

IPD guides for success in export

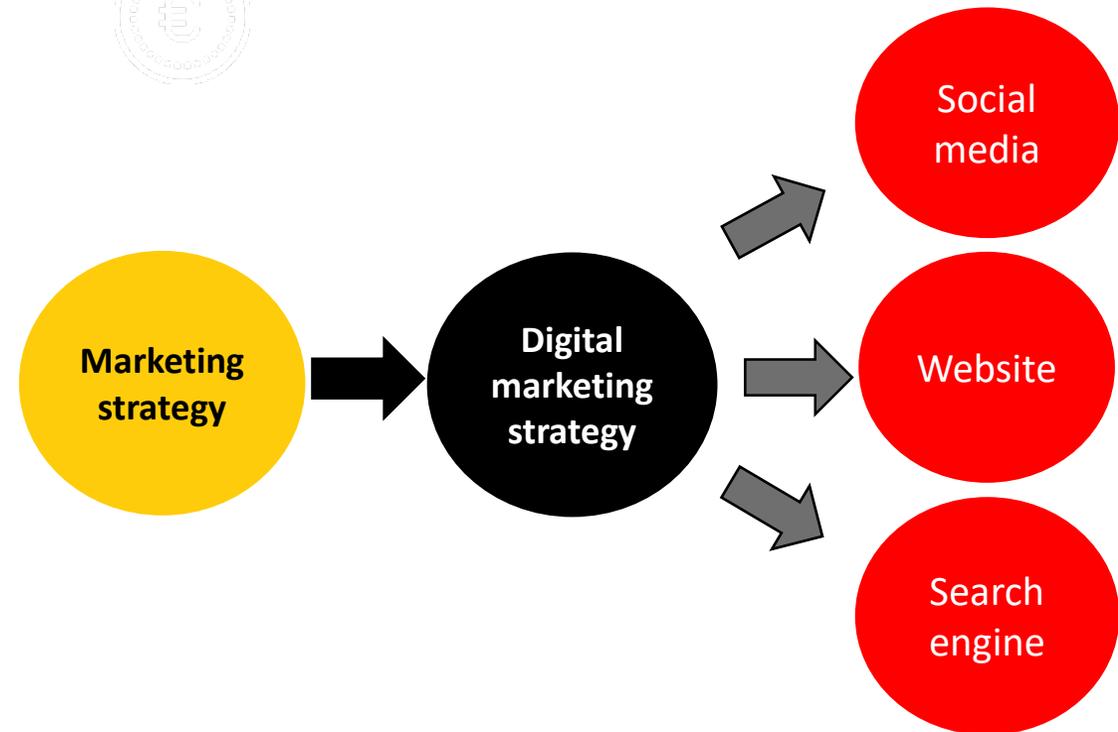
Website development and design



How to use the 'IPD guide on website development and design'

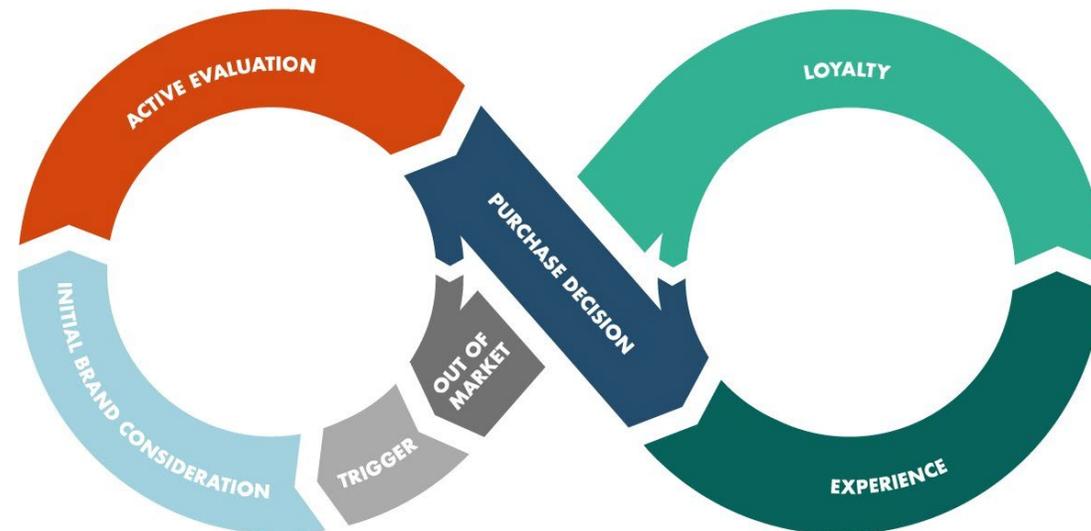


- + Looking at the graphic, the website is at the core for a reason: it's the main platform for conversion. Social media and search engines have a key role to drive traffic to the website.
- + This guide helps you and your company better understand how to optimize your website. It mainly focusses on your digital strategy, including your website and – interlinked – search engine optimization. It is not a comprehensive guide to all website matters in any industry, but instead it is a 'key issues' guide which every international operating company should know about.



