



## Internationalization Quick Tips for the Web

More at <http://www.w3.org/International/quicktips/>

- **Encoding.** Use Unicode wherever possible for content, databases, etc. Always declare the encoding of content.
- **Escapes.** Only use escapes (numeric character references and entities) in specific circumstances.
- **Language declaration.** Declare the text-processing language of documents and indicate any internal language changes.
- **Presentation vs. content.** Use style sheets for presentational information, and restrict markup to semantics.



- **Images, animations & examples.** Check for translatability and inappropriate cultural bias.
- **Forms.** Use an appropriate encoding on both form and server. Support local formats of names/addresses, times/dates, etc.
- **Text authoring.** Use simple, concise text. Do not compose sentences from multiple strings using scripting.
- **Navigation.** On each page include clearly visible navigation to localized pages or sites; use the target language.
- **Right-to-left text.** For XHTML, add `dir="rtl"` to the `html` tag. Only re-use it to change directionality.
- **Check your work.** Validate! Use techniques, tutorials, and articles at <http://www.w3.org/International/>