



# Website Globalization and E-Business Russia

The Website Globalization and E-Business Series includes a series of brief reports on country-specific website globalization and e-business topics. The series includes:

- China
- Japan
- Germany
- US Hispanic Market
- Brazil
- India
- Russia
- Argentina
- France
- United Kingdom
- United Arab Emirates

This series of reports is meant to be a primer on e-Business as well as a collection of language, culture and website globalization facts by country. These reports are by no means a complete coverage of these topics. For more comprehensive or customized reports on country-specific Website Globalization and E-Business topics, please email [mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com).

No material contained in this report may be reproduced in whole or in part without prior written permission of Globalization Partners International. The information contained in this White Paper has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed.

© Copyright 2008 - 2012 Globalization Partners International. All rights reserved.

® All Trademarks are the property of their respective owners.

All graphics used in this report were provided by Flickr, Google Images and other free internet resources for pictures.

The Website Globalization and E-Business paper was researched and written by:

## **Martin Spethman**

Managing Partner  
Globalization Partners International  
[mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com)  
Phone: 866-272-5874

## **Nitish Singh, PhD,**

Author of "The Culturally Customized Website", "Localization Strategies for Global E-Business", and Assistant Professor of International Business, Boeing Institute of International Business, John Cook School of Business, Saint Louis University.  
[singhn2@slu.edu](mailto:singhn2@slu.edu)  
Phone: 314-977-7604

Globalization Partners International helps companies communicate and conduct business in any language and in any locale by providing an array of globalization services including:

- [Translation](#)
- [Multilingual Desktop Publishing](#)
- [Software Internationalization & Localization](#)
- [Website Internationalization & Localization](#)
- [Software and Website Testing](#)
- [Interpretation \(Telephonic, Consecutive, Simultaneous\)](#)
- [Globalization Consulting](#)
- [SEO \(Global Search Engine Marketing\)](#)

To learn more about Globalization Partners International, please visit us at [blog.globalizationpartners.com](http://blog.globalizationpartners.com).

Food, beverages and tobacco consumption				
	2012	2013	2014	2015
Food, beverages & tobacco (consumer expenditure; US\$ bn)	273.4	297.9	323.4	354.5
Food, beverages & tobacco (% of household spending)	28.2	27.6	27.0	26.4
Food, beverages & tobacco (market demand; US\$ bn)	267.8	287.9	309.2	335.9
Food, beverages & tobacco (market demand; % real growth)	-0.1	0.2	0.6	0.8

Source: Economist Intelligence Unit. (2011)

Consumer products: market demand				
	2012	2013	2014	2015
Clothing (US\$ m)	9,565	10,749	12,049	13,646
Footwear (US\$ m)	6,125	6,679	7,270	8,004
Household furniture (US\$ m)	10,645	12,077	13,650	15,576
Electrical appliances & houseware (US\$ m)	19,513	22,567	25,957	30,094
Household audio & video equipment (US\$ m)	7,247	8,442	9,780	11,422

Source: Economist Intelligence Unit. (2011)

	Fast Facts	Numbers
General Stats	GDP	\$2.223 trillion (2010 est.) CIA World Factbook
	GDP Growth	4% (2010 est.) CIA World Factbook
	Population	142.8 million (2010 Census, Wikepeida)
	Population Growth	-0.47% (2011 est.) CIA World Factbook
Internet	Internet population	59.7 million (Internet World Stats, 2010)
	Population Estimates	42.8% (Internet World Stats, 2010)
	Advertising spending	\$16.3 billion rubles (\$1.5 billion) Moscow News, Nov 2011

- ① The European Union (EU) is Russia's main economic partner, accounting for more than half of its external trade.
- ① With a population of 140 million people, Russia is the largest market in Europe. (Forrester.com 2011)
- ① Just over half of urban Russians have online access; the main barrier to entry is the price of home computers.
- ① Russia has one of the world's fastest growing economies; Russia has the largest GDP of the "BRIC" countries. (Forrester.com 2011)
- ① The majority of online sales are paid for with cash upon home delivery.
- ① One in five urban Russians regularly access the Internet from their mobile phones. (Forrester.com 2011)
- ① Cyber-squatters and trademark piracy on the Internet still is a major source of concern. (EIU Country Commerce)
- ① Russia has a highly urbanized population and one of the highest literacy rates in the world. (Forrester.com 2011)
- ① Private consumption accounts for over half the GDP and has been the primary driver of its growth in recent years. (EIU Country Forecast)
- ① Russia has the second largest online population in Europe, after Germany. (Forrester.com 2011)



### Cultural Values

**Collectivism:** This value indicates how closely a society is knit. In collectivist cultures like Russia the needs, values and goals of the family and societal unit take precedence over individual goals. Group consciousness and family are major values that guide people's behavior.

**Power Distance:** A belief in authority and hierarchy (high power distance). Cultures like Russia, that are high on power distance accept power and hierarchy in society and are low on egalitarianism. In such cultures, less powerful citizens are accepting of unequal power distribution in society.

**Uncertainty Avoidance:** The importance of predictability, structure and order (high uncertainty avoidance) versus the willingness for risk-taking and an acceptance of ambiguity and limited structure (low uncertainty avoidance.) People from cultures high on uncertainty avoidance like Russia tend to have low tolerance for uncertainty and avoid ambiguous situations. They view both conflict and competition as threatening and value security over adventure and risk.

