

More at <http://www.w3.org/International/quicktips/>

- **Encoding.** Use Unicode wherever possible for content, databases, etc. Always declare the encoding of content.
- **Escapes.** Use characters rather than escapes (i.e. `&#xE1;` `&#225;`; or `&aacute;`;) whenever you can.
- **Language.** Declare the language of documents and indicate internal language changes.
- **Presentation vs. content.** Use style sheets for presentational information. Restrict markup to semantics.



- **Images, animations & examples.** Check for translatability and inappropriate cultural bias.
- **Forms.** Use an appropriate encoding on both form and server. Support local formats of names/addresses, times/dates, etc.
- **Text authoring.** Use simple, concise text. Use care when composing sentences from multiple strings.
- **Navigation.** On each page include clearly visible navigation to localized pages or sites, using the target language.
- **Right-to-left text.** For XHTML, add `dir="rtl"` to the `html` tag. Only re-use it to change the base direction.
- **Check your work.** Validate! Use techniques, tutorials, and articles at <http://www.w3.org/International/>