Website strategy as part of customer journey

- + In each phase of the customer journey (see image), different digital marketing instruments dominate. They each have a different role to play!
- + You see that especially in the early phases – from awareness to conversion (=choosing to buy) – your website and search engine ranking are key in the customer journey

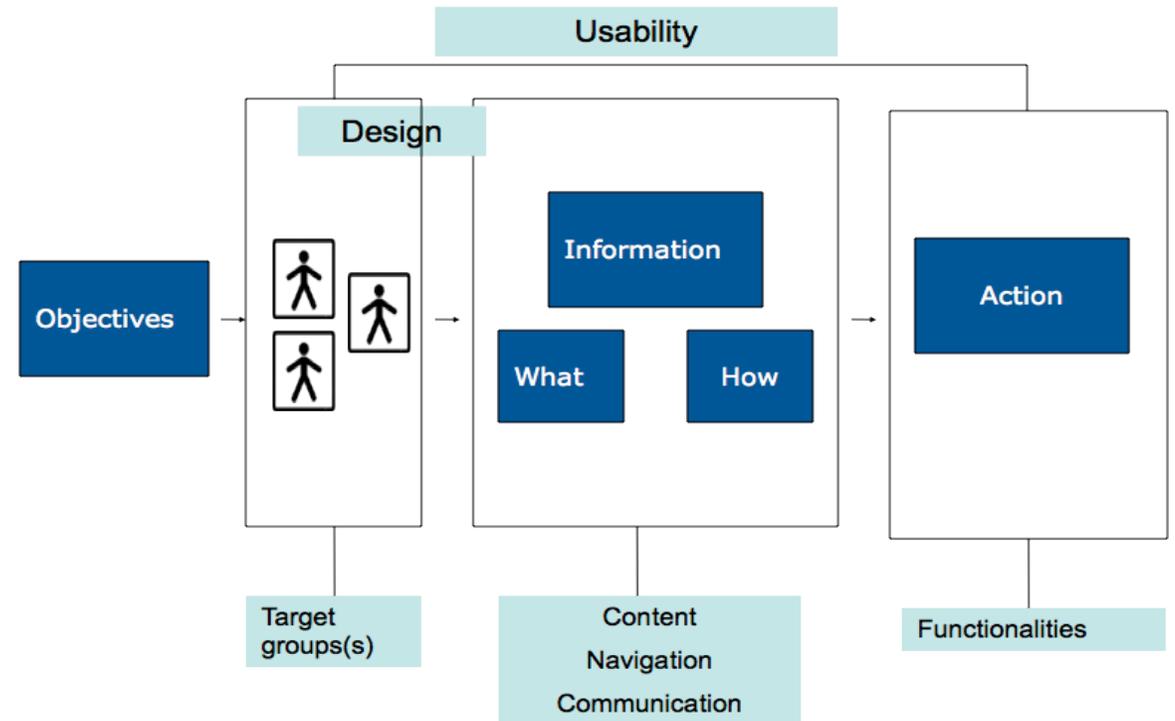


Website strategy

Many websites offer lots of information but miss out on the question what purpose the information serves. Websites that lack purpose often miss a strategic and action driven motivation. How can the information move visitors into action?

