

# Local Build

Why language is key for decentralization

**Laurel Klafehn**

Internationalization  
Project Manager



**Oliver JL Renwick**

Lead - Manager, Customer  
Success Content Team

Consensys Software, Inc.















~~Don't put all your eggs in one basket—~~  
**Don't put all your nodes on two continents.**












# Don't put all your nodes on two continents

## Top 10 Countries

Total 6,737 nodes found

#	Countries	Last 24 Hours ▼
1	 United States	3,650 (53.43%)
2	 Germany	766 (11.21%)
3	 United Kingdom	214 (3.13%)
4	 Canada	201 (2.94%)
5	 France	171 (2.50%)
6	 South Korea	171 (2.50%)
7	 Singapore	142 (2.08%)
8	 Netherlands	125 (1.83%)
9	 Iran	111 (1.62%)
10	 Australia	86 (1.26%)

<a href="#">All</a> <a href="#">Highlights</a> <a href="#">Pump.fun Ecosystem</a> <a href="#">Categories</a> <a href="#">Binance Launchpool</a>					
	▲ #	Coin		Price	24h Volume
☆	3	 Tether USDT	<a href="#">Buy</a>	\$1.00	\$185,309,779,773
☆	8	 USDC USDC	<a href="#">Buy</a>	\$0.9995	\$23,736,516,002
☆	29	 USDS USDS		\$0.9921	\$14,773,850
☆	38	 Dai DAI	<a href="#">Buy</a>	\$1	\$180,649,996
☆	134	 USDD USDD		\$1.00	\$4,050,441
☆	148	 Frax FRAX	<a href="#">Buy</a>	\$0.9953	\$49,943,042
☆	171	 PayPal USD PYUSD		\$1.00	\$88,791,679
☆	173	 Bridged USDC (Polygon PoS Bridge) USDC.E		\$0.9989	\$102,761,863
☆	179	 TrueUSD TUSD		\$0.9988	\$81,234,713

All your stables are belong to **US \$USD**



~~The truth is out there.~~

**The users, and use cases, are out there:  
We just have to speak their language.**

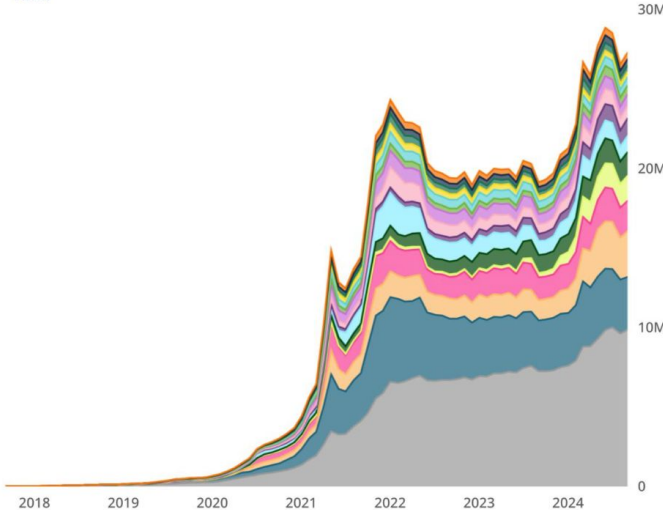


# Speak the language of our users

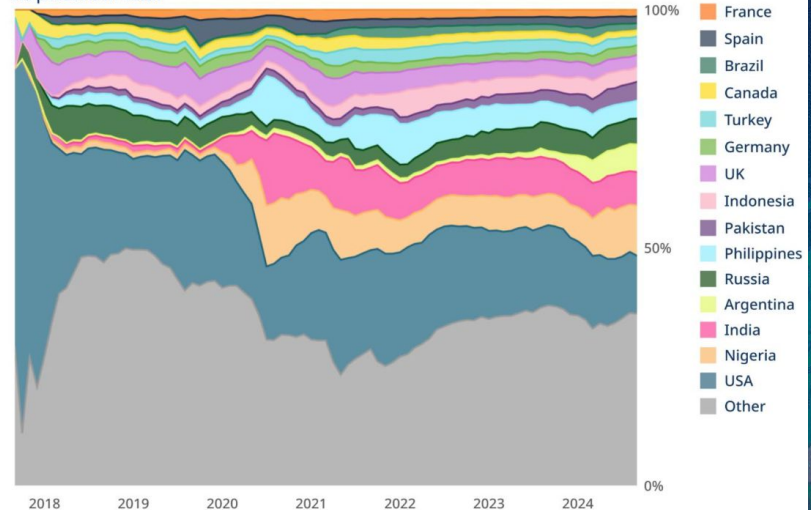
Mobile wallet use hit **record highs**, driven by growth in countries such as Nigeria, India, and Argentina

