Even worse, you will not see this warning at some sites. Be aware of this trap JavaScript causes to your site.

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I heard that you need JavaScript to do data validation. Is it true?

Yes, when the JavaScript data validation is used. However, the data validation of the global structure by ASP.Net works at the server level, so that, even with the absence of JavaScript, if invalid data were entered, the page remains static until valid data are entered.

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Your navigation menu requires a click to display the drop down items while the standard JavaScript menu display them when the mouse moves over it. Is it not an disadvantage?

Take a look at the menu of your applications such as Word. You will not see the menu items unless you click on the menu. Because the menus of the most applications require mouse clicks to navigate, most people will find it more natural and intuitive than the menus that display items on mouse-over.

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How expensive is it to convert to the global structure?

Web sites found on Internet are so diverse that it is very difficult to say in general. We suggest you click the request for free estimate to find it out. You have nothing to lose. If you should request the conversion paired with the creation of the Japanese site, you may be pleasantly surprised at the cost.

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