



Design and Development of a multilingual, database-driven website utilizing a web content management system - www.inter-american.org

About the project:

In order to keep their members and constituents up-to-date on the latest developments in the Western Hemisphere, the Inter-American Economic Council (IAEC) www.inter-american.org needed a dynamic, multilingual database-driven website which their staff could update on a daily basis without delays, excessive website update costs, and without keeping a technical webmaster on salary full time. Their old static site, and the content workflow required to keep it updated, was simply not cost-effective or time-efficient. The IAEC had a limited budget, and in October of 2002 with two key events looming, had limited time to create a new site. The new website launch had to coincide with two key events for the IAEC which included a January 23, 2003 Annual Winter Award Gala and the January 15 to 19 2003 Antigua and Barbados Business Roundtables.

After researching a multitude of web-

site localization firms, the IAEC chose Globalization Partners International (GPI) to design, develop and implement their new website in English, Spanish and Portuguese.

GPI gathered and reviewed all of the IAEC's requirements and provided a comprehensive proposal to provide a multilingual, database-driven website that was powered by a content management system (CMS) that non-technical staff could use from any location via a browser, and at a price that the small not-for-profit organization's budget could handle. The project involved the full design and development

of the new website, from submission and approval of design comps, through localization of content into Spanish and Portuguese, and installation and training on the web content management system.

About the client:

IAEC is a Washington, DC based non-profit organization whose membership includes presidents, cabinet officials, central bankers, political leaders, country experts, academics, and private sector leaders from British Columbia, Canada to Buenos Aires, Argentina.



Project Specifications:

Basic Requirements	Design and develop a multilingual, database-driven website with a web content management system that non-technical staff could use from any location via a browser.
Timeframe	22 business days - one month requirement
Languages	English-Spanish-Portuguese
Design	Very simple, clean, uncluttered design, dynamic artwork and content 3 design comps were provided to begin the design review and approval process
Functionality Required	Ability to author, edit and post multilingual content including photos without technical assistance or HTML expertise. Special sections would include Contact Us and Secure event registration forms. Access to content (CMS) needed to be via a browser so IAEC could update the website while they were on location conducting conferences anywhere in the Western Hemisphere.
Architecture	A multi-tier system architecture with presentation tier, application tier, and data tier.
Web Design and Development Tools	Dreamweaver, Cold Fusion, PhotoShop
Translation Tools	Trados Translators' WorkBench
Web Content Management System (CMS)	Blue Mesa Creations' Site Manager ML (Multilingual) for SME's: The Site Manager ML allows a company to update their site, post new articles, create new links, adjust navigation and add photos and artwork all from a simple and intuitive web application. Site Manager ML also offers easy and flexible workflows that allow content to be created, edited and published by a single person or by an entire content staff. The system tracks content requiring translation and feeds a flexible translation workflow.
Hosting Solution	Intermedia.net Cold Fusion Hosting
Number of Words	15,000 source words in primary website and PDF documents
Web Team	1 Project Manager, 1 Web Designer, 1 CMS Web Developer, and 2 translators & 1 editor per language

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- ⊗ Quiénes somos
- ⊗ Inicativas
- ⊗ Membresía
- ⊗ Eventos y programas
- ⊗ Funcionarios
- ⊗ Comunicados de prensa
- ⊗ Comuníquese con nosotros

⊗ English - US ⊗ Español ⊗ Português

Project Timeline

	Tasks	Time
✓	Educate IAEC on GPI's services and processes, gather requirements for website	
✓	Review requirements and scope project; draft, deliver and explain proposal	
✓	Secure proposal acceptance and deposit	
	START PROJECT	
1	Assign website design/development/localization team and confirm schedule	1 day
2	Conduct "kick-off" meeting with IAEC and exchange initial English content files for glossary development and pre-translation review	-
3	Create 3 design comps for IAEC review and approval -template design for home, 2nd and 3rd level pages -dynamic template design -review, approval and final design direction	5 days
4	Final design templates approved -coding to web content management system (CMS)*	3 days
5	Coding for special pages, i.e. Contact Us, Registration Form	-
6	Train IAEC staff in use of web content management system	1 days
7	Initial English content input by IAEC staff	2 days
8	Client review and approval, testing and online QA of English	-
9	Select-tag English content from CMS and traffic for localization	-
10	Localize 15,000 words of English source content into Spanish and Portuguese	7 days
11	IAEC staff continues using CMS for practice and any training questions	-
12	IAEC reviews, approves Spanish & Portuguese content as sections are completed	-
13	Spanish and Portuguese content input by IAEC staff as sections are completed	-
14	Client review and approval, testing and online QA of Spanish and Portuguese	-
15	Launch	
	*Site Manager (ML) from Blue Mesa Creations was chosen for the Web Content Management System (CMS)	
	The site requires an ISP that supports Cold Fusion hosting	
	Free support for 45 days on content management system. CMS requires almost no support after training. After free period Support charged per incident via email or phone	
	Tasks run concurrently 6-9, 10-14	
	Totals	19 days

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- Associação
- Eventos e programas
- Quadro executivo
- Press releases
- Fale conosco

• English - US • Español • Português

Results:

Item Achieved	Data	Measurable via
Website Traffic	Site log files showed average increases of 35% in total sessions served, 25% in average page views per session, and time spent per session increasing 5% in the 2-5 minute and 6-15 minute ranges compared to averages from Sept - Nov. 2002.	❖ Live Stats Web Analytics: Client will watch traffic trends throughout 2003 and conduct ongoing site promotions and study additional stats including unique visitors, repeat, etc...
Lower site Updates and Maintenance Costs	Previous site update and maintenance costs were \$75 per hour for any changes/additions to any content. IAEC staff wrote content (secured photos) and sent them to a web designer for html coding and uploading to ISP. Updates took minimum of 3-5 business days, could not be completed in real time, and required IAEC minimize content posted due to cost.	❖ Invoices from outside agencies ❖ Updates now can be completed concurrently with drafting of new content and published to the web via the CMS by internal IAEC staff.
Customer satisfaction - Improve customer loyalty	President: Barry Featherman <i>"The quality and quantity of timely information we can now make available to our members in their native languages is an amazing goal realized."</i> Staff: Susan Berch <i>"IAEC staff is able to update the website anytime from anywhere."</i>	❖ Feedback from IAEC staff & members: Numerous sponsors, members and event participants have already praised the new site. Much more content (multilingual content) delivered for less.
Internal efficiencies	Now staff can update content in real time. More timely, quality multilingual content for members.	❖ Feedback from IAEC staff: CMS allows immediate updates and efficient translation workflows to be initiated.
Reduce cost through localized self service	Members can acquire information in their native languages, and secure event registrations without additional administrative burden on IAEC.	❖ Feedback from IAEC staff: Web-based forms function and the new website has more content in more languages.
Adapt offerings to local needs - Enlarge client base in existing markets	Site is now available in Spanish and Portuguese which will help attract new members and participants across the Western Hemisphere.	❖ Feedback from IAEC staff & members: Current and potential sponsors, participants and members in Portuguese speaking Brazil and over 20 Spanish speaking locales can now interact with the IAEC site in their native language.

(Estimated ROI based on criteria outlined in "Business Without Borders", A Strategic Guide To Global Marketing, by Donald A. DePalma.)