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~~

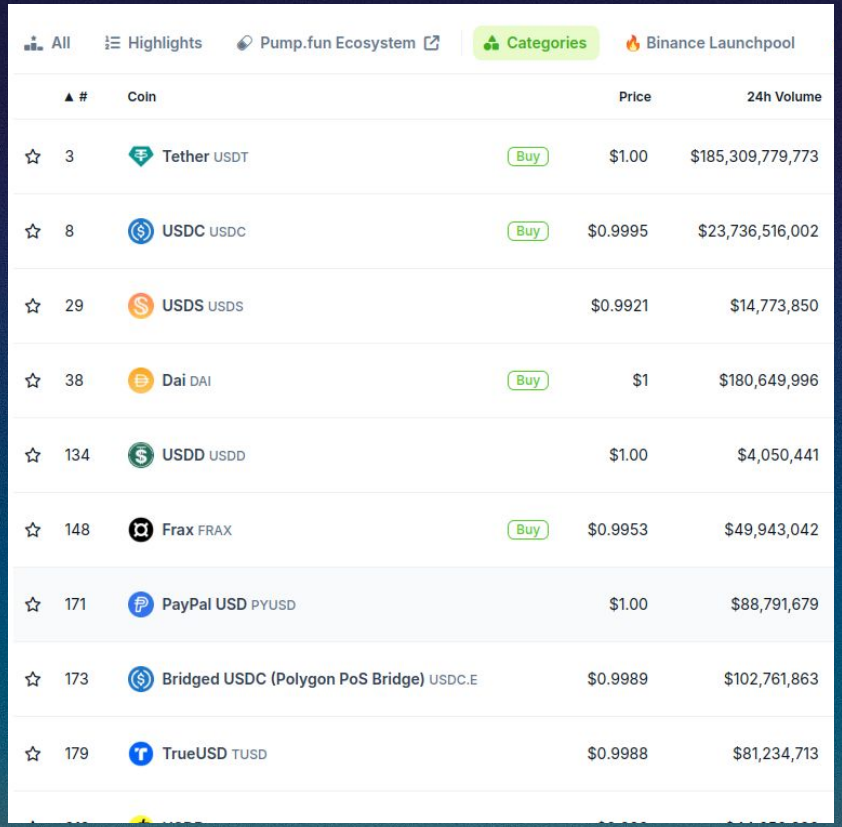
Don’t put all your nodes on two continents.

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%)



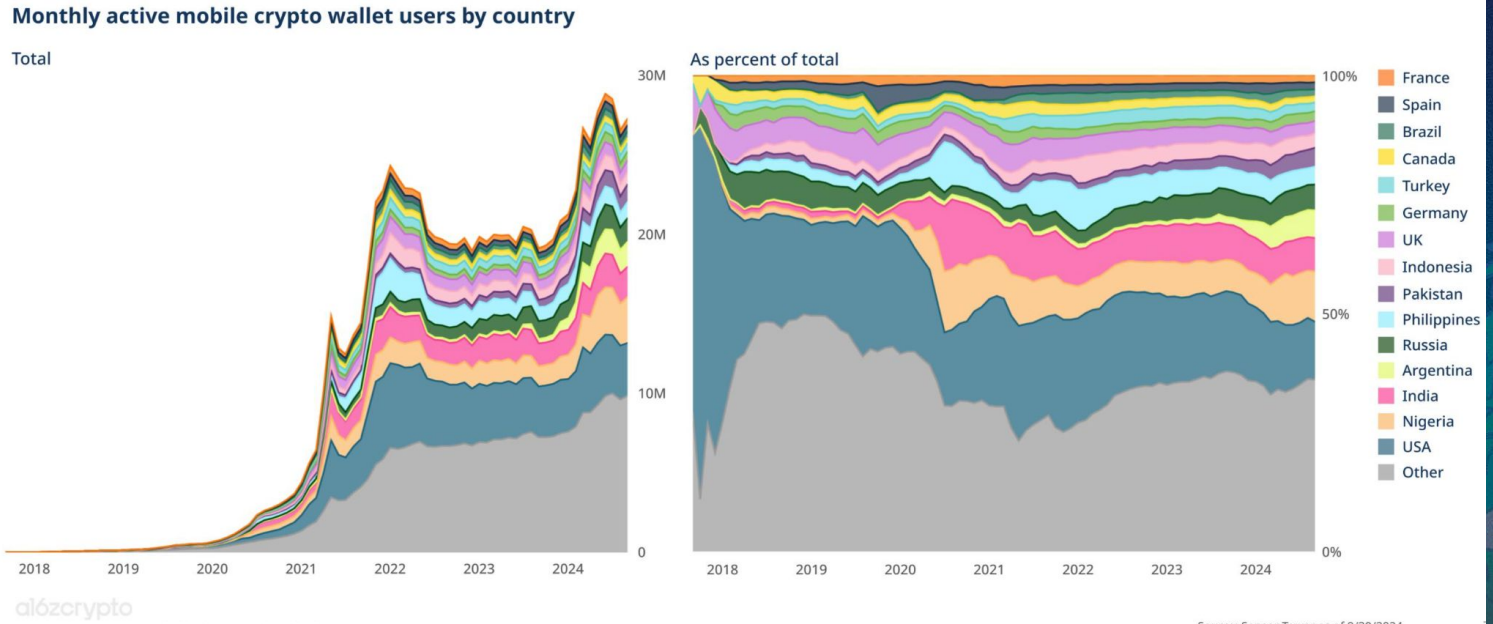
All your stables are belong to ~~US~~ $USD

