

Leveraging your website for international/export success: a checklist

Design

- ☒ Our website is optimised for desktop, tablet and mobile
- ☒ Our website reflects our brand
- ☒ Our website looks modern and professional
- ☒ We know how our website stacks up against our competitors
- ☒ Our website differentiates ourselves from our competitors
- ☒ Our website meets the expectations of our users
- ☒ Our site's navigation is easy to use and content

Search Engine Findability

- ☒ Our website is top of the list when searching for our company name
 - ☒ In NZ
 - ☒ Market A
 - ☒ Market B
 - ☒ Market C
- ☒ We know what our targeted keywords are
- ☒ We know how we rank against our competitors on our targeted keywords vs our competitors
- ☒ We are targeting the correct regional search engines Our site's navigation is easy to use and content

Content

- ☒ Our content is a current match with our products and services
- ☒ Our content has been written for the web
- ☒ Our content includes high quality imagery
- ☒ Our imagery is authentic (i.e. it's not "stock photography")
- ☒ Our website understands, and answers, the questions our audience have
- ☒ We know what types of audience we have and understand their needs
- ☒ Our content is tailored for each major region we are targeting
- ☒ We regularly create new content such as blog articles, white papers/e-books on our website to inform prospects of our product/service
- ☒ People can sign up for our content or newsletters on our website
- ☒ We have a current database of clients and prospects and keep them regularly engaged