

# Maximise the impact of your digital presence

## Website structure

- Think about the domain name for your website(s) and make sure it fits with your overall strategy.
- Will you use your current website or develop local ones for each country you enter?
- If you are using one platform make sure it has the ability to support multiple languages, different payment systems and different sales tax systems.
- Bear in mind that different markets are used to different payment methods so it's worth thinking about which payment method you will offer in each country.
- Think about who will create and provide the content and images for your sites. You will need to own these and so bear this in mind.
- Make sure your terms and conditions are clear and available on your site and that they relate to the country you are selling in, for example, how will you deal with cancellations, returns, deliver or exchanges.
- Get professional help to draft the legal and financial policies that you need for different countries, particularly in relation to consumer and distance selling regulations, as these might be different from those you are used to.
- Decide how will your website(s) integrate with your existing systems?
- How will you integrate or manage the ordering process?

## Content

- Think about how to consistently represent your brand across multiple sites.

- Having local sites will allow you to customise content for each country which will make customers more likely to consider buying from you.
  - Who is going to write your content?
  - Use the analytics to see how people are moving through the site so you can make changes in the right places to minimize the abandonment rate
  - Customers who don't know you will want to find ways of checking you out, so think about including reviews on your site and/or getting listed on review platforms.
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- Just because you have a website doesn't mean people will see it. You need a marketing strategy to get your site at the top of the search rankings in your overseas markets.
  - Allocate a budget to online marketing. Use relevant social channels to push traffic to your site, but remember to use the channels that are appropriate for the country you are working in.

## Relevant Links

> [Check you have the qualifications](#)

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> [Set up your business as a non-resident](#)

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