~~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

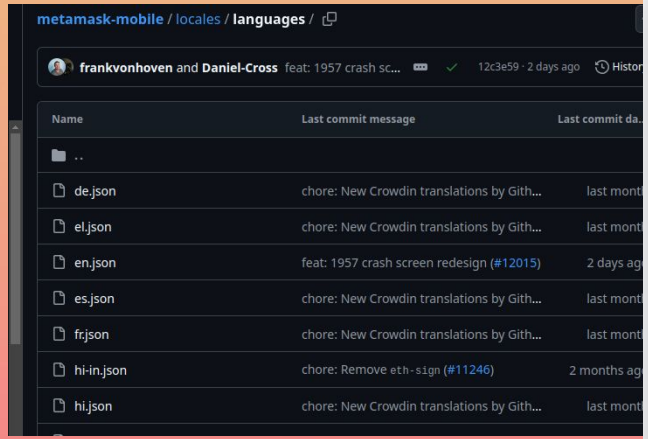
Mobile wallet use hit record highs, driven by growth in countries such as Nigeria, India, and Argentina

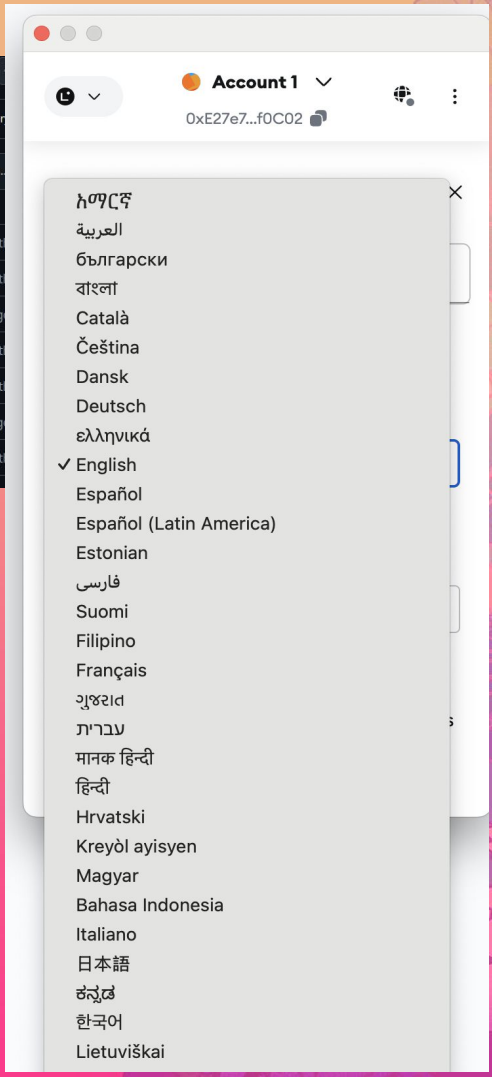


~~Build it and they will come.~~

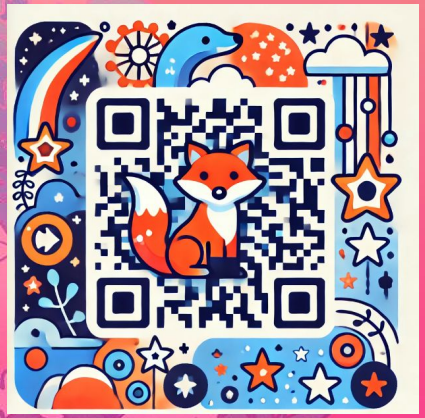
Users are here; we need to build web3 with them

Most of those languages came from community submissions!