**Masculinity-Femininity:** A belief in achievement and ambition (masculine) versus a belief in nurturing and caring for others (feminine). Feminine cultures like Russia value aesthetics, harmony and a soft-sell approach to marketing.

**High-Low Context:** Low context cultures like Russia are societies that are logical, linear and action-oriented. The bulk of information is explicit and formalized. Most of the communication in such cultures takes place in a rational, verbal and explicit way to convey concrete meanings through rationality and language.

(Hofstede, Geert. *Culture's Consequences, Comparing Values, Behaviors, Institutions, and Organizations Across Nations* Thousand Oaks, CA: Sage Publications, 2001)

### Russia Culture and Values

Russia is a traditional society full of symbols, rituals, traditional values and contextual elements. At a macro-level the culture of Russia can be described using five cultural values based on the work of Hofstede (1980). Professor Geert Hofstede conducted perhaps the most comprehensive study of how values in the workplace are influenced by culture and is the author of several books including *Culture's Consequences* (Second fully revised edition), and *Cultures and Organizations, Software of the Mind* (Second fully revised edition).

Hofstede demonstrated that there are national and regional cultural groupings that affect the behavior of societies and organizations that are very persistent across time. Hofstede's research showed that cultural values like **Individualism-Collectivism, Power Distance, Masculinity-Femininity, and Uncertainty Avoidance** can be used to categorize various national cultures.

A country's culture is made unique by which of the five values are incorporated into daily life and the emphasis it puts on each. For example, Russia rates significantly on all five values.

#### Insights into Russian Consumer Values:

- ① **Family and Friends:** Home shopping is becoming increasingly popular in Russia as there is a long tradition of accessing goods and services from a network of family and friends. Home shopping does not refer to the phenomena of home shopping channels, but instead to sales people coming to a person's home to sell goods.
- ① **Fashion:** Clothing and following the European fashion trends are considered an important sign of status.

#### Russian Consumer Decision Making:

- ⦿ **Convenience:** Russian consumers are likely to shop at small shops close to their homes because it is more convenient than going to a store that is out-of-town or further away. (Euromonitor, 2006)
- ⦿ **Price:** Russian consumers are price sensitive and want to get the most for their money.
- ⦿ **Russian Brands:** The perception is that Russian brands are considerably less expensive than their foreign counterparts. Moreover, it is considered patriotic to purchase domestic brands. They are considered healthier as they are made from local ingredients. ([www.region-media.ru/behavior.php](http://www.region-media.ru/behavior.php))

### Demographics Definitions

- ★ **Socio-demographics:** The analysis of different social groups. The criteria used to segment consumers based on age, economics, etc.
- ★ **Geographics:** The geographical distribution of the market being analyzed. The criteria used to segment these consumers can be country, region, town, etc. For example, consumers can be segmented by residence or work. (about.com)
- ★ **Psychographics:** The criteria used to segment consumers based on lifestyle, attitudes, personality, buying motives, and/or extent of product usage. (about.com)

### Russian Consumer Segments:

Market segmentation identifies profitable and accessible consumer segments based on themes such as socio-demographics, geographics and psychographics. The Russian demographic make up can be generalized into the following segments: ([www.region-media.ru/behavior.php](http://www.region-media.ru/behavior.php), 2007)

- ◆ **Innovators:** Approximately half of this consumer group is under 30 years of age and is comprised of white-collar business professionals. Innovators prefer to spend their free time playing sports or active leisure activities, as well as eating out in restaurants that feature exotic cuisine.
- ◆ **Spontaneous:** Men primarily dominate this consumer segment. They tend to buy consumable items and services that are innovative, yet they are average in their consumption habits. Additionally, the spontaneous consumer segment often purchases items impulsively.
- ◆ **Ambitious:** The majority of the ambitious consumer segment lives in metropolitan areas. They rely primarily on advertisements and product information when making purchasing decisions.
- ◆ **Self-Realized:** This consumer segment is comprised of mainly mature individuals, with a high percentage of women. This segment dislikes advertisements. Instead, they value the quality and reliability of products and services. They also pay great attention to health care.
- ◆ **Settled:** This is the largest consumer segment. They are interested in products that are more traditional, instead of novelty and new products. The majority of consumers in this group are women, and they already have a distributed brand interest.
- ◆ **Traditionalist:** This consumer segment is between 30 – 59 years old and usually has children. Their purchasing is usually focused on the family, which include food, travel, leisure and technology. This group is also focused on appearance and will spend income on products and services designed for enhancing beauty.
- ◆ **Thrifty:** This consumer segment has the lowest purchasing potential of all the consumer segments. It primarily consists of individuals over 50 years of age who are under-educated, live in villages or small towns. They are extremely price sensitive and might search through numerous stores to find the smallest price discount. Interestingly, they might also spontaneously purchase items if they feel they are getting a good deal.



#### Language Facts/Tips

- ★ **Diacritics:** These marks, placed above or below letters, usually represent vowel sounds or other modifiers.
- ★ **Verb Tense:** Russian numbers can be represented by either Cyrillic numerals or English numeric digits, depending on the preference of the target region.
- ★ **Text expansion:** When some languages, such as English are translated into Russian the text can expand up to 25-35%. This means the text takes up more physical space on the page and the words inside the graphics, tool bars, tables, etc. can all expand.
- ★ **Encoding:** The Russian alphabet has several different systems of encoding. These include KOI8-R, "iconv" and Unicode.
- ★ **Syllable Structure:** The syllable structure of Russian can be quite complex, as there can be initial and final consonant clusters of up to four consecutive sounds. Clusters of four consonants are not very common.
- ★ **Hard vs. Soft:** The Russian language possesses five vowels, which can be written with different letters depending on whether the proceeding consonant is palatalized. Consonants usually come in plain versus palatalized pairs, also called hard versus soft pairs.