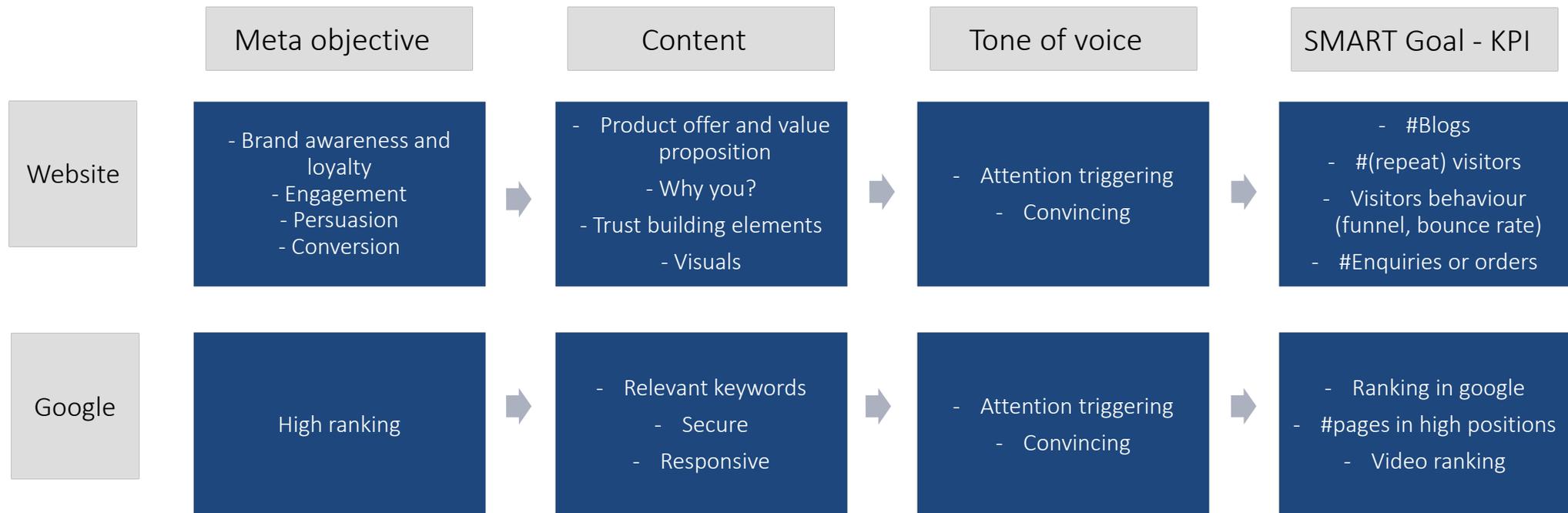
Don't make the same mistake! Ask yourself:

1. Do you apply the website specifically in relation to the customer journey?
2. Do you set objectives? What do you want visitors to do?
3. Do you specify which target audiences you prioritize?
4. Do you drive visitors into an action funnel?



Website strategy

- + With every channel, you will also have different objectives in place.
- + The model below shows you what content, tone of voice, and SMART goals you can connect to your own meta objective.
- + It is important to incorporate this into your website plan, before improving or setting up your company website.



First steps

BEFORE YOU START WITH YOUR NEW WEBSITE, ASK YOURSELF:

1. What are your goals? Do you want more visibility, exchange with your target group or new customers?
2. Which hosting service do I want to use? Where are the provider's servers located? How much does the hosting cost and what kind of customer service does the provider offer?
3. Which domain name should I choose? Which ending should I choose, .com, .net or the country ending?
4. Which target group do I want to address? What does the target group expect to find on my site?



Domain: simple and search engine friendly



CHOOSE YOUR DOMAIN NAME WELL BY FOLLOWING THESE TIPS:

- + Ideally choose the name of your company as your domain name.
- + Make it easy to remember and easy to spell.
- + If your domain name is longer than two words, use a hyphen ("-").
- + In the best case, use the .com extension. If this is already assigned, try .net, .org or your country ending.
- + Avoid numbers and special characters.
- + Make sure that the name is also mobile-friendly and is not changed by auto-correction.



Homepage success factors

ENGAGE, EXCITE AND CONVINCING YOUR KEY CLIENTS

A successful homepage ticks the boxes of the following five elements. In less than five seconds, your visitor should be able to find out:

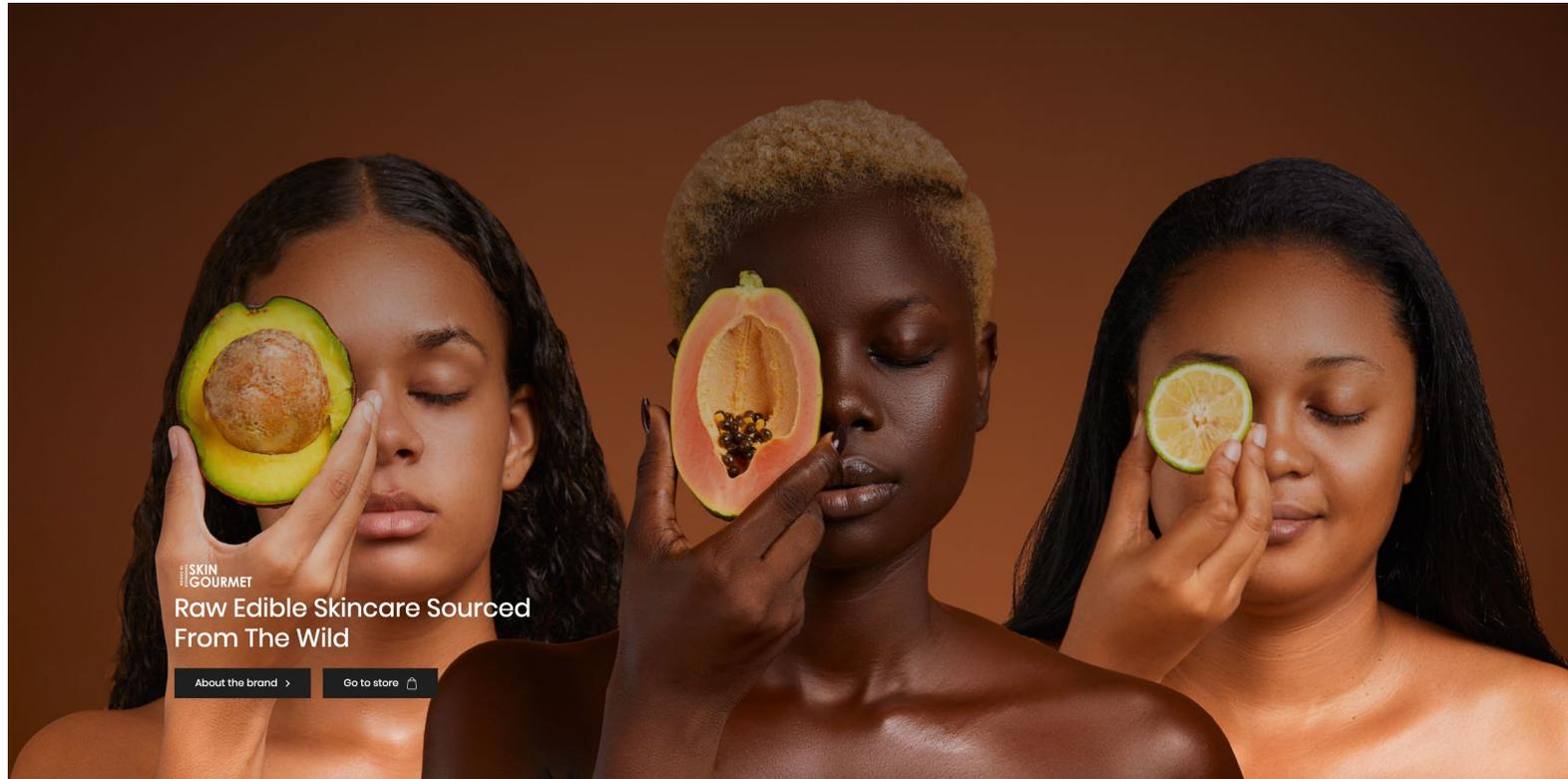
1. What is your main offer to your key clients (based on their interest and needs)?
2. Why you? What makes you different? What are the benefits for the key clients? What is your promise?
3. Generate trust: experience, market coverage, testimonials, quality and sustainability management, certifications, awards
4. Wow pictures and videos
5. Pull the visitor deeper into the site

In less than 5 seconds!

K.I.S.S.
Keep It Short and Simple

Homepage success factors: example

A good practice: *Skin Gourmet (Ghana)* uses a great picture that immediately catches attention and supports the main message and value proposition of the brand, which is cosmetics made of edible fruits. www.skinalgourmetgh.com



Homepage success factors

Why are images important?

- + Images draw attention of your visitors!
- + Visually orientated societies – *Instagram generation*
- + Faces and thus people draw special attention
- + One picture says more than 1,000 words



Tips and suggestions

- + Pictures should communicate the **product/benefit** and **reinforce the message**
- + Include tagline in lead picture, and **a link**
- + Max 2 or 3 standardized image sizes
- + Sliders (changing pictures) are not preferred

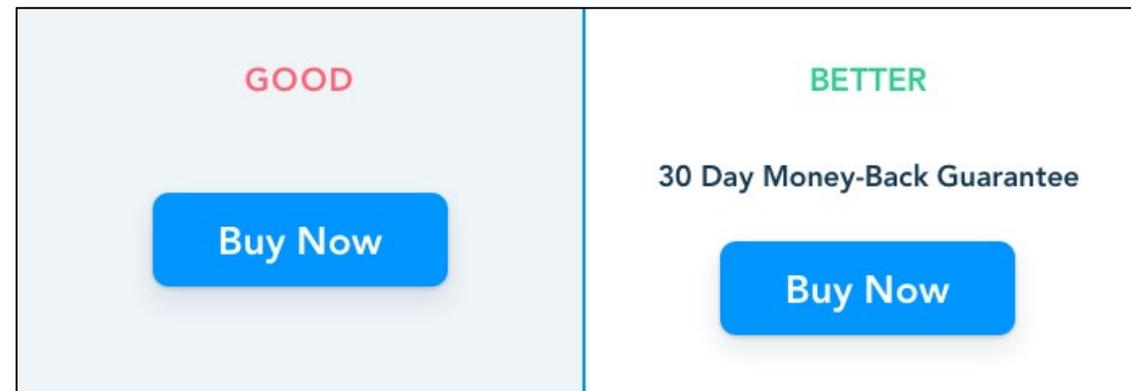
- + *Professional images don't need to be expensive, e.g. image databases like shutterstock or fotolia offer high-quality photos ([Shutterstock.com](https://www.shutterstock.com), [En.fotolia.com](https://www.en.fotolia.com), and [Pixabay.com](https://www.pixabay.com))*
- + *Compress the file size ([Tinypng.com](https://tinypng.com))*

