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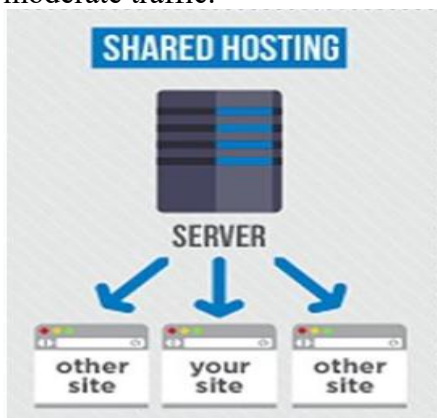
Web Hosting and Managing Multimedia Content

Definition: Web hosting is an online service that enables you to publish your website or web application on the internet. When you sign up for a web hosting service, you basically rent some space on a physical server where you can store all the files and data necessary for your website to work properly.

Types of Web Hosting

Shared Hosting

In shared hosting, multiple websites share the same server and its resources, such as CPU, RAM, and storage space. It is an affordable option suitable for small websites with low to moderate traffic.



Virtual Private Server (VPS) Hosting

With this web hosting type, your website also shares a physical server with other users, but the web host creates a virtual partition for each user. VPS web hosting is a great option for medium-sized sites, eCommerce shops, and large blogs with a rapidly growing number of visitors.



Cloud Hosting

Cloud hosting utilizes a network of interconnected virtual and physical servers to host websites. It offers scalability and flexibility, allowing resources to be scaled up or down based on demand. Cloud hosting is suitable for websites with fluctuating traffic or those requiring high availability.



WordPress Hosting

Word Press hosting is specifically optimized for hosting Word Press websites. It offers features such as automatic Word Press updates, security monitoring, and specialized support. Hosting providers manage server configurations, performance optimizations, and security updates, allowing users to focus on creating and managing their WordPress websites. Managed Word Press hosting is ideal for Word Press users who prioritize convenience, security, and performance, and it's particularly useful for non-technical users who want to focus on content creation rather than server management.

Dedicated Hosting

Dedicated Server Hosting: With dedicated hosting, you get an entire physical server dedicated solely to your website(s). This option provides the highest level of performance, security, and control, making it ideal for large websites with high traffic volumes.



E-commerce Hosting

E-commerce hosting is tailored specifically for online stores, offering features such as SSL certificates, payment gateway integration, shopping cart software, and security enhancements to ensure a secure and seamless shopping experience for customers.

Web Hosting involves following steps

- **Choose a Hosting Plan**
Select a hosting plan that aligns with your website's needs. Consider factors like bandwidth, storage space, and additional features offered by the hosting provider.
- **Choose a Domain Name**
Select a unique and memorable domain name for your website. This will serve as the web address by which users can access your site.

- **Select a Web Hosting Provider**
Research and choose a reliable web hosting provider based on your budget, technical requirements, and the level of support and features you need. Popular hosting providers include SiteGround, HostGator, and AWS.
- **Register the Domain**
If you haven't registered a domain yet, many hosting providers offer domain registration services.
- **Set Up DNS**
Configure the Domain Name System settings to point your domain to the hosting provider's servers. This information is typically provided by the hosting company.
- **Database Setup**
If your website relies on a database (common with CMS platforms), create and configure the database. This usually involves setting up a database, a database user, and assigning necessary permissions.

What is Multimedia?

Definition: Multimedia refers to the integration of different forms of media elements to convey information or entertainment in a digital format. It involves the use of a combination of text, images, audio, video, animations, and interactive content within a single presentation or application.

Web hosting and managing multimedia content involves following steps:

- **Choose a Hosting Plan with Adequate Resources:**
 - Storage Space:**
Ensure that your hosting plan provides sufficient storage space to accommodate the size and volume of multimedia content on your website.
 - Bandwidth:**
Bandwidth refers to the amount of data that can be transferred between your website and users' devices. Multimedia content, especially high-resolution images and videos, can require a lot of bandwidth. Sufficient bandwidth ensures that your multimedia content can be delivered to users quickly and smoothly without causing slow loading times.
- **Optimize Multimedia Files:**
Compress and optimize images, videos, and audio files to reduce their file size without compromising quality. This helps in faster loading times and better user experience.
- **Utilize Content Delivery Networks (CDNs):**
Integrate a CDN to distribute multimedia files across multiple servers globally, improving content delivery speed by serving files from servers closer to the user's location.
- **Use a WCMS with Multimedia Support:**
Choose a WCMS that has built-in support for managing multimedia content. Popular systems like WordPress, Drupal, and Joomla provide dedicated features and plugins for handling images, videos, and audio files.

