



**EXPO
WORLD**



**MULTILINGUAL
MICROSITES**

Multilingual Microsites

Configuration Guide & Check List

September, 2023

Configuration Guide & Check List

This Guide & Check List is designed to help you complete the Configuration Pages for your Multilingual Microsite.

N.B. If you don't finish the configuration in a single session, this is no problem. By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here. Once you have completed and saved all the compulsory fields, you then can publish your microsite.

Once you have clicked on "Publish", please allow a couple of minutes for the pages to be generated, translated and published. When this process is completed, the "Review" button will become active and you can then review all the language versions of your Multilingual Microsite.

Also, you will see that certain fields are optional.

The only text boxes where free text is allowed are:

1. **Keywords and Phrases: (First section):** Where you can provide any keywords and/or phrases that identify and distinguish your company, its products and service.

These are critical. These are the words and phrases that you expect to be used in searches for your products and services. Think what distinguishes your company and its products and services from your competitors. If they are too "generic" you are unlikely to be found.

By the way, this exercise is no different to the one you should carry out for your Home Website.

2. **Heading (Second Section):** Brief Description of the company and its activities.

The Brief Description will also require very careful thought. This description will appear at the top of the Company Profile and therefore its purpose is to catch the reader's eye and interest.

However, please remember that this will be translated into many languages. Therefore, to reduce the risk of any translation not making sense, the suggestion is to take the following into account:

You should use:

- Simple words where there is an alternative to "complex" words e.g. "can" rather than "has the capacity to" and "show" rather than "elucidate".
- Very simple sentences e.g. avoid the use of subordinate clauses.
- Short sentences - no sentence being longer than 1 line in the text box.
- Bullet points to list key points you want to make.
- Short paragraphs to separate different concepts you want to communicate.
- Digits to express numbers rather than write them e.g. "1%" not "one percent".

You should not use:

- Complex business terms e.g. "Dead cat bounce", or "Golden share."
- Cultural or sporting references e.g. "Simples" or "You will be bowled over".
- Figurative speech e.g. "He ran fast" is better than "He ran like the wind."
- Foreign words e.g. "caveat" or "alma mater".
- Metaphors e.g. "America is a melting pot."

- Slang or jargon e.g. “Gotcha” or “Gazumping”.
- Idioms. These rely completely on contextual understanding e.g. “over the moon”, “the penny dropped etc.

If at all possible, you should avoid:

- Acronyms e.g. “PDA” or “EBITDA”
- Similes e.g. “..... as gentle as a lamb”.
- The passive tense e.g. “We deliver goods within 7 days” is better than “Goods are delivered within 7 days.”
- Using the word “you”. Many languages have different forms representing not just “singular” and “plural” forms but also different degrees of formality – which the English word “you” does not convey.
- Any sentences or phrases which could be ambiguous e.g. “Katy and Sharon were in the restaurant and Katy picked up her handbag.” In this sentence “her handbag” could refer equally to Katy’s or Sharon’s handbag.

N.B. If you draft your description taking the above into account, not only will the translations be more accurate, but will actually make it easier for English speakers to absorb your message.

If you have any difficulties in writing a suitable draft, we would suggest you try [ChatGPT](#). Explain the above drafting rules and then give it the key words and concepts you would like to be incorporated within the 750 character limit (including spaces). If you’re not happy with the first draft, you just ask it to refine it, explaining what you would like to be changed or added.

As these pages are designed for an international audience, it is recommended that you publish any phone numbers in an international format e.g. +44 (0) 252 368 147

The Configuration Pages cover the following 6 sections:

1. **Keywords and Phrases**
2. **Heading**
3. **Company Profile**
4. **Partners & Suppliers**
5. **Contacts**
6. **Registered Details**

Configuration Page

By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here. Once you have completed and saved all the compulsory fields, you then can publish your microsite.

Once you have clicked on "Publish", please allow a couple of minutes for the pages to be generated, translated and published. When this process is completed, the "Review" button will become active and you can then review all the language versions of your Multilingual Microsite.

* Compulsory

[Keywords and Phrases](#) [Heading_Profile](#) [Company_Profile](#) [Partners & Suppliers](#) [Contacts](#) [Registered_Details](#)

[Save](#)

[Publish](#)

Last generated at
10/19/2023 11:30 a.m.

[Review](#)

Keywords and Phrases

This is the most important section to be completed. You should use keywords and phrases that highlight your products and services, distinguishing you from your competitors.

These are critical. These are the words and phrases that you expect to be used in searches for your products and services. Think what distinguishes your company and its products and services from your competitors. If they are too “generic”*, you are unlikely to be found.

Maximum 255 characters - including spaces. You should separate each keyword or phrase from the others by using semicolons. These will all be translated and the use of semicolons will help ensure that AI does not try to create sentences from the various combinations.

To test the effectiveness of these keywords and phrases:

1. Wait a couple of weeks to allow the online search engines to index your microsite.
2. Make searches yourself using examples of a foreign language version of your microsite**.
3. Check the results.
4. If your microsite is not found, try adding new keywords and phrases – and repeat the process.

