QUARANTINE YOURSELF, NOT YOUR BUSINESS:
Web strategies to stay connected with your global markets.

MAPIT Alliance
Maryland Partners in International Trade

Webinar
April 7, 2020
Agenda

• Introducing the MAPIT Alliance
• Globalizing your website (USEAC)
• Resources to help
  • ExportMD grants (MDOC)
  • Virtual career fair and summer internships (UMD)
• Q&A
Pathway to exporting: manufacturing & services

Tips
• Get interested!
• Get top management buy-in from the beginning and along the way
• Leverage MAPIT resources
• Report your success MAPIT partners
Globalize Your Website.

Enhance your online presence and reach new buyers around the world.
Let Us Help You Export

The U.S. Commercial Service is the lead trade promotion agency of the U.S. government. U.S. Commercial Service trade professionals in over 100 U.S. cities and more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets. To find a U.S. office near you, visit www.export.gov/usoffices.
eCommerce Digital Strategy

A digital strategy addresses the **basic needs** of a business to **succeed in cross-border ecommerce sales channels**

- Allows companies to effectively navigate the various business processes involved in overseas ecommerce sales channels
- Cited as the #1 business consideration for growing online overseas sales, a comprehensive digital strategy is an imperative.

**Basic components of a Digital Strategy:**
1. Definition of digital objectives
2. Website optimization and SEO
3. Back-end digital infrastructure needs
4. eCommerce sales channel mix
5. eCommerce Key Performance Indicators

- For more information, visit: [https://www.export.gov/eCommerce](https://www.export.gov/eCommerce)
Stages of Development

1. Active Business
2. Online Presence
3. Website Globalization
4. International E-commerce
5. Localized Web Presence Worldwide
What is website globalization?

*A comprehensive strategy that fuses globalization best practices with your specific branding and technology needs*

We will cover seven tips to improve your company’s website and it’s global appeal and visibility.
7 Key Takeaways

1. Use Tracking Software
2. Make it obvious on your homepage that your company is interested and capable of conducting international business
3. Incorporate mobile responsive design & update website to accommodate international visitors
4. Recognize that international buyers use different search engines
5. Content is king
6. Run third party “site check up” (i.e. SEO Site Checkup) vs. competitor
7. Understand scalable translation options
Web-tracking software lets you see what types of people view your site and where they’re coming from.

If you don’t already have web tracking software, get it!

- Analytics
- Trends
- Global Market Finder
- Keyword Planner
Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, services providers, and screen resolutions of your visitors.
Who is Visiting Your Website?

- Audience overview
- Users by country
Simple Enhancements
International Inquiries

- Make it obvious you’re open for international business!
Is Your Website Designed for Mobile?

• Most of the world accesses the Web on a Smartphone
• Highly encouraged to have “m” version of your website
• Don’t use info@company.com
  • International Sales – Robert@company.com

• **Best Practice** - create a page for International Sales

• Show your full mailing address, except:
  • No abbreviations - spell out your state
  • Include USA in your address

• **Provide direct dial phone numbers** in addition to domestic toll-free number

• Make a note that domestic toll-free number functions only within the U.S.

• Use International Dial Code Format:
  • Example: +1 (203) 868-4567
• Make it easy to ask for information
• Links that auto-open email often won’t work
• **Best practice:** online form and email option
• Carefully design order forms for data capture
  o Only ask for information you really need
• Don’t include too many required fields
• Send acknowledgement **immediately!**
  o Ensure human response within 48 hours
Contact Us!

**International Sales Inquiries**

If you wish to be contacted by one of our international personnel please fill in the information below and hit "submit".

*Required Fields are indicated by an asterisk (*).

- Full Name: *
- Email: *
- Company: 
- Phone: *
- Address: *
- City/Town: *
- State/Prov: *
- Post/Zip Code: 
- Country: *
- Comments: 

Submit
Address formats differ globally:

- Free text for postal codes – at least 12 digits
- Some countries don’t use, many combine letters and numbers
- Allow for longer lines
- Allow for multiple last names & titles
- Allow for any number of digits in phone numbers
- Request that no abbreviations be used
- **Always include country and city field**

Shinzo Ohashi  
C-207 1-19-25  
Ikki-Machi  
Aizu-Wakatsu City  
Fukushima 765  
Japan

Glenn Keylard  
Oude Gracht 621  
1381 X2 Weesp  
The Netherlands
International Formats and Standards

- Specify contact or service hours in both 12 and 24 hour
- Spell out the time zone and consider adding a reference to Greenwich Mean Time (GMT), for example:
  Office Hours 9:00am – 7:00pm EDT (09:00 – 19:00 GMT -4)

What do AM/PM stand for?! AM stands for ante meridiem or before noon and PM stands for post meridiem or after noon.
International Formats and Standards

- Spell out dates to avoid confusion

- U.S. convention is different than most countries
  - 10/11/16: is this October or November?
  - Use instead: October 11, 2016
International Formats and Standards

• Include metric weights and measures, as well as U.S. conventions

• Make sure any calculation routines use both types of inputs and produce correct results

• If you sell products with plugs and wires, specify voltage, megahertz, cycles, and plug types

• U.S. is one of the few countries using imperial system of units. Some imperial measurements remain in limited use in U.K. Canada, India, Malaysia, Sri Lanka, South Africa and Hong Kong
Search Engine Optimization
Search Engine Optimization: the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

Google (or any search engine) has crawlers that go out and gather information about the content they can find on the Internet. The crawlers bring back data from the websites to build an index. That index is then fed through an algorithm that tries to match all that data with a visitor’s query and produce the most relevant results.
Search Engine Landscape
Google has different domains by country
Search Engine Landscape

Most popular search site in China

Most popular search site in South Korea
How do search engines work?