- **Organize Multimedia in the CMS:**
Leverage the categorization and tagging features of your CMS to organize multimedia files efficiently.
- **Enable Browser Caching:**
Set up browser caching to store multimedia files locally on visitors' devices. This reduces the need to download files repeatedly, enhancing performance during subsequent visits.
- **Implement Multimedia Metadata:**
Add descriptive metadata, such as alt text for images and captions for videos, to improve accessibility and provide context to users and search engines.
- **Regularly Audit and Optimize:**
Periodically review and optimize your multimedia content. Remove outdated or unused files, and check for opportunities to further compress or enhance the performance of existing files.
- **Backup Multimedia Content:**
Regularly back up your multimedia content to prevent data loss. Many WCMS platforms and hosting providers offer backup solutions, but it's wise to have additional backup strategies in place.
- **Responsive Design:**
Make sure your website and multimedia content are designed to be responsive, adapting to different screen sizes and devices, to provide a seamless user experience.
- **Scalability:**
Plan for scalability as your website grows. You may need to upgrade your hosting plan, CDN, or storage capacity to accommodate increased multimedia content and traffic.

By combining these steps, you can create a robust and efficient system for hosting and managing multimedia content in your WCMS, providing a positive experience for your website visitors.

Creating and Maintaining a Wikisite

Wiki: A wiki is a collaborative website that allows users to create, edit, and organize content collectively. Wikipedia is one of the most well-known examples of a wiki, where users can contribute and edit articles on a wide range of topics. The term "wiki" comes from the Hawaiian word for "quick" or "fast."

Advantages of wiki

Collaborative Editing: Wikis allow multiple users to collaborate on creating and editing content in real-time. This enables teams to work together efficiently, contributing their expertise and knowledge to develop comprehensive and accurate information.

Accessibility: Wikis are typically web-based platforms, making them accessible from anywhere with an internet connection. This accessibility enables users to access and contribute

to the wiki from different locations and devices, facilitating remote collaboration and flexibility.

Version Control: Wikis usually track revisions and edits made to pages, providing a history of changes. This version control feature allows users to review previous edits, revert to earlier versions if necessary, and track the evolution of content over time.

Ease of Use: Most wiki platforms offer user-friendly interfaces and intuitive editing tools, making it easy for users with varying levels of technical expertise to create and edit content. Users can format text, add images and multimedia, and link to other pages within the wiki without needing advanced technical skills.

Organizational Structure: Wikis often support organizational features such as categories, tags, and hierarchies, which help users organize and navigate content effectively. These features make it easier to find relevant information within the wiki, improving usability and information retrieval.

Disadvantages of wiki

Quality Control: One of the main concerns with wikis is the potential for vandalism or the insertion of inaccurate information by malicious users. Maintaining quality control and ensuring the accuracy of content can be challenging, especially on open wikis where anyone can edit pages.

Edit Wars and Conflicts: In collaborative environments, disagreements over content or formatting can lead to edit wars, where users continuously revert each other's changes. Resolving conflicts and reaching consensus can consume time and resources, impacting productivity and collaboration.

Security Risks: Wikis may be vulnerable to security risks such as unauthorized access, data breaches, and malware attacks. Poorly configured permissions, weak passwords, and outdated software can expose wikis to security threats, compromising sensitive information and data integrity.

Creating a Wikisite

➤ Choose a Wiki Platform:

Select a wiki platform or software. Some popular options include Media Wiki, Doku Wiki, Confluence, and Tiki Wiki. . Consider your specific needs and technical skills when choosing a platform. Consider factors such as ease of use, scalability, community support, available features, and compatibility with your existing systems.

➤ Set Up Hosting:

Choose a domain name that reflects the purpose or topic of your wiki site. Register the domain through a domain registrar. Select a hosting service that meets the technical requirements of your chosen wiki platform. Look for a hosting provider that offers reliability, security, sufficient storage space, and bandwidth. Purchase a hosting plan and configure domain settings to point to your hosting server.

➤ Install Wiki Software:

Install the chosen wiki software on your hosting server. Many platforms offer installation guides or scripts to make this process easier.