Call-to-action

The focus of your website is getting visitors into the action funnel. Depending of what actions you desire of your target audience, you add call-to-action buttons or links on your website. Strong ones can be the key to converting visitors into clients.

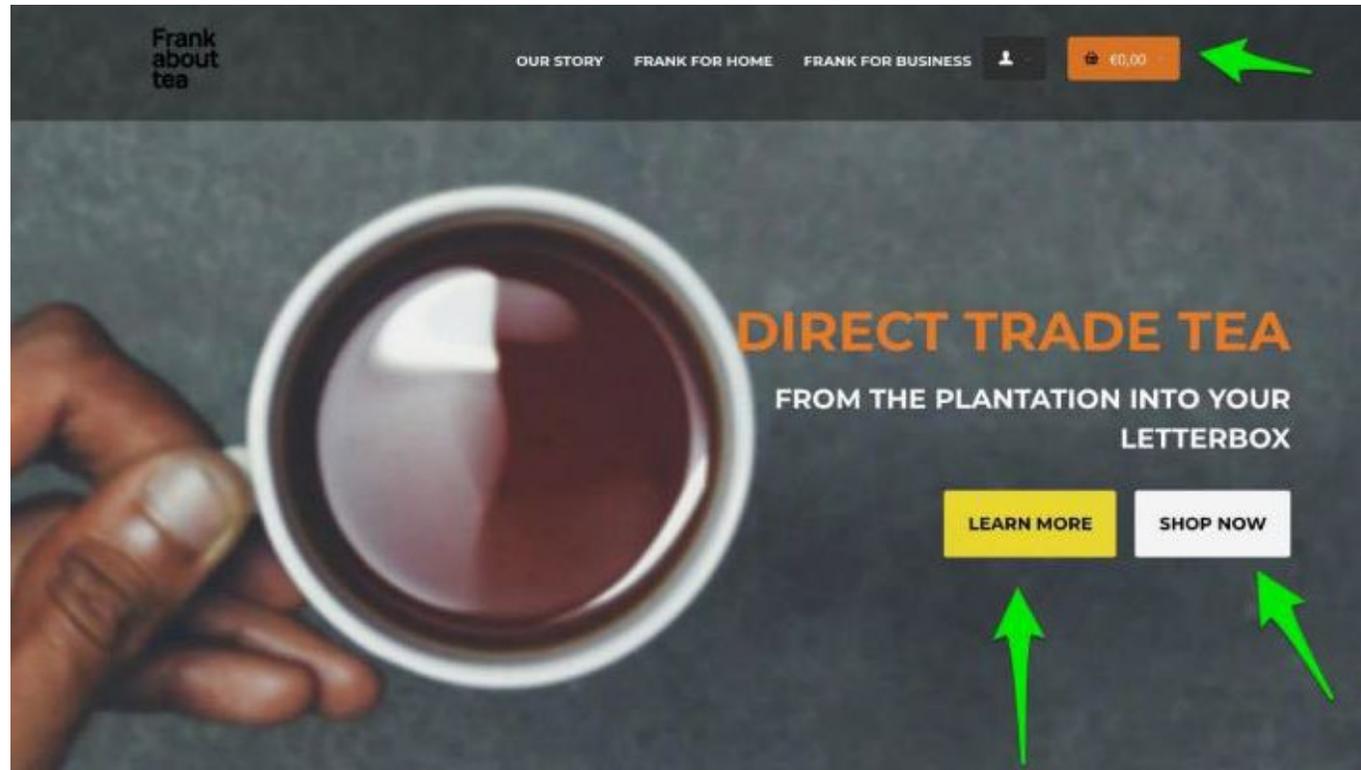
Key factors to consider:

- + No dead ends on your pages
- + Button size should be large to draw attention
- + Use bright coloring for your buttons
- + Simple and straight forwards text: *Learn more, Buy now, Contact us*



Call-to-action: example

A good practice: *Frank about tea* uses bright colored buttons and strong pictures that conveys their value proposition. You spot multiple buttons that catch the attention: learn more, shop now, and shopping cart.