Belonging to the Indo-European family of languages, Russian is the most widely spoken Slavic language. It is one of the three living members of the East Slavic languages, which also includes Belarusian and Ukrainian. There are approximately 258 million speakers of Russian worldwide. ([Wikipedia.com](http://Wikipedia.com), 2010).



Russian is written using a modified version of the Cyrillic alphabet which consists of 33 letters. The letters are divided into 11 vowels, 20 consonants and 2 letters that do not designate any sounds. ([MasterRussian.com](http://MasterRussian.com))



Russian utilizes both print and cursive Cyrillic scripts. Russian is usually spelled and pronounced phonetically, although there are several unique rules to the writing and pronunciation of Russian including: ([omniglot.com](http://omniglot.com))

- ➡ The soft (palatalization) sign after ж, ш, ч and щ does not affect their pronunciation
- ➡ In the third case, the vowels Е, Ё, Ю and Я normally palatalize the previous consonant. The fourth case, when these vowel are separated by a hard sign (Ъ), the consonant is pronounced without palatalization and the vowel is pronounced using the rules of the fourth case.
- ➡ If a consonant is the final letter, it is always silent.
- ➡ The letter Ё is often written as E, except in cases of ambiguity.

Whether you are trying to launch a multilingual website in order to expand the markets for your products and services, or you are trying to increase your company's global operational efficiencies by developing multilingual extranets and intranets, Website Globalization is a requirement to make either a reality. In order to enable your web presence to communicate, conduct and complete international e-Business, you need to translate (globalize) your website.

Website translation is also known as "Website Globalization". In order to truly "translate" a website into other languages you may need both Internationalization (I18n) and Localization (L10n) services.



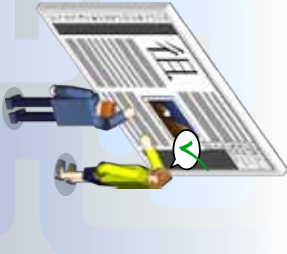













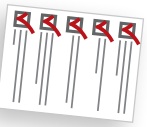


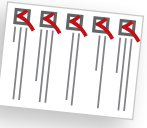
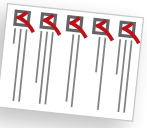
Internationalization (I18n) involves enabling the backend of a website to handle different languages, character sets, currencies, submit form data, site search capabilities, etc... and involves understanding what database and content management systems you are using to author, store and publish your site's content.

Localization (L10n) involves translating and localizing the front end of your website into different languages ensuring all content (text and graphics) is translated in an accurate and culturally correct manner.



The next two pages detail the steps that may be performed in a typical website globalization project. The tables list the team members, tasks and standard quality assurance steps utilized in translating a website.

<p><b>Source File Review</b></p>		<p><b>Project Kick-Off</b></p>		<p><b>Subject Matter Training and Research</b></p>		<p><b>Glossary Development</b></p>		<p><b>Cultural Correctness Assessment</b></p>		<p><b>Translation, Editing and Proofreading</b></p>		<p><b>Localization of all Graphics</b></p>	
<p><b>Quality Assurance</b></p>	<ul style="list-style-type: none"> <li>Account Manager</li> <li>Project Manager</li> <li>Localization Engineers</li> <li>Internationalization Engineers</li> <li>Web CMS Specialists</li> <li>Web Designers</li> <li>Web Developers</li> <li>Global SEM Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Account Manager</li> <li>Project Manager</li> <li>Lead Translators</li> <li>Localization Engineers</li> <li>Internationalization Engineers</li> <li>Web CMS Specialists</li> <li>Web Designers</li> <li>Web Developers</li> <li>Global SEM Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> </ul>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Lead Translators</li> <li>Editors &amp; Copy Writers</li> <li>Desktop Publishers</li> <li>Localization Engineers</li> <li>Web Designers</li> </ul>						
<p><b>Tasks</b></p>	<ul style="list-style-type: none"> <li>Companies wanting to translate their website put together all of the source files from their site (called a "Localization Kit") for a globalization services provider to analyze.</li> <li>The files are prepared in order to utilize a translation memory tool workflow and preserve any mark-up/formatting code in order to save time and costs with desktop publishing and language versions.</li> <li>A proposal is generated based on an array of factors including word counts, localizable graphics, target languages and any content management systems and workflows to be used.</li> </ul>	<ul style="list-style-type: none"> <li>A Project "Kick-Off" includes and confirms the following:             <ul style="list-style-type: none"> <li>✓ The project team</li> <li>✓ Project schedules</li> <li>✓ Project specifications</li> <li>✓ Workflow requirements</li> <li>✓ Communication channels</li> <li>✓ Review &amp; approval opportunities</li> <li>✓ Review current web authoring and publishing workflow.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>A Globalization Services Team (GST) will review/study any reference materials provided, including source files, demos and general client information.</li> <li>In addition, there may be client-specific training for translation teams related to the subject matter of the website.</li> </ul>	<ul style="list-style-type: none"> <li>Translation teams develop and maintains client specific glossaries leveraging any existing client glossaries and the latest industry-specific dictionaries.</li> </ul>	<ul style="list-style-type: none"> <li>Before the actual translation begins, the source web content and overall site design and feature set is reviewed for basic cultural correctness and customizations that may be required.</li> <li>An array of issues are reviewed ranging from the need to culturally customize graphics and adding local phone numbers to comprehensive customization of website features based on locale specific cultural values.</li> </ul>	<ul style="list-style-type: none"> <li>Translation is performed by a base translation/copy writing team, and editing/proofreading by a second linguistic team.</li> <li>All translations are completed by human translators, utilizing translation memory technologies that ensure an efficient and consistent translation.</li> </ul>	<ul style="list-style-type: none"> <li>All embedded translatable text commonly found in navigation buttons, web art and other web graphics are pulled from graphics and translated using the standard translation workflow.</li> <li>The translated text is then incorporated into the original graphic, adjusting as required, to create a language or "localized" version of the graphic.</li> </ul>						
<p><b>Quality Assurance</b></p>			<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>		<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>								
<p><b>Quality Assurance</b></p>	<p>GPI follows a comprehensive, customizable and fully documented Quality Control Process. Each step in our translation workflow includes a series of checklist-based quality audits to ensure the accuracy of the translation and desktop publishing. Our client's QA and workflow processes can also be easily incorporated into our workflow.</p>			<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>		<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>							