➤ **Configure Settings:**

Customize the wiki settings, such as access controls, user permissions, and the look and feel of the site. Set up user roles and permissions as needed. Customize the appearance of the wiki by choosing themes, templates, and layout options.

➤ **Create Initial Content:**

Start populating the wikisite with initial content. Create main pages, categories, and templates to provide a structure for future contributions.

➤ **Implement Navigation:**

Set up a clear navigation structure. Use categories, tags, and a hierarchical organization to make it easy for users to find information.

Maintaining a Wikisite

➤ **Content Organization:**

Create a clear and intuitive structure for your wiki. Use categories, sections, and hierarchies to organize information logically. Establish a consistent naming convention for pages and categories to enhance searchability.

➤ **Content Creation:**

Start by creating the core content of your wiki. Organize it logically with a clear structure using categories, pages, and links.

➤ **User Contributions:**

Encourage users to contribute by allowing them to create and edit content. Set guidelines and rules for contributing to maintain quality.

➤ **Version Control:**

Most wiki platforms offer version control, allowing you to track changes and revisions made by users. This helps in case you need to revert to a previous version.

➤ **Content Moderation:**

Implement content moderation if necessary to prevent spam, vandalism, or inappropriate edits. Some platforms have built-in moderation tools.

➤ **Regular Content Review:**

Periodically review and update the content on your wiki site to ensure accuracy, relevance, and completeness. Encourage users to contribute new information and make corrections as needed.

➤ **Backup and Recovery:**

Regularly back up your wiki site to prevent data loss. Have a recovery plan in place in case of technical issues or data corruption.

➤ **SEO and Searchability:**

Optimize your wiki for search engines by using relevant keywords and structuring content for searchability.

➤ **Community Building:**

Foster a community around your wiki by engaging with users, encouraging discussions, and acknowledging valuable contributions

➤ **Performance and Scalability:**

As your wiki grows, monitor performance and consider scaling your hosting resources if needed to handle increased traffic and content.

➤ **User Support:**

Provide support to users who have questions or need assistance with editing or using the wiki. Maintain clear documentation and FAQs.

➤ **User Permissions and Access Control:**

Set up proper user permissions and access control to manage who can edit, create, or delete content. Regularly review and update user roles and permissions to maintain security.

➤ **Security:**

Implement security measures to protect your wiki from vulnerabilities, unauthorized access, and spam. Regularly update your wiki software and plugins for security patches.

➤ **Analytics:**

Use analytics tools to track user behaviour, traffic patterns, and popular content to make informed decisions for improvements.

Remember that creating and maintaining a wiki is an ongoing process that requires dedication and collaboration. Providing valuable content and a user-friendly experience will help your wiki site thrive and serve its intended purpose effectively.

Presentation Software

Definition: Presentation software is a computer program that allows users to create visual aids, often in the form of slides, to communicate ideas, information, and messages in a structured and visually appealing manner. These presentations can be used in various settings, such as business meetings, academic lectures, training sessions, and more.

Popular Presentation Software:

- ✓ Microsoft PowerPoint
- ✓ Google Slides
- ✓ Apple Keynote
- ✓ Canva

Presentation Software Part I

In the first part of presentation software, you would typically cover the basics of creating and delivering effective presentations

1. Slide Design and Layout:

Best practices for slide design: This involves creating slides that are visually appealing, easy to read, and effectively communicate the message. Key considerations include using legible fonts, appropriate color schemes, consistent formatting, and avoiding clutter.

Creating visually appealing and engaging slides: Incorporating images, icons, and other multimedia elements can help capture the audience's attention and reinforce key points. However, it's essential to use visuals sparingly and ensure they enhance the content rather than distract from it.

2. Plan Your Content:

Structuring presentations with a clear introduction, main content, and conclusion. Presentations should follow a logical flow, starting with an introduction that outlines the topic and objectives, followed by the main content, and concluding with summary and key takeaways. Using slides, sections, and transitions to enhance flow: Organizing content into sections can help break up the presentation and make it easier for the audience to follow. Transitions between slides should be smooth and seamless, helping maintain the flow of the presentation.

3. Adding Multimedia:

Incorporating images, videos, charts, and graphs into presentations. Multimedia elements can help illustrate concepts, provide examples, and make the presentation more engaging. When adding multimedia, it's essential to ensure that it supports the content and adds value to the presentation. Ensuring multimedia elements enhance the message without overwhelming the audience: Too much multimedia can be distracting and detract from the main message of the presentation. It's important to strike a balance and use multimedia judiciously.