Call-to-action: where, what, why

Call-to-action (CTA)

Objective

Homepage

- Read more
- Learn more
- Discover...
- Contact us

- Engage and trigger interest
- Into the action funnel
- Deeper into the site

Product landing page

- View details
- Ask sample
- Order now
- Contact us

- Persuade and convert
- Into the order process

About us

- View details
- Download brochure
- Watch video
- Contact us

- Persuade and gain trust

Footer

- Contact us
- Subscribe to the newsletter
- Follow us

- Relationship building
- Customer service

Effective content: product pages

Product pages are essential to your website. It is *the* place to showcase what you offer. Make sure that you throw in the following ingredients:

- + A product overview page
 - With a picture grid, descriptions, and hyperlink to products
- + Product pages
 - Use professional images
 - State key benefits and characteristics (convey your value proposition)
 - Origin of the products
 - Quality standards and certifications (use logo's)
 - Packaging information and shipping volume
 - Seasonality and nutrition data
 - Reviews, testimonials, or success stories

TIP: End your product page with a call-to-action!



ORGANIC PURPLE & YELLOW SWEET POTATO CHIPS

Our award winning Organic Sweet Potato Chips are naturally gluten free and vegan friendly. In order to promote healthy snacking, we use one of healthiest oils – organic coconut oil – in our chips.

Unique Selling Points:

- Wholesome snack with only four ingredients (organic sweet potatoes, organic coconut oil, a sprinkle of organic coconut sugar and sea salt)
- Naturally gluten free and vegan
- No preservative, colorant, or trans fat

Effective content: product pages

A good practice: *Tradin Organic* uses landing pages with a professional picture, certification logo's, information about the origin of the product, and nutrition details. Of course, they end the product page with a call-to-action. In this case, a contact form focused on questions concerning the product.

PAPAYA



DETAILS

Our organic papaya is grown in South America and India. Papayas are a source of vitamin C and the ripe papaya has a rich and sweet flavor, making it an ideal ingredient in juices, smoothies, purees and baby food. We supply frozen organic papaya chunks (IQF) and papaya concentrate, as well as organic dried papaya.

ORIGINS

South America, India

POSSIBLE CERTIFICATIONS



HAVE A QUESTION?

Leave your name, contact details and inquiry below and we will get back to you as soon as possible.

<p>Name *</p> <input type="text"/>	<p>Work Email *</p> <input type="text"/>	<p>Type question below</p> <input type="text"/>
<p>Company Name</p> <input type="text"/>	<p>Please call me back!</p> <input type="text"/>	<input type="button" value="SEND"/>

We will use this information to contact you. The information will not be used for other purposes. For more information, review [our privacy policy](#).

Effective content: use of logos

In case you use **logos of your certifications**, respect the rules regarding logo usage. For example, in the case of the EU organic logo, a [user manual](#) exists that defines rules, such as:

+ Original



+ Do not apply visual effects



+ Do not change the shape of the logo



+ Do not distort the logo



+ Do not add text or graphics



+ Do not change the color of the logo



Effective content: about us

You want to give your visitors insight in what your organization is all about and showcase your purpose and team. The about section should consist out of:

1. Your company's vision and unique value proposition (UVP)

- + What do you offer, and what makes you stand out from the rest?
- + Your achievements, ambition, key values and CSR
- + Customer testimonials

2. Personal story of your company

- + History of your organization (good stories makers are memorable)

3. The team

- + Show your employees and give an impression of your workplace
- + Let your business culture shine through

TIP: Include a company video and finish with call-to-actions!

