I18n key recommendations and quick tips

The following 7 quick tips summarize some important concepts of international Web design. They will become more meaningful as you work through the course, so come back and review this page at the end.

1. **Encoding**: use the UTF-8 (Unicode) character encoding for content, databases, etc. Always declare the encoding.

2. **Language**: declare the language of documents and indicate internal language changes.

3. **Navigation**: on each page include clearly visible navigation to localized pages or sites, using the target language.

4. **Escapes**: use characters rather than escapes (e.g. á á or á) whenever you can.

5. **Forms**: use UTF-8 on both form and server. Support local formats of names/addresses, times/dates, etc.

6. **Localizable styling**: use CSS styling for the presentational aspects of your page. So that it's easy to adapt content to suit the typographic needs of the audience, keep a clear separation between styling and semantic content, and don't use 'presentational' markup.

7. **Images, animations & examples**: if your content will be seen by people from diverse cultures, check for translatability and inappropriate cultural bias.

You will find more quick tips on the [I18n quick tips](#) page. Remember that these tips do not constitute complete guidelines.