4. Delivery Techniques:

Tips for effective presentation delivery: This includes speaking confidently, maintaining eye contact, using appropriate body language, and projecting your voice. Engaging the audience through storytelling, asking questions, and encouraging participation can also enhance the delivery. Practice and rehearsal strategies: Practice is key to delivering a successful presentation. Rehearsing your presentation multiple times helps you become familiar with the content, timing, and flow. It also allows you to anticipate potential questions or issues that may arise during the actual presentation.

5. Audience Analysis:

Understanding your audience's demographics, interests, and level of expertise can help tailor your presentation to resonate with them. Consider their expectations, knowledge level, and potential concerns to address them effectively during your presentation.

6. Interactivity and Engagement:

Incorporating interactive elements such as polls, quizzes, or interactive slides can actively involve your audience and make the presentation more memorable. Encourage audience participation through discussions, Q&A sessions, or interactive activities that relate to your topic.

7. Accessibility Considerations:

Ensure that your presentation is accessible to all audience members, including those with disabilities. Use accessible fonts, colors, and contrast to make your slides easy to read for everyone. Provide alternative formats for content, such as providing transcripts for videos or descriptions for images, to accommodate diverse needs.

8. Feedback and Iteration:

Solicit feedback from colleagues, mentors, or peers to improve your presentation content, delivery, and overall effectiveness. Iterate on your presentation based on feedback received, making necessary adjustments to enhance clarity, engagement, and impact.

9. Time Management:

Practice time management skills to ensure that your presentation fits within the allocated time frame. Prioritize key points and allocate time accordingly to ensure that you cover essential content without rushing or exceeding the allotted time.

Presentation software part II

The second part of the presentation software module is based on more advanced features, interactivity, and strategies for creating presentations.

➤ **Utilize Master Slides:**

Take advantage of master slides/templates offered by presentation software. This allows you to set a consistent layout, background, and formatting for all slides, saving time and ensuring uniformity.

➤ **Incorporate Interactive Elements:**

Make your presentation engaging by adding interactive elements. Depending on the software, you can include hyperlinks, clickable buttons, or navigation menus to allow the audience to interact with the content.

➤ **Integrate Multimedia:**

Enhance your presentation with multimedia elements. Embed videos, audio clips, or interactive media to convey information in a dynamic and engaging way. Ensure that multimedia files are compatible and play seamlessly.

➤ **Employ SmartArt and Diagrams:**

Use SmartArt or diagram tools to visually represent concepts, processes, or hierarchies.

➤ **Use Grids and Alignment Tools:**

Maintain a clean and organized layout by utilizing grids and alignment tools. This helps in positioning elements consistently across slides and ensures a polished look.

➤ **Implement Audience Interaction Tools:**

Explore tools or features that facilitate audience interaction, such as polls, quizzes, or Q&A sessions. Some presentation software allows for real-time audience participation, increasing engagement.

- **Accessibility Considerations:**
Designing presentations with accessibility in mind (e.g., screen reader compatibility, text descriptions for images). Ensuring inclusivity for all audience members.
- **Integration with Other Tools:**
Integrating presentations with other tools and platforms (e.g., embedding in websites, sharing on social media). Exporting and importing presentations between different software.
- **Practice Non-Linear Navigation:**
Some presentation software allows you to jump to specific slides or sections, providing flexibility during the presentation based on audience needs.
- **Optimize for Different Screen Resolutions:**
Consider the various devices and screen resolutions your audience might use. Optimize your presentation to ensure clarity and readability across different devices, including laptops, projectors, and large screens.
- **Collaboration and Sharing:**
Collaborative features within presentation software for team projects. Sharing and distributing presentations online, considering privacy and sharing settings.

Screen Casting Tools and Techniques

Definition: Screen casting, also known as screen mirroring or screencast, refers to the process of recording or broadcasting the content displayed on a computer or mobile device screen in real-time. This technology allows users to share what is happening on their screens with others.

Screen Casting Tools

- Loom
- Screencast-O-Matic
- Snagit
- Screen Flow
- Free Screen Recorder
- OBS Studio
- Camtasia
- Quick time Player
- Screenium
- Adobe Captivate
- Window Game Bar

1. Loom

Features: Loom is a user-friendly screen casting tool that emphasizes simplicity and ease of use. It allows users to quickly record their screens, webcam footage, or both, and easily share the recordings with others.