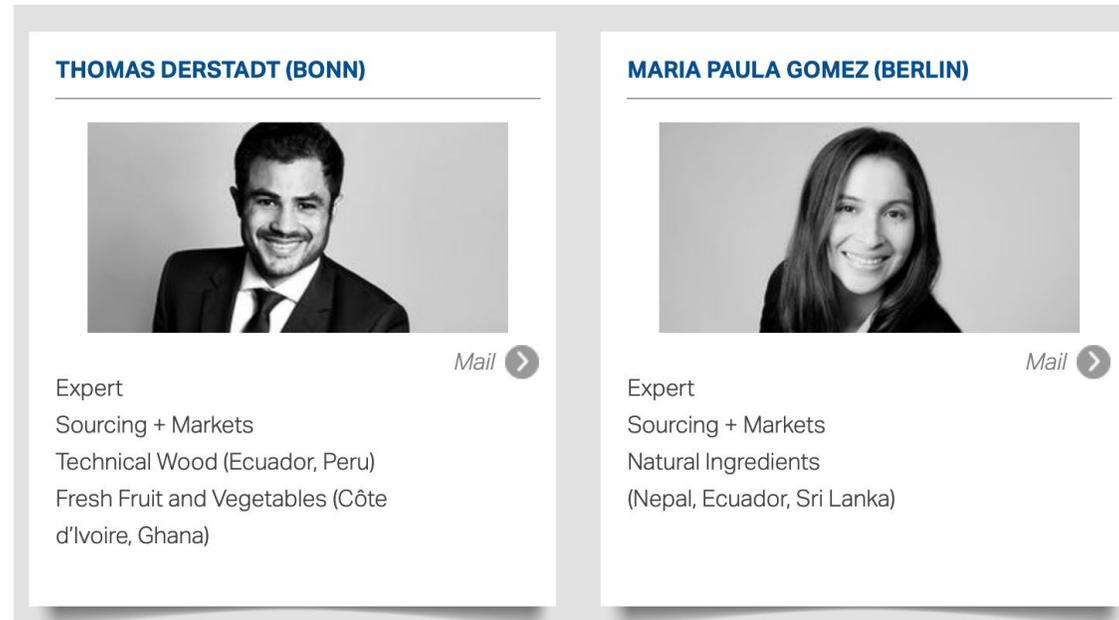


Effective content: about us

Did you know that the *about us* is the second most visited page? People want to see people!

Personal storytelling is key:

- + Good stories are memorable
- + It moves you and adds emotion
- + Keep it personal, simple, and authentic
- + Use quotes to add value



The image shows two profile cards side-by-side. Each card features a name and location at the top, a professional headshot in the middle, and a list of expertise areas at the bottom. A 'Mail' icon with a right-pointing arrow is located to the right of each headshot.

THOMAS DERSTADT (BONN)



Expert
Sourcing + Markets
Technical Wood (Ecuador, Peru)
Fresh Fruit and Vegetables (Côte d'Ivoire, Ghana)

Mail >

MARIA PAULA GOMEZ (BERLIN)



Expert
Sourcing + Markets
Natural Ingredients
(Nepal, Ecuador, Sri Lanka)

Mail >

Effective content: about us

WHAT DO YOU DO IN TERMS OF CORPORATE SOCIAL RESPONSIBILITY (CSR)?

- + The advantage of emphasizing your **CSR** is that you **add value to your image**, by showing that you support fair working conditions and take care of sustainable management of resources
- + Emphasize what your social and ecological responsibility is
- + E.g.
 - Do you support community projects?
 - Do you apply special measures to reduce waste?

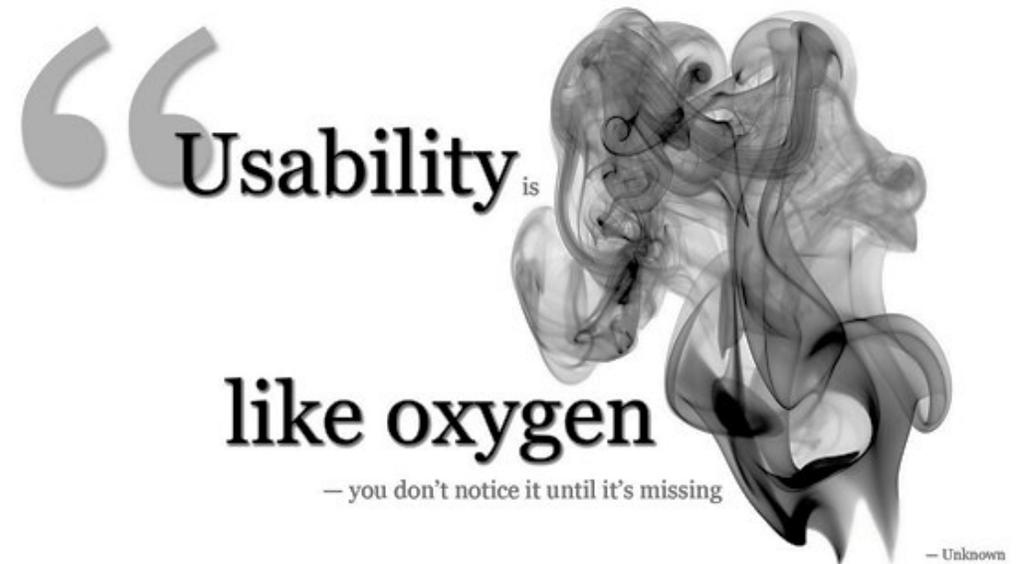


Website usability

... the ease with which people can employ a tool in order to achieve a particular goal.

