KanjiNetworks.com Case Study
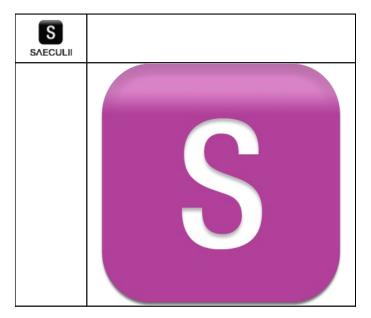
Client: KanjiNetworks
URL: www.kanjinetworks.com
Solution: Japanese Translation, Localization, Web Design & Development, Online Marketing and Research for Japanese Dictionary

Integrated Japanese Design Solutions

Integrated design solutions are the broad range of Japanese language skill sets, across multiple disciplines, which we bring to bear on your marketing translation projects. Solutions for the Kanjinetworks project include:

Professional Japanese Marketing Research
Professional Japanese Online Marketing
Professional Japanese Web & Graphic Design
Professional Japanese Web Development
Professional Japanese Translation
Professional Japanese Localization
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Summary

When Lawrence J. Howell, owner of KanjiNetworks, contacted **SAECULII Web & Graphic Design Agency Japan, Tokyo** about the possibility of redesigning the KanjiNetworks Online Japanese Kanji Etymology Dictionary website, we immediately realized that:

- The nature of the information hosted on KanjiNetworks was entirely unique and extremely valuable.
- As with so many other online dictionaries, KanjiNetworks was saddle with the idiosyncrasy (peculiarity) prevalent on the web that *information (content) is free,* regardless of the tremendous amount of education, knowledge, skill and resources required to develop that information.

I highly recommend SAECULII YK

  "When seeking artistic and technical assistance for the redesign and databasing of my online dictionary site, an initial consultation with Saeculii.com left me impressed by the company's professional manner. After confirming precisely what I wanted to accomplish via the site redesign, the company drew up a thorough and detailed plan for accomplishing my goals, and took a flexible attitude where I suggested amendments. Once we had hammered out a development plan, I was kept informed of developments at every well-defined stage, and all my questions received prompt and full answers.

  Saeculii.com brought this highly complex project to completion on time, within budget, and to my complete satisfaction. For others considering professional assistance for site design or redesign, and especially for those who require technical expertise in multiple languages, I highly recommend SAECULII YK."

Lawrence J. Howell, Site Owner
www.kanjinetworks.com

Indeed, following a standard free, no obligation consultation session, it became apparent that, while redesigning KanjiNetworks to create a visually pleasing experience with enhanced functionality for users and increasing traffic through effective SEO (Search Engine Optimization) was a priority, the *real objective* that Lawrence wanted to accomplish was the development of a **Sustained Revenue Generating Model.**

Lawrence's response during the consultation session focused on traditional revenue streams such as site membership and sale of Japanese Kanji related memorabilia; however, he was "hoping that SAECULII's expertise will point out opportunities that have not occurred to me."

"···an initial consultation with Saeculii.com left me impressed by the company's professional manner."

Nothing Sells Like Free
The first step in creating a web solution for Lawrence was the development of a monetization strategy, a revenue model. This was a particularly challenging task given that the primary product offered by KanjiNetworks was *information.*

Lawrence's knowledge of Japanese Kanji (characters) is practically unrivalled - there are maybe a handful of people in Japan, and beyond, that could claim the same breadth and depth of kanji knowledge. We believed that if this truly unique and valuable information resource was packaged and presented correctly, the revenue potential would be considerable and enduring (sustainable).

Over the course of a month we explored potential revenue models based on research and analysis of industry related and competitor websites. The revenue model we ultimately developed in close cooperation with Lawrence was themed *Nothing Sells Like Free.*

That is, while acknowledging the idiosyncrasy prevalent on the web that *information is free,* the strategy aimed to add value to the unique resource that Lawrence possessed by giving potential customers the ability to customize this information to suit their own (commercial) purposes.

The underlying strategy of this Value Added through Customization approach was to expand KanjiNetworks' target audience beyond the typical "Japanese kanji, online dictionary, free" users to target audiences able to identify, and willing to pay for, commercial opportunities from the re-packaged information on KanjiNetworks.

Monetization Two Weeks after Launch
Less than 2 weeks after re-launching KanjiNetworks, Lawrence was contacted by a major, independent publisher and distributor based in Boston, Massachusetts (USA) specializing in English and multilingual educational materials about Asia. The publisher "expressed interest in a print version of the KanjiNetworks Online Japanese Kanji Etymology Dictionary."

This opportunity presented KanjiNetworks with the potential for an **enduring (sustainable) income stream in the form of royalties.** Since launching kanjinetworks.com in 2004, this was the first real opportunity at monetization for KanjiNetworks.

