

# Multi-regional / Multilingual functionality for Priority Software website

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## Purpose

Automatically serve geo-targeted content with specific language requirements (see below).

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## Which locations?

Israel, United States, United Kingdom, Belgium, and global (everywhere else).

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## Which languages?

Hebrew (Israel)

American English (Belgium, global, US)

British English (UK)

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## How should it work:

Detect a site visitor's location on first visit. Put visitor in a location context. This should happen without the visitor having to take any action.

The visitor can change their location by selecting from a list in the nav. Every choice made overrides the previous context, and persists for the rest of the user's session.

The user's choice is strictly geography based (global, Israel, Belgium, UK, or US), and need to be reflected in the URL by 2-letter country abbreviation.

Global	priority-software.com/
Israel	priority-software.com/il/
Belgium	priority-software.com/be/
United Kingdom	priority-software.com/gb/
United States	priority-software.com/us/

## Other requirements

Israel-based pages only get Hebrew-language content. All other locations only get English-language content. The UK only gets British English.