*Where possible you should avoid using generic terms – everybody includes these, making it very difficult to stand out on any online search (e.g. if you sell “handbags”, the phrase “Italian designer leather handbags” is much better than just the keyword “handbags”).

**Please note that these keywords and phrases will be translated and published as metadata in the Headings of each language version of your Microsite. Although they will not be visible, they will be indexed by the search engines. Depending upon your browser, you can view these keywords by right clicking on the Microsite web page and choosing "View Page Source" (or similar). You will see the keywords near the top of the page following the string:

`<meta name="keywords" content=`

Heading

Company Name:	
The link to your company’s home page:	
Logo: (upload your company logo in jpeg, gif or png format).	
Brief description of the company and its activities: (Maximum 750 characters including spaces.)	
Brands & Trademarks (max. 150 characters - including spaces). We suggest that you separate these by semicolons.* N.B. These will not be translated.	
The link to the “About” section of your website:	

*

The Company Name to be used to create the link to your microsite.*	
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*No spaces or special characters.

Company Profile

Head Office Address:

Street Address 1	
Street Address 2	
City\Town	
County\Province\State	
Postcode	
Country	Drop down list

Optional:

Annual Sales	Drop down list (range)
Employees	Drop down list (range)

Industry sectors in which your company is active:

You can add up to 5 industry sectors. These are based on the [NACE](#) and [UKSIC](#) systems. Please note that Levels 1 – Level 3 are provided to help you reach Level 4 Sector descriptions – but only the Level 4 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 4 description. If you are active in more than one Industry Sector, add additional Industry Sectors by clicking again on “Add Industry Sector” e.g.

Add Industry Sector

Industry Sector 1

Level 1

C -- MANUFACTURING

Level 2

11 -- Manufacture of beverages

Level 3

11.0 -- Manufacture of beverages

Level 4

11.03 -- Manufacture of cider and other fruit wines

We provide an Industry Hierarchy on 4 levels, starting with the following 21 main groups:

- Accommodation And Food Service Activities.
- Activities of Extraterritorial Organisations and Bodies.
- Activities of Households as Employers; Undifferentiated Goods and Services Producing Activities of Households For Own Use.
- Administrative and Support Service Activities.
- Agriculture, Forestry and Fishing.
- Arts, Entertainment and Recreation
- Construction.
- Education.
- Electricity, Gas, Steam and Air Conditioning Supply.

- Financial And Insurance Activities.
- Human Health and Social Work Activities.
- Information And Communication.
- Manufacturing.
- Mining and Quarrying.
- Other Service Activities
- Professional, Scientific and Technical Activities.
- Public Administration and Defence; Compulsory Social Security.
- Real Estate Activities.
- Transportation And Storage.
- Water Supply; Sewerage, Waste Management and Remediation Activities.
- Wholesale And Retail Trade; Repair of Motor Vehicles and Motorcycles.

Having chosen a main group, you then further refine your activities by choosing sub-groups which go down a further 3 levels.

We made the decision to structure the Configuration options in this way because:

1. We do not expect users to know which codes to be applied for their industry activities – nor which system to use (NACE, SIC, ISIC etc.).
2. We believe that the industry hierarchical tree is relatively self-explanatory and easy to use.
3. We doubt that online searches are made on the basis of international industry codes – but rather by industry and/or activity descriptions.

On the other hand, we do recognise that the industry sector descriptions used in the international industry sectors classification systems are there because they are widely used. Therefore, they provide a valuable basis for usage.

Furthermore, there are internationally recognised translations of these industry sectors which are particularly useful when automating the translation of the Microsites.

Your Main Products:

You can add up to 5 Product descriptions. These are based on the [Harmonised \(HS\)](#) and CN ([Combined Nomenclature](#)) Code Systems. Please note that Levels 1 – 2 are provided to help you reach Level 3 Product descriptions – but only the Level 3 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 3 category. If you provide products from more than one product category, add additional Main Products by clicking again on “Add Product”. Please note that the Product Categories cover very few services. If you only provide services and you cannot find these described here, you can add these in the “Other Keywords” section e.g.

Add Product

Product 1

Level 1

160011000090 -- PREPARED FOODSTUFFS; BEVERAGES, SPIRITS AND VINEGAR; TOBACCO AND MANUFAI ▾

Level 2

220021000090 -- BEVERAGES, SPIRITS AND VINEGAR ▾

Level 3

220300000080 -- Beer made from malt ▾

If you need to add Industry Sector or Product descriptions – and/or services - which are not covered by the NACE or HS descriptions, you can add these in the “Other Keywords” section.