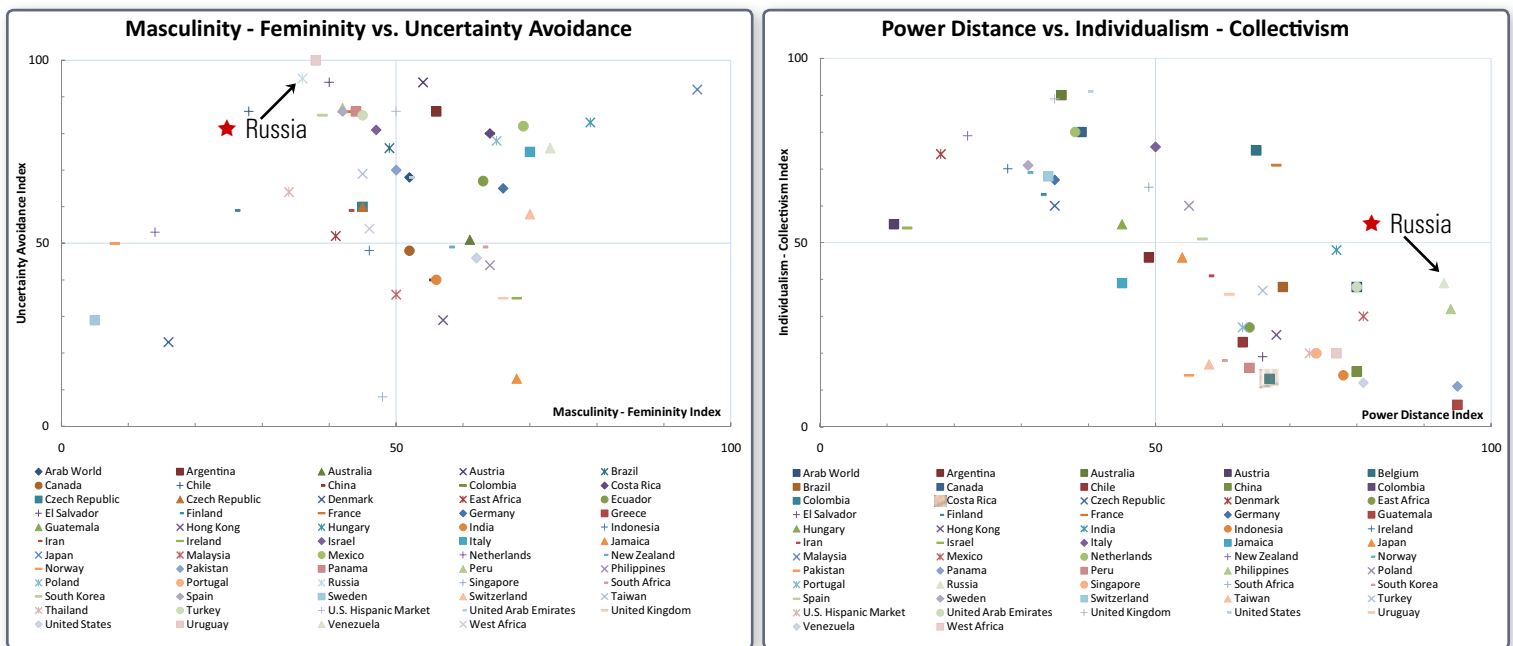
<p><b>Formatting of Language Documents</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> <li>• Web Designers</li> </ul>	<p><b>Localization of Multimedia</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> <li>• Web Designers</li> <li>• Web Developers</li> </ul>	<p><b>QA / Testing</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Editors &amp; Copy Writers</li> <li>• Localization Engineers</li> <li>• Internationalization Engineers</li> <li>• QA -Testers</li> <li>• Web CMS Specialists</li> <li>• Web Developers</li> </ul>	<p><b>Delivery to Client</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> </ul>	<p><b>Final Edits and Archiving of Files</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Desktop Publishers</li> <li>• Localization Engineers</li> </ul>	<p><b>SEO and Internet Marketing</b></p> 	 <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Lead Translators</li> <li>• Global SEM Specialists</li> </ul>
<ul style="list-style-type: none"> <li>• Many websites have an array of linked documents which may require localization.</li> <li>• Formatting or desktop publishing (DTP) of these documents includes formatting the target language documentation to match the original source documents in terms of layout, fonts, graphics, and overall design.</li> <li>• Adobe PDF's can be created and optimized for screen or print and linked off of the new website.</li> </ul>	<ul style="list-style-type: none"> <li>• Many websites incorporate various multimedia components which may require localization.</li> <li>• Multimedia must be analyzed individually for numerous items. These items range from determining word counts in screen text, audio scripts and graphics, to the analysis of the types of assets and how they were digitized and included in your multimedia.</li> <li>• All multimedia can be localized and tested to play in any target languages.</li> </ul>	<ul style="list-style-type: none"> <li>• GPI provides basic Online Localization Quality Assurance (QA) as a standard line item for all website projects.</li> <li>• This QA checks the language versions of your site under selected browser-OS combination for any cosmetic or linguistic issues, and will help identify basic functionality issues as well.</li> <li>• Typically all testing is client-driven and GPI's professionals can work side by side with your expert users to perform Internationalization (I18N), Localization (L10N) and/or Functionality Testing, onsite or offsite.</li> </ul>	<ul style="list-style-type: none"> <li>• After the website and all components have been localized, final draft sets of the source files in all target language versions are provided to the client.</li> <li>• Client may review and approve all web content for both translation accuracy and design correctness.</li> <li>• Another round of QA is performed once language versions of a website are in their final hosting environment</li> </ul>	<ul style="list-style-type: none"> <li>• Client provides any final comments for the translation and formatting.</li> <li>• Comments are incorporated and final websites and documents are produced.</li> <li>• GPI ensures the client's Translation Memories and Glossaries are updated with any final linguistic changes and the final project folder, including all source files are securely stored for future revisions if required.</li> </ul>	<ul style="list-style-type: none"> <li>• GPI recommends the client plan on and conduct some form of global internet marketing (IM) and/or search engine marketing (SEM) in order to drive traffic to your new language sites.</li> <li>• This may include global search engine optimization of the localized web content, submission of pages to key country (local) search engines and pay-per-click marketing campaigns through services like Google AdWords or Overture.</li> </ul>						
<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>  			<p>Clients are given an opportunity to review and approve at several stages in the documentation translation process.</p>  								

