

Part II

**Good practice in using
free online MT in
multilingual websites**

Review of common current practice

- This session focuses on properly localised websites
- Next session looks at sites integrating online MT

Some familiar examples of properly localised multilingual websites

- United Nations



- IBM



- European Union



- Ryanair **RYANAIR**

- Coca-Cola



- EasyJet



General good practice issues applying to multilingual websites

- Prominent location of language options on home page
- Use of target languages
- Careful use of flag icons
- Intuitive order and arrangement