Monthly active mobile crypto wallet users by country

Total



As percent of total



alócrypto

©2024 Andreessen Horowitz. | All rights reserved worldwide.

Source: Sensor Tower as of 9/30/2024.



**~~Build it and they will come.~~**

**Users are here; we need to build web3 with them**

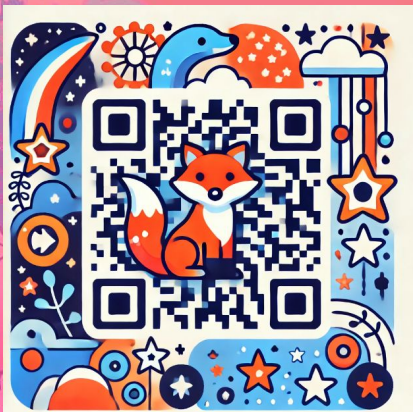
# Most of those languages came from community submissions!

metamask-mobile / locales / languages /

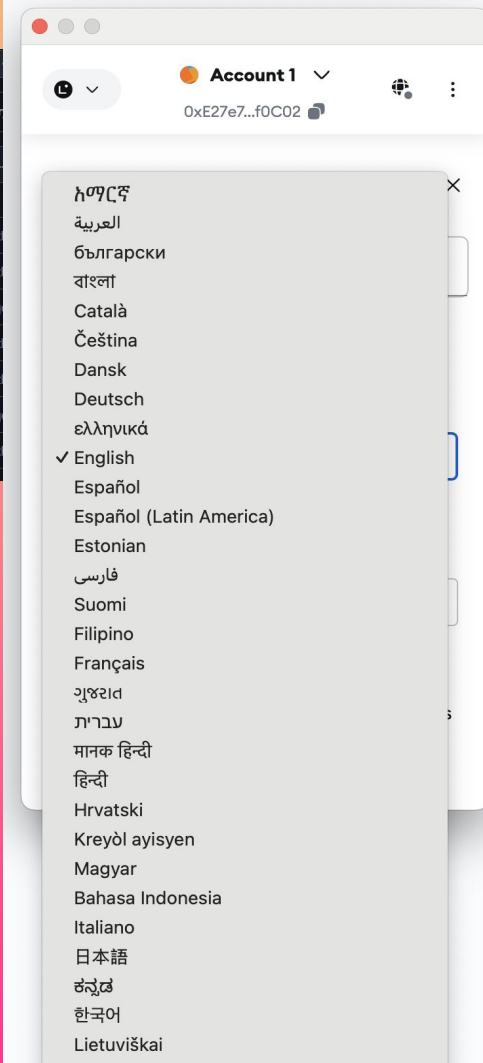
frankvонhoven and Daniel-Cross feat: 1957 crash sc... 12c3e59 · 2 days ago

Name	Last commit message	Last commit da...
..		
de.json	chore: New Crowdin translations by Gith...	last mont
el.json	chore: New Crowdin translations by Gith...	last mont
en.json	feat: 1957 crash screen redesign (#12015)	2 days ag
es.json	chore: New Crowdin translations by Gith...	last mont
fr.json	chore: New Crowdin translations by Gith...	last mont
hi-in.json	chore: Remove eth-sign (#11246)	2 months ag
hi.json	chore: New Crowdin translations by Gith...	last mont