## Cultural Customization: Key Issues

The basis for cultural customization of websites is a theoretically-sound, empirically-validated framework built on five unique cultural values that account for similarities and differences across global cultures. **Research studies indicate that attitude towards websites, interactivity and usability of websites, as well as purchase intentions at websites are enhanced when sites are congruent with the target customers' cultural predispositions.** (See The Culturally Customized Website, Elsevier)

The cultural customization framework is drawn from established research and is based on five unique values: Individualism-Collectivism, Power Distance, Uncertainty Avoidance, Masculinity-Femininity, and Low-High Context. (See page 4 of this report)

These five predominant country cultural values can be represented in comparison to other countries using the maps below:



Tables and section based on the book, "The Culturally Customized Website: Customizing Websites for the Global Marketplace" – by Nitish Singh and Arun Pereira. Cultural maps are from Hofstede, Geert. Culture's Consequences, Comparing Values, Behaviors, Institutions, and Organization Across Nations Thousand Oaks, CA: Sage Publications, 2001)

## The Cultural Customization Scorecard

Once we have identified the country’s predominant cultural values using the cultural maps, the next step in customizing a website is to evaluate the site on the cultural values relevant. This can be done in the form of the Cultural Customization Scorecard. The scorecard is produced by analyzing the site on the features that conform to the cultural values of that market.

The cultural values of interest for Russia are Collectivism, Masculinity, Low Context, Power Distance and Uncertainty Avoidance. These are carefully derived based on the cultural distinctions that are meaningful to the members of a given society. (For a detailed cultural analysis of your website, please contact [mspethman@globalizationpartners.com](mailto:mspethman@globalizationpartners.com))

### The Cultural Customization Scorecard™ - Russia

Values	Individualism	Collectivism	Uncertainty Avoidance	Power Distance	Masculinity	Low Context	High Context	Grading Scale:	
Cultural Scores								> 90%	Excellent Customization on Cultural Value
								70-89%	Good Customization on Cultural Value
								< 70%	Poor Customization on Cultural Value

### Cultural Customization (Examples)

➡ **Collectivism:** Russia is a collectivist culture. Research suggests there are several web-specific features that can be included in a website to make it more appealing to collectivist cultures, like emphasizing a family or group theme. For example, Colgate utilizes pictures of family on their Russian website.



➡ **Masculinity – Femininity:** Russia is a masculine culture. Masculinity can be depicted for a Russian audience by emphasizing achievement, success and product durability, as well as a sense of adventure and fun. For example, [saint-petersburg-apartments.com](http://saint-petersburg-apartments.com) has both architectural schemas and real pictures of the apartments for rent.



➤ **High-Low Context:** Low context cultures like Russia favor websites with symmetry and a design that is clean, concise and logical. For example, trufel.ru utilizes a simple navigation structure on the right-hand side of the page that remains constant throughout the website.