Highlights: Loom's highlights include its intuitive interface, seamless integration with various platforms like Slack and Gmail, and the ability to record and share videos effortlessly. It's often used for remote collaboration, video messaging, and asynchronous communication.

2. Screencast-O-Matic

Screen-O-Matic is aimed specifically at educational institutions, companies and developers. It includes easy screen recording and the option to add webcam and audio recording. Screencast-O-Matic allows users to capture what is happening on their computer screen, along with audio narration, and create videos for tutorials, presentations, or demonstrations.

3. Snagit

Features: Snagit is known for its simplicity and efficiency in capturing screenshots and screen recordings. It offers basic editing features that allow users to annotate and enhance their captured content.

Highlights: Snagit's highlights include its lightweight nature, easy-to-use interface, and quick capturing capabilities. It's popular among users who need to capture and share visual content rapidly, such as screenshots and short videos.

4. Screen Flow

Features: Screen Flow is a robust screen casting and video editing tool primarily targeted at Mac users. It offers a comprehensive set of features for capturing, editing, and producing high-quality videos.

Highlights: Screen Flow's highlights include its advanced video editing capabilities, support for multi-channel audio recording, and various built-in animations and effects. It's widely used by content creators, educators, and professionals who need powerful editing tools and high-quality output.

5. Windows Game Bar (Windows)

For recording games and apps, Windows 10 has a built-in Game Bar that can capture screenshots and record game footage.

6. Free Screen Recorder

A free tool for Windows computers is the Free Screen Recorder. It allows the recording of screen videos and individual screenshots. When recording, the screen section can be freely selected and sound and mouse pointer activities can be recorded.

7. OBS Studio

Features: OBS Studio is an open-source software primarily designed for live streaming and screen casting purposes. It offers advanced features and customization options for users who require more control over their recordings.

Highlights: OBS Studio stands out for its flexibility and extensive customization options. It supports multiple sources for capturing, including screen capture, webcam, and external devices. It's favoured by gamers, live streamers, and professionals who require high levels of customization and control.

8. Camtasia

Camtasia: Features: Camtasia is a comprehensive screen casting and video editing tool that offers a wide range of features. It allows users to capture their computer screen, record webcam footage, and edit the captured videos with ease.

Highlights: The key highlights of Camtasia include its user-friendly interface, powerful editing capabilities, various annotation tools, and the ability to add animations and effects to videos. It's widely used for creating professional-quality screencasts and tutorials.

9. Quick time Player

Most Mac users already have it installed on their computers. The Quick time Player is not only a media player for playing videos, but also allows the recording of the screen. Users can select the image section and audio sources. There is also the possibility to visualize mouse clicks.

10. Screenium

A Screencast tool for Mac users: Screenium also offers numerous functions for recording and editing screen recordings. Screenium offers tools for cutting, marking and highlighting details. Finished videos can be exported or published directly to YouTube, Vimeo, Facebook, and Flickr.

11. Adobe Captivate

The software from Adobe focuses on the area of e-learning. Captivate is probably one of the most comprehensive screencast tools. It helps to create e-learning, software demos or screen recordings. The software offers a wide range of editing options with different templates, design functions and labelling options.

Screen Casting Techniques

By incorporating these advanced features and tips, you can elevate your presentations to be more engaging, visually appealing, and effective in conveying your message to the audience.

1.Planning Your Screencast:

- ✓ Outline the content and flow of your screencast before recording.
- ✓ Consider the target audience and what you want them to learn or gain from the screencast.

2.Clear and Concise Narration:

- ✓ Speak clearly and at a moderate pace.
- ✓ Articulate each step or concept, providing context for the actions on the screen.

3.Effective Use of Visuals:

- ✓ Highlight important areas on the screen using annotations or callouts.
- ✓ Zoom in or focus on specific elements to guide viewers' attention.

4.Engaging Introductions and Summaries:

- ✓ Begin with a brief introduction to outline what the screencast will cover.
- ✓ Summarize key points at the end to reinforce learning.

5.Editing for Clarity:

- ✓ Trim unnecessary parts and ensure a smooth and focused viewing experience.

- ✓ Add transitions, captions, and other editing elements to enhance the final product.

6.Choosing the Right Resolution:

- ✓ Consider the platform where your screencast will be viewed and choose an appropriate resolution.
- ✓ Balance file size and video quality for optimal viewing.

7.Optimizing Audio Quality:

- ✓ Use a quality microphone to ensure clear and crisp audio.
- ✓ Remove background noise during editing if necessary.