MetaMask Mobile

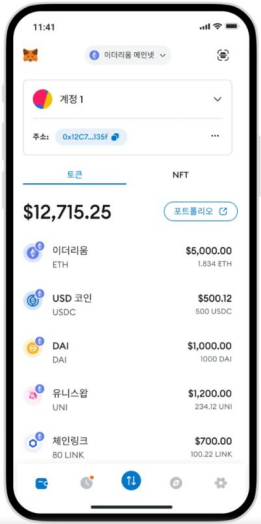


MetaMask Extension

지금 MetaMask Portfolio를 살펴보세요. 웹3 자산을 한 곳에서 추적하고 관리하세요! →

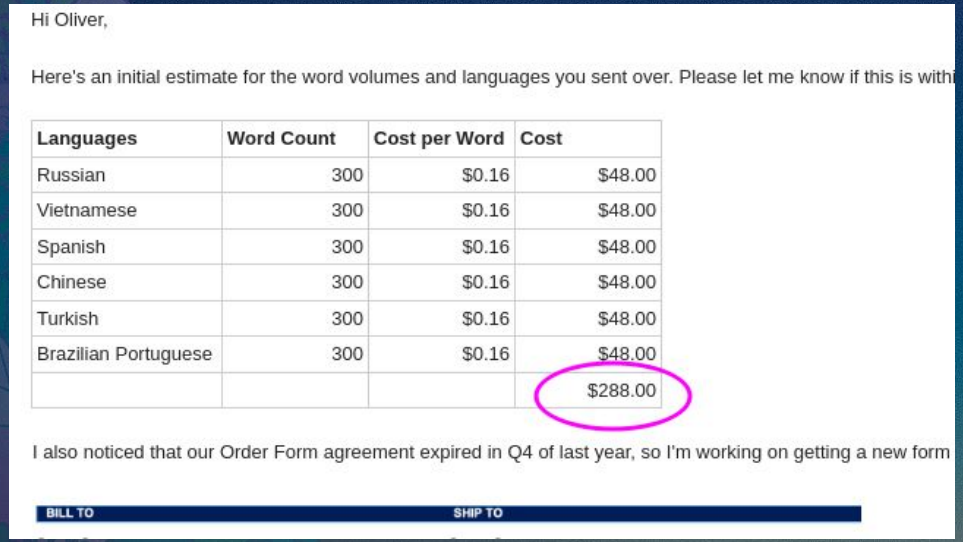
Brave iOS Android

Android용 MetaMask 설치



Android용 MetaMask 설치

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 withi

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 *ah*to?~~

You say distributed, I say decentralized.