Integrated Japanese Design Solutions

The kanjinetworks.com web solution implemented by our **Japanese Web & Graphic Design Services** was a highly complex and challenging project requiring participation by all our service departments except Japanese Interpretation.

"Saeculii.com brought this highly complex project to completion on time, within budget, and to my complete satisfaction."

Japanese Marketing Research
Through a comprehensive requirements gathering process we were able to identify the real objective that Lawrence wanted to accomplish in redesigning the KanjiNetworks Online Japanese Kanji Etymology Dictionary website - the development of a sustained revenue generating model.

"After confirming precisely what I wanted to accomplish via the site redesign…"

Saeculii Marketing Research Services conducted an exhaustive research and analysis of potential revenue models based on industry related and competitor websites. Working in close cooperation with Lawrence, we developed a revenue model that targeted audiences able to identify, and willing to pay for, commercial opportunities from the re-packaged information on KanjiNetworks.

Japanese Online Marketing
Lawrence was surprise when we contacted him with a potential list of search engine keywords for the redesigned site a few days after the project was initiated, even before any programming.

Since search engines generate close to 90% of Internet traffic and account for 55% of all e-commerce transactions, it stands to reason that **web traffic is the life blood of any website** - no traffic, no sales. Search Engine Optimization (SEO) and other online marketing techniques are that essential to the success and profitability of a website.

At SAECULII marketing is not an after thought of the web design & development process: *marketing defines the very web design & development process.*

Japanese Web & Graphic Design
Industry research provides overwhelming evidence that quality graphic web design is a smart investment, measurable by ROI (Return on Investment). A marketing strategy that does not consider quality graphic web design undermines sales, brand recognition, and ultimately your bottom line.

A 10 year research ending in 2003 indicates that graphic web design-led companies outperformed the stock market by a whopping **200%.** *(Source: Design Council 2004.)*

Here is how marketing analysis drives our design process: Corporate Summary Review, Current Sales Path (Process), Unique Selling Proposition (USP), Products and Services, Media Marketing Goals, Target Market (Segment), Leading Competitor Analysis, and Competitive Advantage(s).

View the original KanjiNetworks web design on the Way Back Machine

Japanese Web Development
The SAECULII approach to website design & development is a Marketing Driven Customer First Approach. We firmly believe a solution that is not marketing driven and does not incorporate a customer first approach at its core, regardless of the quality of technical and artistic features, will fail to achieve its primary purpose – sales conversion (i.e. turning users into paying customers).

SAECULII specializes in marketing driven web design & development to engineer websites that are profitable. We focus on 4 areas: marketing analysis, keyword research, web copywriting, customer oriented web design and development

Japanese Localization

KanjiNetworks is targeted at an English speaking audience. However, being an Online Japanese Kanji Etymology Dictionary, the solution required Japanese localization expertise.

The KanjiNetworks web design & development solution presented our localization engineers with numerous challenges. Primarily:

- Displaying Japanese Kanji (characters) alongside English text on the website
- Displaying Japanese Kanji in the Mini-Networks Box (widget) designed to drive traffic from third-party websites and boost search engine rankings
- Displaying Japanese Kanji in daily emails sent out to members around the world, and
- Developing database search in both English text and Japanese characters.

In addition, SAECULII localization engineers needed to work with and advise the KanjiNetworks webhosting provider on localization issues to ensure the correct technical solutions were provided to enable double-byte Asian (Japanese) characters.

"···especially for those who require technical expertise in multiple languages, I highly recommend SAECULII YK."

Professional Japanese Translation

Implementation of the KanjiNetworks web design & development solution required an in-depth understanding of the Japanese language and Japanese kanji characters well beyond the level required in professional Japanese translation.

We were able to draw on the vast experience and expertise of our Japanese translation department. From government, non-profit organizations, and academic and research institutions to Fortune 500 companies in almost every major industry, SAECULII has years of solid experience helping clients successfully achieve their objectives in the Japanese market with quality translation services.

All Japanese linguistic professionals who worked on the KanjiNetworks web design & development solution are native speakers, have (in some cases multiple) master's degrees, and the subject matter expertise and software skills unique to this particular project.

"···the vendor must have professional level bilingual English-Japanese skills."

Throughout the course of this project, Lawrence has relied on our broad expertise and experience as the premier Integrated Japanese Translation Solutions provider to solve a range of issues running up to and following the re-launch of kanjinetworks.com including training, identifying a new web hosting provider capable of hosting the increased functionality and traffic on kanjinetworks.com, and the copyrighting of the KanjiNetworks database, amongst others.

Conclusion

Lawrence has generously provided SAECULII with a very powerful recommendation that I hope will convince you of the merits of our services. However, for all those involved in this project, 4 words of that recommendation carry more weight than all the others:

"···to my complete satisfaction."

What can **SAECULII** do for you? *You Tell Us.*

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