**Web Crawlers/Spiders** – GoogleBot
- Scour the internet, indexing websites
- Look at all sorts of things like meta tags, link-backs, keyword frequency etc.
- **CONTENT IS KING!!!**

- **GOAL:** get your site to show up as high in the rankings as possible
- To optimize your ranking, expert guidance is highly recommended
A Spider’s View of Your Site

Our Search Engine Spider Simulator strips out the HTML tags from the page you specify and shows you how the page would look to search engine spiders.

Content is King

Content is the #1 factor in rankings

Consider translated introduction page if comprehensive site translation not an option
Search Engine Optimization

Get listed in as many sources as possible...

Link – backs are very important to SEO
# SEO Report for https://haemo-sol.com/

**SEO Score:** 68 / 100  
**Passed Checks:** 38 / 51  
**Failed Checks:** 11 / 51  
**Warnings:** 2 / 51

### COMMON SEO ISSUES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meta Title Test</td>
<td>✓ The meta title of your page has a length of 16 characters. Most search engines will truncate meta titles to 70 characters.</td>
</tr>
<tr>
<td></td>
<td>→ Home</td>
</tr>
<tr>
<td>Meta Description Test</td>
<td>✓ The meta description of your page truncate meta descriptions to 160</td>
</tr>
<tr>
<td></td>
<td>→ of high-quality, aqueous and soak-and-rinse situations.</td>
</tr>
<tr>
<td>Keywords Usage Test</td>
<td>✗ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</td>
</tr>
<tr>
<td></td>
<td>→ Keyword(s) not included in Title tag</td>
</tr>
<tr>
<td></td>
<td>→ Keyword(s) not included in Meta-Description tag</td>
</tr>
</tbody>
</table>

### Keywords Cloud Test

- advantages
- affect
- agitation
- allocated
- applications
- aqueous
- baltimore
- based
- beverage
- bioburden
- biofilm
- break
- chemicals
- chemistry
- Cleaner
- cleaners
- cleaning
- close
- contact
- contaminants
- copyright
- corrosive
- debris
- degrade
Internationalization
**Internationalization**: the process of creating a culturally neutral website, that is easy to load and navigate, and that facilitates localization.
Localization

- Process of creating or enhancing a website for a specific country
- Goes beyond translation to accommodate aspects of a culture
  - High-context vs. Low Context
  - Individualism vs. Collectivism
  - Country specific translation employed (Spain vs. Mexico)
- Typically follows site internationalization
Translation
Translating your website

- Engage professionals that employ native speakers of the target language!

- Better to not translate than to do it poorly
  - English is still the language of international business...for now

- Not a simple process to comprehensively translate a website
Translating your website

- Can Impact website design – Text expansion/shrinkage
  - Translated English 30-40% larger in some European languages, 30-50% smaller in Asian languages

- The word “speed” in German is Geschwindigkeit
  The word “speed” in Chinese is 馳
More Translations Gone Wrong

Jag håller på med en juice
I'm wearing a juice
Scalable option: Google Translate

- Willing to transact internationally
- Customers will not blame you
- Sensitive to languages of others
Scalable option: Translated introductory pages

Start small – Consider a translated introduction page

How will you handle inquiries in Chinese?

(Your Chinese intro page submitted to Google™ China)
Translating your website

Again, consistency is key!
Key Takeaways
7 Key Takeaways

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U.S. Commercial Service
Customized website review service

- Feedback on aesthetics
- Recommended general enhancements
- Competitor comparison
- SEO site check up (compared to competitor)
- Key words search ranking
- Social media analysis
- Site map review
- Cultural review

Fee: $100
Wait time: ~4-5 weeks

eCommerce Innovation Lab’s Business Service Provider List:
https://www.export.gov/eCommerce
Resource: ExportMD Grant Program

- Up to $5,000 in 2/3 reimbursement for expenses ($7500 spent for full reimbursement)
- Eligible expenses: trade show fees, travel expenses, translation, website localization
- Qualifications:
  - Have business operations in Maryland
  - In good standing with the Maryland Department of Assessments and Taxation
  - In existence for at least one year
  - Has not received an ExportMD Award in the last 12 months
  - Is a “small business” as defined by the SBA
  - Is planning an eligible international business initiative
  - For web site localization: must have existing website
- Deadlines: First of every month
Resource: Virtual internships and career fair

MARYLAND SMITH VIRTUAL CAREER FAIR
Friday, April 24 | 11:00am - 3:00pm

Connect in real-time with top talent from the University of Maryland Smith School of Business for your open roles from interns to experienced professionals.

Students from all of Smith's academic programs will be attending - undergraduate, specialty masters, MBA (full-time, part-time, online and executive) and Smith alumni.

No cost to employers to attend.

INFO & REGISTRATION: GO.UMD.EDU/SMITHVIRTUALFAIR

Virtual Internships

Get matched with a trained student or student team to support your website globalization.
(or other functions to support your global business)

CONTACT: global@rhsmith.umd.edu

MAPIT Alliance
Questions?

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