8.Interactive Elements:

- ✓ Incorporate quizzes, polls, or interactive elements if your screencast is part of a larger educational program.
- ✓ Encourage viewer participation and engagement.

9.Sharing and Distribution:

- ✓ Choose appropriate platforms for sharing your screencast.
- ✓ Consider embedding the video in websites, blogs, or e-learning modules.

10.Feedback and Improvement:

- ✓ Encourage viewers to provide feedback.
- ✓ Use feedback to improve future screencasts and refine your presentation style.

Screen casting can be a valuable tool for educational purposes, tutorials, demonstrations, and more. By combining the right tools with effective techniques, you can create engaging and informative screencasts.

Uses of Screen Casting

- **Demonstrations and Tutorials:** It's often used by educators, software developers, or individuals creating instructional content to showcase how to use a particular software or perform a specific task on a computer or mobile device.
- **Presentations:** Professionals may use screen casting to share their presentations, slideshows, or documents with remote audiences during online meetings or webinars.
- **Gaming:** Gamers often use screen casting to share their gameplay experiences with others on platforms like Twitch or YouTube.
- **Collaboration:** In a collaborative work environment, team members may use screen casting to share their progress, collaborate on projects, or provide updates to others.
- **Content Creation:** Content creators, such as video producers or streamers, may use screen casting to capture and share their creative process or showcase digital artwork.

Multilingual Content Development

Multilingual Content Development refers to the process of creating and managing digital content that is available and accessible in multiple languages.

- ✓ This practice ensures that users from different linguistic backgrounds can understand and engage with the content effectively, contributing to a more inclusive and accessible digital experience
- ✓ The goal is to make sure that people from different parts of the world, who speak different languages, can use and understand the software comfortably.
- ✓ In the context of web development and content management systems (CMS), multilingual content development involves planning, creating, translating, and maintaining content to cater to a diverse and global audience.

Multilingual Content Development steps:

1. WCMS Selection:

Choose a WCMS that supports multilingual features. Popular systems like WordPress, Drupal, and Joomla offer plugins or modules for multilingual content.

2. Content Structure:

Plan a clear content structure that accommodates multiple languages. Consider how pages, posts, and media will be organized for each language.

3. Language Configuration:

Configure the WCMS to support the languages you intend to use. This includes setting the default language, enabling language packs, and configuring language-specific settings.

4. Unicode Support:

Unicode is a character encoding standard that allows computers to represent and manipulate text in different writing systems. It ensures that characters from various languages can be displayed and processed correctly.

5. Localization

Localization is the process of adapting the software for a specific language or region. This includes translating text, adjusting date and time formats, and adapting other cultural elements to make the software feel natural and familiar to users in different locales.

6. Translation Tools:

Utilize built-in or third-party translation tools integrated with the WCMS. These tools can assist in translating content efficiently and maintaining consistency across languages.

7. Optimize for SEO in Each Language:

Optimize each language version for search engines. Pay attention to meta tags, keywords, and localized content to improve visibility in different regions.

8. Language Switching:

Providing users with an easy and intuitive way to switch between languages within the application is crucial. This can be implemented in settings or preferences, allowing users to select their preferred language.

9. Responsive Design:

Ensure that the website's design is responsive and accommodates various languages. Test how the layout adapts to different text lengths and character set.

10. Test User Experience in Different Languages:

Test your website or application thoroughly with users who speak the target languages. Ensure that the user experience is seamless and that all content appears correctly.

11. Update Content Consistently:

Regularly update all language versions of your content simultaneously. This ensures that users across different languages receive the latest information and updates.

12. Monitor User Engagement:

Use analytics tools to monitor user engagement across different language versions.

13. Content Versioning:

Implement version control for multilingual content. Keep track of changes made to each language version to facilitate content management and updates

Advantages and Disadvantages of Multilingual Content

Pros

More users: Users who don't speak the main language of your website will now be able to use it.

Higher user satisfaction: Users who do speak the main language of your website, but it's not their native language, will appreciate the new version.

More traffic (SEO): The new language version of your website will start to attract new, language-specific traffic.

Cons

Translation costs: Quality translations are expensive. You will spend a lot of money initially, and then you will have additional costs on a regular basis.

Technical costs: In most cases (modern CMSes) going multilingual is easy and doesn't cost a fortune. But if your website is based mostly on custom code and it's not ready for language versions, then the cost can be significant.