Culturally-relevant website assets to strengthen your global expansion plans.

WEBSITES FOR RECRUITERS

2021 GLOBAL- READY WEBSITES REPORT

Exclusively prepared for companies in the U.S. executive search industry expanding their global footprint.

★★★★★

PREPARED BY
DESIREE SILVEIRA

Expanding in global markets is challenging.

Small to medium executive search firms have to constantly compete with tenured search firms who have had the advantage of time to build their global operations.

The '2021 Global-Ready Websites Report' is created to help young, human-centric executive search firms build web assets that demonstrate their global focus through culturally-relevant website experiences. International executive search firms can rely on this report to answer questions like:

- What does it mean to have a global-ready website?
- How can a focus on interculturality lead to sales growth?
- Which web design attributes and common practices impede international users?

This report, written by Desiree Silveira is an introduction to web globalization, with a deep focus on the first step, and that is creating a cross-cultural user experience on the primary URL. Through website profiles, loaded with screenshots, you'll learn which practices to emulate and which to avoid. A combination of quantitative data and deep study of intercultural web design practices make this report an invaluable resource for any executive search firm in the United States wanting to expand in global markets.

Report Details:

Pages: 145
Visuals and Exhibits: 90+
Reference Articles: 40+
Format: PDF
License: Enterprise

To purchase online, visit us at
www.websitesforrecruiters.com
or contact Desiree Silveira at
info@websitesforrecruiters.com

An optional conference call to benchmark your website

For an additional fee, Desiree Silveira will prepare a customized conference call to share insights from the report and how it can be applied to your company website. Contact Desiree at info@websitesforrecruiters.com

Phase-wise Growth

The report explains the three steps towards website globalization, and what it takes to be successful at each phase. Doing each step correctly ensures that the website has a strong foundation so that future website scale-up project efforts are cost-effective and profitable.

Language Insights

For international search firms ready to offer language translation on their websites, the report analyses the most supported languages in the executive search industry and even suggests which areas of the website require the support of a linguist versus dependence on machine translation.
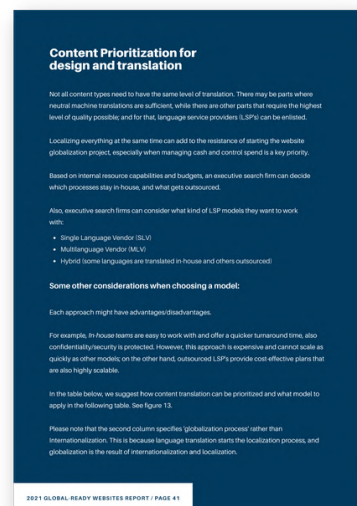
Underutilized Trends

The report explores web design strategies utilized by a handful of executive search firms that bring them a competitive edge in the key markets they serve. Find out what they are, and exploit those new opportunities to gain higher engagement and sales.
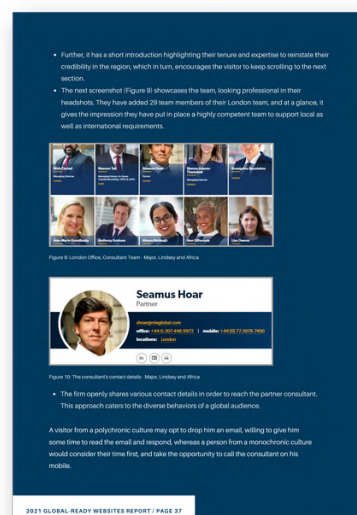
Profiled Websites

Find out what the leaders in the executive search industry are doing extremely well on their websites, and what they are missing out on. By learning from the leaders, smaller executive search firms can confidently implement web design strategies that make them communicate in a truly global way to a culturally-diverse audience.

LinkedIn for Website Traffic

We find out how many executive search firms rely on LinkedIn to drive traffic to their website and explore intercultural ways to strengthen the brand perception of international search firms on the platform. Build intrigue by following the steps to creating an intercultural LinkedIn profile so that the right visitors are encouraged to explore further opportunities on your company website.
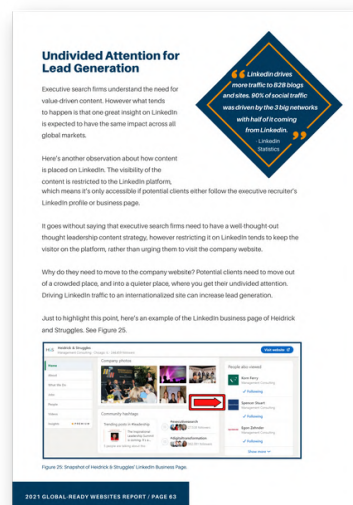
How this report is used

This report is useful for CEOs and managing partners keen to expand in global markets and want to know how they can depend on their company websites to support their expansion goals.

Also, marketing and IT professionals can depend on this report to understand best practices and thus, make calculated investments that can save the company 1000's of dollars and increase profit opportunities.

2021 Global-Ready Websites Report

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Part 5: Website Profiles by Company

Expand Globally

Websites for Recruiters
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About the Author

Desiree Silveira Designs is an Intercultural Communications Consultant who specializes in International Website Design & Cross-Culture User Experience.

Unlike broad market or general "recruiting website" designers, Desiree's unique and specialized expertise helps U.S.-based Executive Search firms set themselves apart and win more clients in highly competitive overseas markets.

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