Within the Multilingual Microsite service, we provide a simplified hierarchy, with choices to be made on the basis of product description rather than code. We have done this by producing a Product Hierarchy on 3 levels, starting with the following 21 main product groups:

- Animal or Vegetable Fats and Oils and Their Cleavage Products; Prepared Edible Fats; Animal Or Vegetable Waxes
- Arms and Ammunition; Parts and Accessories Thereof
- Articles of Stone, Plaster, Cement, Asbestos, Mica or Similar Materials; Ceramic Products; Glass and Glassware
- Base Metals and Articles of Base Metal
- Footwear, Headgear, Umbrellas, Sun Umbrellas, Walking Sticks, Seat-Sticks, Whips, Riding-Crops and Parts Thereof; Prepared Feathers and Articles Made Therewith; Artificial Flowers; Articles Of Human Hair
- Live Animals; Animal Products
- Machinery and Mechanical Appliances; Electrical Equipment; Parts Thereof; Sound Recorders and Reproducers, Television Image and Sound Recorders And Reproducers, and Parts and Accessories of Such Articles
- Mineral Products
- Miscellaneous Manufactured Articles
- Natural or Cultured Pearls, Precious or Semi-Precious Stones, Precious Metals, Metals Clad With Precious Metal, and Articles Thereof; Imitation Jewellery; Coin
- Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments and Apparatus; Clocks and Watches; Musical Instruments; Parts and Accessories Thereof
- Plastics and Articles Thereof; Rubber and Articles Thereof
- Prepared Foodstuffs; Beverages, Spirits and Vinegar; Tobacco and Manufactured Tobacco Substitutes
- Products of The Chemical or Allied Industries
- Pulp Of Wood or of Other Fibrous Cellulosic Material; Recovered (Waste and Scrap) Paper or Paperboard; Paper and Paperboard and Articles Thereof
- Raw Hides and Skins, Leather, Furskins and Articles Thereof; Saddlery and Harness; Travel Goods, Handbags and Similar Containers; Articles of Animal Gut (Other Than Silkworm Gut)
- Textiles and Textile Articles
- Vegetable Products
- Vehicles, Aircraft, Vessels and Associated Transport Equipment

- Wood and Articles of Wood; Wood Charcoal; Cork And Articles of Cork; Manufactures Of Straw, of Esparto or of Other Plaiting Materials; Basketware and Wickerwork
- Works of Art, Collectors' Pieces and Antiques

We made the decision to structure the Configuration options in this way because:

1. We do not expect users to know which codes to be applied for their products – nor which system to use.
2. We believe that the product hierarchical tree is relatively self-explanatory and easy to use.
3. We doubt that online searches are made on the basis of international product codes – but rather by product descriptions.

On the other hand, we do recognise that the product descriptions used in the international product classification systems are there because they are widely used. Therefore, they provide a valuable basis for usage.

Furthermore, there are internationally recognised translations of these product descriptions which are particularly useful when automating the translation of the Microsites.

Link to your Home Site where there is a more detailed list of your products and services:

The contact details of the person in your company who is responsible for international sales:

First Name:	
Last Name:	
Email Address:	

Partners & Suppliers

Industry organisations:

List the Chambers of Commerce and Industry Associations your company belongs to.

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Industry Organisation:

Industry Organisation:

Industry Organisation:

Industry Organisation:

Industry Organisation:

Business Partners:

If you are not looking for partners, leave this section blank.

List the Industry Sector(s) where you are looking for Business Partners (see above for list of Industry Sectors).

Business Partners:

List the Industry Sectors where you are looking for Business Partners

You can add up to 5 industry sectors. These are based on the [NACE](#) and [UKSIC](#) systems. Please note that Levels 1 – Level 3 are provided to help you reach Level 4 Sector descriptions – but only the Level 4 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 4 description. If you are looking for partners in more than one Industry Sector, add additional Industry Sectors by clicking again on "Add Partner Industry Sector".

[Add Partner Industry Sector](#)

List the geographic areas where you are looking for partners: (Drop down table)

List the geographic areas where you are looking for partners

Area 1:

Area 2:

Area 3:

The contact details of the person in your company who is responsible for business partnerships:

First Name:	
Last Name:	
Email Address:	

Suppliers

If you are not looking for new suppliers, leave this section blank.

You can add up to 5 Product descriptions.

List the product(s) you are looking for: (see above for list of Product Classifications).

Suppliers

List the products you are looking for:

You can add up to 5 Product descriptions. These are based on the [Harmonised \(HS\) Code System](#) Please note that Levels 1 – 2 are provided to help you reach Level 3 Product descriptions – but only the Level 3 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 3 category. If you provide products from more than one product category, add additional Supplier Products by clicking again on "Add Supplier Products"

[Add Supplier Products](#)

The contact details of the person in your company who is responsible for supplier relationships:

First Name:	
Last Name:	

Email Address:	
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Company Contacts

General Contacts:

Main Switchboard Number:	
Fax:	
General Email Address:	
Website Address: the contact page on your Home Site.	

On the published page, the contacts that you have included in the Company Profile and Partners & Suppliers page will also be published here.

Registered Details

List the certifications and licences held by your company, for example: ISO, AEO etc.

Certifications/Authorisation 1:	<input type="text"/>
Certifications/Authorisation 2:	<input type="text"/>
Certifications/Authorisation 3:	<input type="text"/>
Certifications/Authorisation 4:	<input type="text"/>
Certifications/Authorisation 5:	<input type="text"/>

Legal Form:	(Drop down list)
Date Established:	
Registration No:	
VAT No (if relevant):	

Registered Address:

Street Address 1:	
Street Address 2:	
Town\City:	
County\Province\State:	
Post Code:	
Country:	(Drop down list)