MetaMask Mobile



MetaMask Extension







특징 ▼

만들기 ▼

리소스 ▼

알아보기



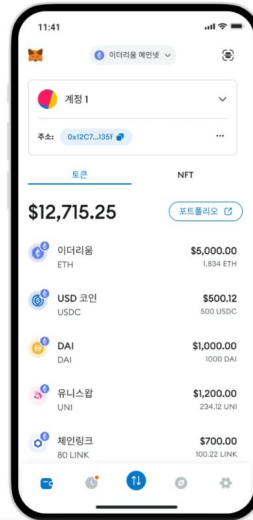
KO ▼

Brave

iOS

Android

## Android용 MetaMask 설치



Android용 MetaMask 설치

English

中文

हिन्दी

Italiano

日本語

한국어

Русский

Español

Türkçe

Nigerian  
Pidgin

# Behold: The highest ROI translation job *ever*

Hi Oliver,

Here's an initial estimate for the word volumes and languages you sent over. Please let me know if this is with

Languages	Word Count	Cost per Word	Cost
Russian	300	\$0.16	\$48.00
Vietnamese	300	\$0.16	\$48.00
Spanish	300	\$0.16	\$48.00
Chinese	300	\$0.16	\$48.00
Turkish	300	\$0.16	\$48.00
Brazilian Portuguese	300	\$0.16	\$48.00
			\$288.00

I also noticed that our Order Form agreement expired in Q4 of last year, so I'm working on getting a new form

BILL TO

SHIP TO

## Language

## Percent change in click through

English\*

-5%

Spanish

14%

Russian

44%

Turkish

60%

Japanese

76%

Korean

114%

Overall total

+61%

By implementing these translations, we improved the SEO ranking of not just the translations, but the English site as well

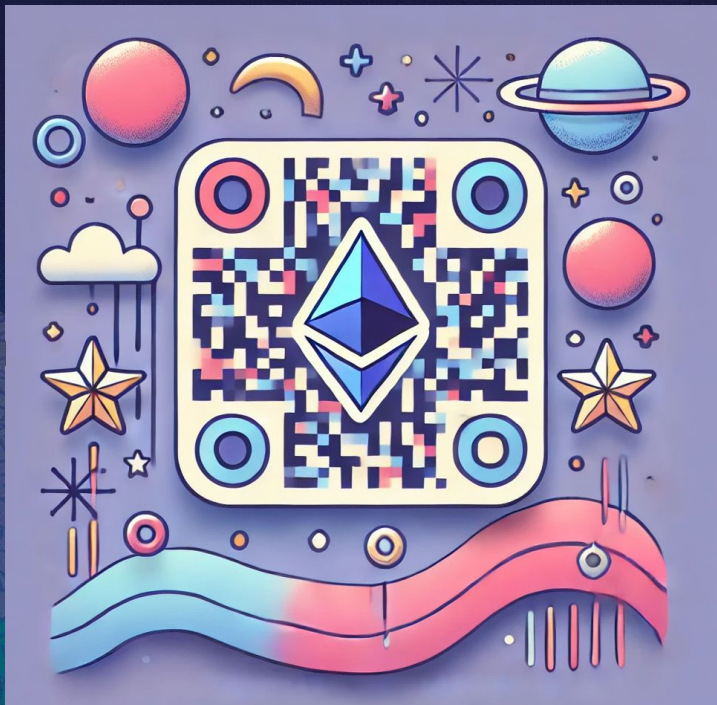
\*During this time period, overall onchain activity dropped about 5%; the English represents a "baseline".

Pre: 05/04/2024-07/03/2024; Post 07/04/2024-09/02/2024, data by Cami Armand



**~~Tomato, Tom ahto?~~**  
**You say distributed, I say  
decentralized.**





**EF Translation Program**



**wordsofweb3 – GitHub**

<https://wordsofweb3.eth.limo>



# The world doesn't need Ethereum; Ethereum needs the world.

Oliver JL Renwick

[oliver.renwick@consensys.net](mailto:oliver.renwick@consensys.net)

Laurel Klafehn

[laurel.klafehn@consensys.net](mailto:laurel.klafehn@consensys.net)

Let's keep the conversation going:

Red Discussion Corner

Friday, 1:30 PM