➤ **Power Distance:** Websites can be customized for cultures like Russia high on power distance by highlighting awards and recognitions they have received, their corporate values and the senior management team. For example, the 2006 G8 Summit held in Russia showcased President Putin on the website, as he was the guest speaker at the Summit.



➤ **Uncertainty Avoidance:** There are several ways to design a website for risk adverse cultures like Russia. Having a clear navigation, a secured site for online transactions and details on how to contact customer support will help to eliminate some uncertainty. In the peterlink.ru site, there is a full page of contact information, including telephone and email addresses, as well as a detailed map of their location.



## Website Customization Considerations

### Symbols and Icons

An ancient culture like Russia has a long list of symbols and icons that carry special cultural meaning. It is important to be aware of them to avoid any cultural blunders and inadvertent use of offensive symbols.

Some examples:

- ❶ **Flowers:** It is rude to present a woman or hostess with an even number of flowers, as they are reserved for funerals.
- ❶ It is considered rude to point with a single finger. Instead, the full hand should be used.
- ❶ **Hand Shaking:** It is considered rude and impolite to either shake hands with gloves on or across a threshold.
- ❶ Bragging or boasting about possible future success is considered bad luck. This bragging could have a negative effect and prevent future success.
- ❶ Returning home for a forgotten item is considered a bad omen for the upcoming trip. If that is necessary, looking in the mirror may ward off the bad luck.
- ❶ **Religious:** Many Russian people keep icons in their house. According to the Russian Orthodox religion, it is frowned upon to either wear shoes or to say something negative about someone in front of a religious icon.
- ❶ Rain on a wedding day means that couple will be wealthy.



### Colors

For Russia certain colors carry specific meaning and symbolize aspects of their culture.

- **Red:** Bolsheviks and communism
- **Orange:** Creativity
- **Yellow:** Hope or hazard
- **Blue:** Depression or sadness

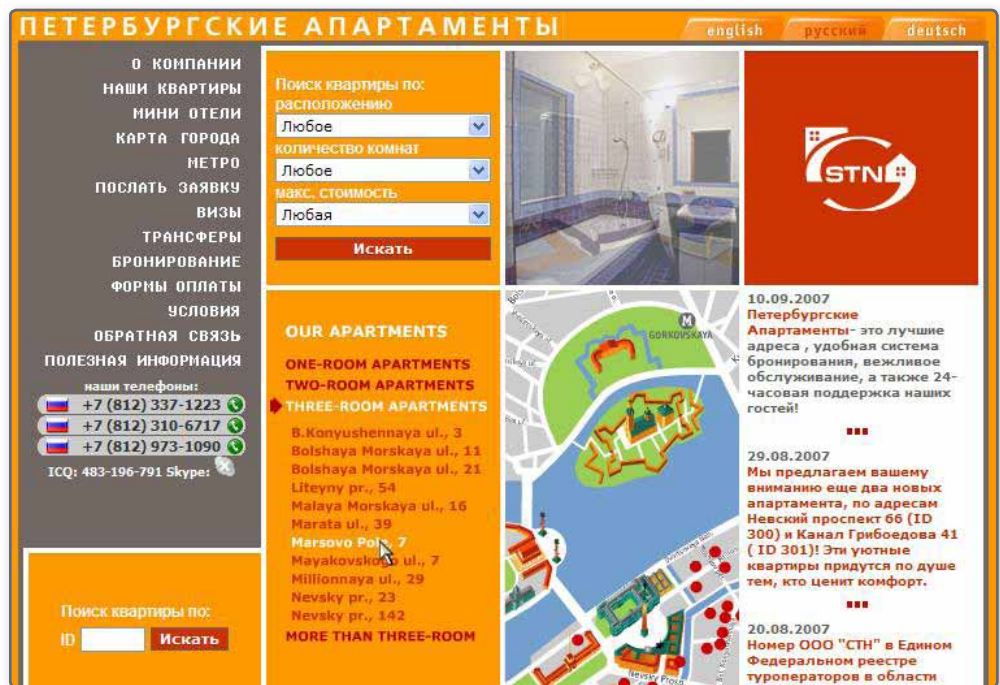
Spatial Orientation:

Spatial orientation refers to how web content is structured. According to Wendy Barber and Albert Badre, authors of "Culturability: The Merging of Culture and Usability" (1998), spatial orientation has a direct effect on website usability, because it affects visual perception. Manipulating the orientation can change the user's comfort level. What is user-friendly for one country may be vastly different for another.

The Russian language is read right to left. The use of various Cyrillic scripts, such as print or cursive, should be chosen for both aesthetics, but also to ensure that the content of the site is easily understood. In addition, the layout of text, pictures and graphics should be logical and organized

Text Length:

When translating a document or website, it is important to take into account how the length of the text will change after translation. There are a variety of reasons why text expansion occurs. Equivalent phrases in a target language may have more characters or words than in English, and some cultures prefer using a more formal style than other cultures, avoiding abbreviations, for example. Both documents and websites may have different line and page breaks in a localized version than in English source files. Finally, the layout of the document or website itself may change depending on the direction of the text. For example, Arabic is a bi-directional language and is read right-to-left, which will not only switch the layout of the text, but also the graphics, the tool bars, the navigation bars, and the binding of the book, etc... Similarly, some languages like Chinese and Japanese can be displayed either in left-to-right character rows or vertical character columns, and the choice influences how document elements such as graphics, figures, tables, call outs, etc. are arranged in the final document or webpage.