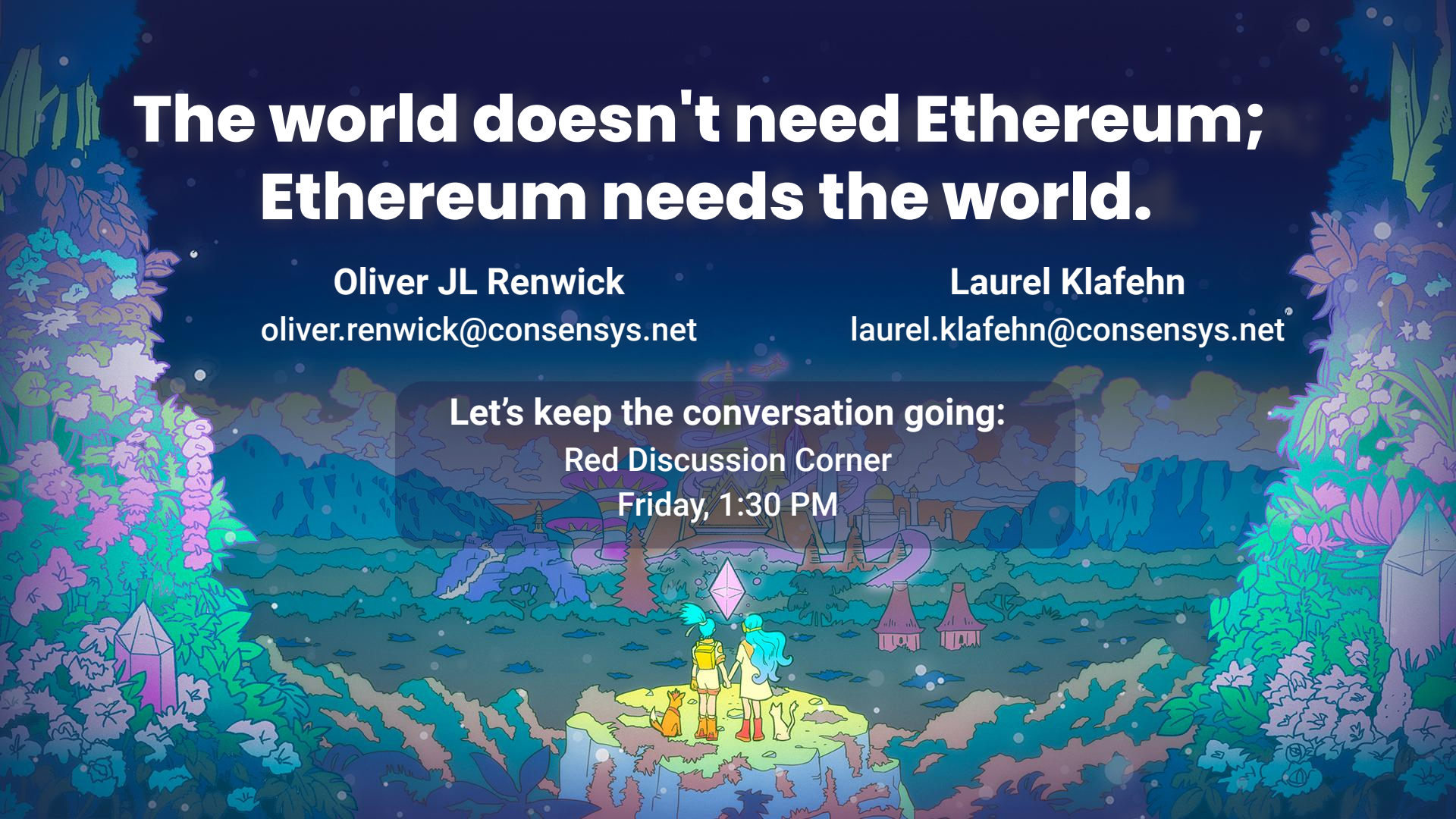
EF Translation Program

wordsofweb3 - GitHub

https://wordsofweb3.eth.limo

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

Oliver JL Renwick
oliver.renwick@consensys.net

Laurel Klafehn
laurel.klafehn@consensys.net

Let's keep the conversation going:
Red Discussion Corner
Friday, 1:30 PM