Notice how saint-petersburg-apartments.com uses a harmonious layout, while using hues of orange to signify the creativity of the company. They have an easy navigation structure that is consistently placed on the left-hand pane with a clear layout and easy-to-find map and product information.

Either text expansion or compression can occur when a document or website is translated from English into a target language. For example, Russian can expand up to 35% when translated from English. With document localization, there are several steps that can be taken to help preserve the integrity of the look and feel "layout" of the document. These include:

- ① Using a larger font in the original language, if it is expected the language will expand during translation. This will help to develop a better feel for the final size of the document and how the document elements will be laid out relative to the text. If the text is expected to shrink, use a slightly smaller font for the same reasons.
- ① Tables and graphics may need to be resized or changed. Some, like the vertical Chinese or Japanese layout, will require more finessing than others.

### Top Russian Search Engines

Based on analysis of search statistics in Russia, the following are the top ranked search engines:

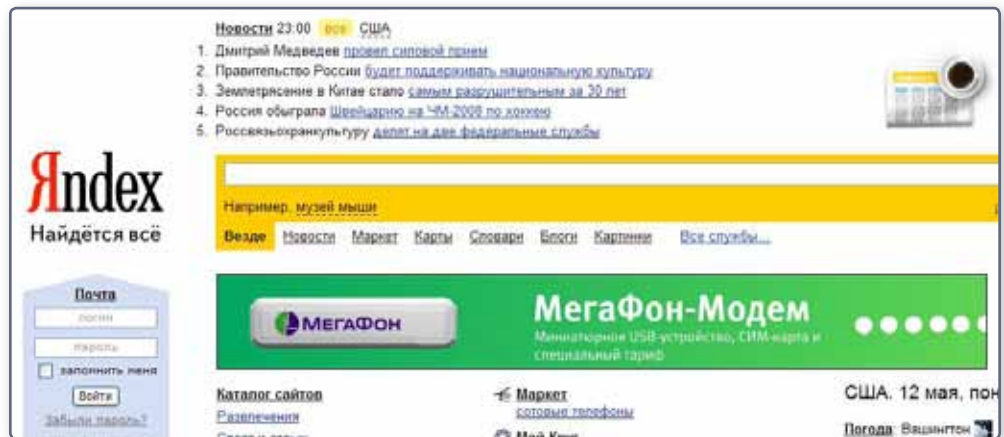
- ★ Yandex
- ★ Bing
- ★ Google
- ★ DMOZ
- ★ Rambler
- ★ Refer.ru
- ★ Rootle

The key to promoting a website internationally is to create localized content and keywords, register local domain names and then promote it through local search engines, affiliate marketing, online and offline branding and positions.

A search engine marketing campaign for Russia should be multi-dimensional for both short-term and long-term success. Using Pay-Per-Click campaigns on targeted Russian websites and search engines is one way to produce immediate results and become familiar to the consumer segment being targeted in Russia.

The long term SEM plan should include the use of targeted keywords in Russian and possibly some other languages of the targeted region. In addition, as Russians prefer to have personal relationships with companies, it is important to reproduce this feel through advertisements. One way of completing this is to procure specific Russian domain names.



































The top level domain in Russia is .ru. In addition, the other domains that are popular in the Russia are .com, .org, .net, .info, and .biz and variations of these with .ru either before or after them. Russia also has responsibility for the legacy domain ".su", representing the former Soviet Union, which is being phased out (CIA World Factbook, 2007). There are currently approximately 10.382 million websites being hosted in Russia (CIA World Factbook, 2010). Cyrillic domain names have been allowed and registered in Russia since 2001. Therefore, it is a good idea to have a Cyrillic domain name for easier local recognition and further website cultural customization.



Yandex, the most popular Russian Search Engine.






























References available upon request.

## Search Engines

-  Up.Ru  
[www.up.ru](http://www.up.ru)
-  Aport  
[www.afort.ru](http://www.afort.ru)
-  Big Max  
[www.bigmax.ru](http://www.bigmax.ru)
-  Countries  
[www.countries.ru](http://www.countries.ru)
-  Dir Site Database  
[dir.sitebase.ru](http://dir.sitebase.ru)
-  Ezilion  
[www.ezilion.com/regional/russia/index.shtml](http://www.ezilion.com/regional/russia/index.shtml)
-  Find Me.Ru  
[www.findme.ru](http://www.findme.ru)
-  Google Russia  
[www.google.ru](http://www.google.ru)
-  HLC  
[list.ngs.ru](http://list.ngs.ru)
-  Link Finest  
[www.linkfinest.ru](http://www.linkfinest.ru)
-  List.ru  
[list.mail.ru/index.html](http://list.mail.ru/index.html)
-  Mavica Net  
[www.mavicanet.ru](http://www.mavicanet.ru)
-  Murman  
[www.murman.ru](http://www.murman.ru)
-  Nizhni Novgorod Online  
[www.nn.ru/catalog/rub](http://www.nn.ru/catalog/rub)
-  Rambler  
[www.rambler.ru](http://www.rambler.ru)
-  Refer  
[www.refer.ru](http://www.refer.ru)
-  Rootle  
[www.rootle.ru](http://www.rootle.ru)
-  Russomania  
[www.russomania.com](http://www.russomania.com)
-  Sakh  
[www.sakh.com](http://www.sakh.com)
-  Sochi's Internet  
[sochi.org.ru/i.ru.shtml](http://sochi.org.ru/i.ru.shtml)
-  Ulitka  
[www.ulitka.ru](http://www.ulitka.ru)
-  Zabor  
[www.zabor.com](http://www.zabor.com)
-  Yandex  
[www.yandex.ru](http://www.yandex.ru)
-  Abilogic  
[www.abilogic.com](http://www.abilogic.com)
-  Centerru  
[www.centerru.com](http://www.centerru.com)
-  Filesearch  
[www.filesearch.ru](http://www.filesearch.ru)
-  ETN Travel  
[www.etn.ru](http://www.etn.ru)
-  Holms  
[www.holms.ru](http://www.holms.ru)
-  Izhevsk  
[www.izhevsk.ru](http://www.izhevsk.ru)
-  Planet Russia  
[www.angelfire.com/ga/planetrussia/frame.html](http://www.angelfire.com/ga/planetrussia/frame.html)
-  Portirkutsk  
[www.portirkutsk.ru](http://www.portirkutsk.ru)
-  Rostov  
[internet.rostov.ru](http://internet.rostov.ru)
-  Rucity  
[www.rucity.com](http://www.rucity.com)
-  Spravki  
[www.spravki.net](http://www.spravki.net)

Acrobat may ask you for permission to open the links. Click on the "Allow" button to let Acrobat open the link in your browser

## Useful Links

-  Omniglot  
[www.omniglot.com/writing/russian.htm](http://www.omniglot.com/writing/russian.htm)
-  InfoPlease  
[www.infoplease.com/ipa/A0107909.html](http://www.infoplease.com/ipa/A0107909.html)
-  About.com  
[geography.about.com/library/cia/blcrussia.htm](http://geography.about.com/library/cia/blcrussia.htm)
-  Reuters Alert Net  
[www.alertnet.org/db/cp/russia.htm](http://www.alertnet.org/db/cp/russia.htm)
-  Bartleby.com  
[www.bartleby.com/151/country/rs.html](http://www.bartleby.com/151/country/rs.html)
-  U.S. Department of State  
[www.state.gov/r/pa/ei/bgn/3183.htm](http://www.state.gov/r/pa/ei/bgn/3183.htm)
-  Lonely Planet  
[www.lonelyplanet.com/worldguide/russia](http://www.lonelyplanet.com/worldguide/russia)
-  Yahoo Directory  
[dir.yahoo.com/Regional/Countries/Russia](http://dir.yahoo.com/Regional/Countries/Russia)
-  Russia Travel  
[www.russia-travel.com](http://www.russia-travel.com)
-  Embassy of Russian Federation  
[www.russianembassy.org](http://www.russianembassy.org)
-  The Internet Public Library - Russia  
[www.ipl.org/div/news/browse/RU](http://www.ipl.org/div/news/browse/RU)
-  Russia Journal  
[www.russiajournal.com](http://www.russiajournal.com)
-  Economist.com - Country Briefings, Russia  
[www.economist.com/countries/Russia](http://www.economist.com/countries/Russia)
-  Geographia.com - Russia  
[www.geographia.com/russia/rushis01.htm](http://www.geographia.com/russia/rushis01.htm)
-  Encyclopedia Britannica - Russia  
[www.britannica.com/eb/article-9109504/Russia](http://www.britannica.com/eb/article-9109504/Russia)
-  Novosti  
[en.rian.ru/russia](http://en.rian.ru/russia)
-  UK Trade and Investment: Russia  
[www.uktradeinvest.gov.uk/ukti/appmanager/ukti/countries?\\_nfls=false&\\_nfpb=true&\\_pageLabel=CountryType1&navigationPageId=/russia](http://www.uktradeinvest.gov.uk/ukti/appmanager/ukti/countries?_nfls=false&_nfpb=true&_pageLabel=CountryType1&navigationPageId=/russia)
-  Russia Profile  
[www.russiaprofile.org](http://www.russiaprofile.org)
-  Kommersant  
[www.kommersant.com](http://www.kommersant.com)
-  Itar-Tass News Agency  
[www.itar-tass.com/eng](http://www.itar-tass.com/eng)
-  Moscow Times  
[www.moscowtimes.ru/indexes/](http://www.moscowtimes.ru/indexes/)
-  Prime-Tass  
[www.prime-tass.com](http://www.prime-tass.com)
-  Vesti  
[www.vesti.ru/](http://www.vesti.ru/)
-  Country Studies - Russia  
[countrystudies.us/russia](http://countrystudies.us/russia)
-  Culture of Russia  
[www.russianculture.ru/defengl.asp](http://www.russianculture.ru/defengl.asp)
-  Kwintessential.com - Russia  
[www.kwintessential.co.uk/resources/global-etiquette/russia-country-profile.html](http://www.kwintessential.co.uk/resources/global-etiquette/russia-country-profile.html)
-  Women Russia  
[www.womenrussia.com/russians.htm](http://www.womenrussia.com/russians.htm)
-  Master Russian  
[www.masterrussian.com/blalphabet.shtml](http://www.masterrussian.com/blalphabet.shtml)
-  Region-Media: Advertising Agency for Russia's Regions  
[www.region-media.ru/behavior.php](http://www.region-media.ru/behavior.php)

Acrobat may ask you for permission to open the links. Click on the "Allow" button to let Acrobat open the link in your browser