Place yourself in your client's position:

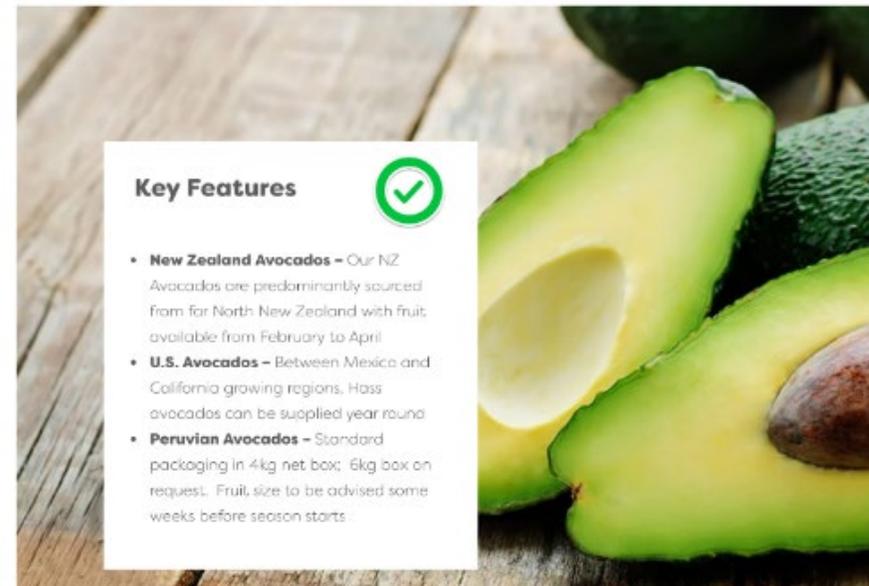
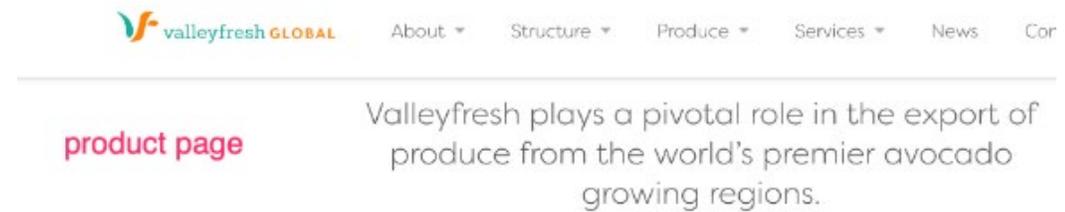
- + What is interesting for your key client?
- + Is it easy to find it and navigate through your website?



Website usability

A website is an action-oriented medium with users that have a scan and click mentality. Don't expect the people to read – **keep it simple & short (KISS)!**

- + Less is more: write short and compact
- + Use professional language
- + Use bold headers
- + Use list items (bullets)
- + Use pictures and video
- + Make conversion-oriented product landing pages
- + Most important items first – your offer
- + Share up-to-date information
- + Depending on your goals, your website should be available in one or more languages



Website usability: responsive design

...is an approach to web design that makes web pages render well on a variety of devices and window or screen sizes.

You should have a responsive design for all mobile devices. Why?

- + People are increasingly using mobile devices over desktops
- + Google has a mobile first strategy, important for your ranking:
 - Images and font sizes need to adapt to screen size
 - No zooming needed
 - No horizontal scrollbars
 - Whitespace around links and buttons

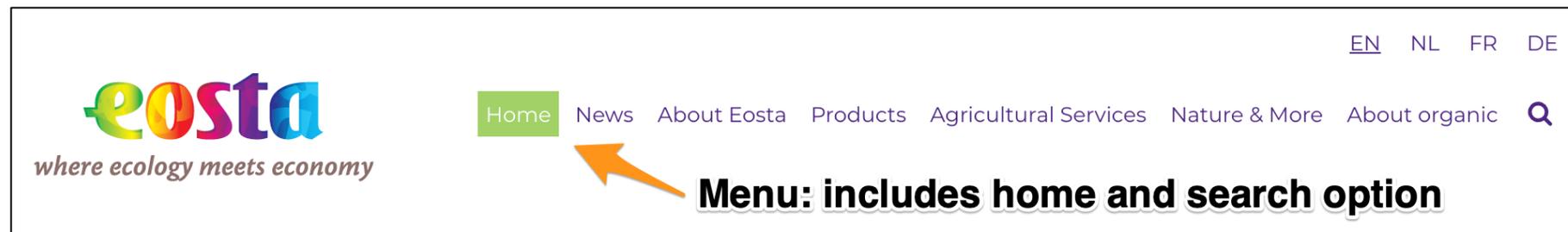


Do the test and check your responsiveness: Ami.responsivedesign.is/
And your browser compatibility: Powermapper.com

Website usability: navigation

An important element in usability is navigation. Consider the following:

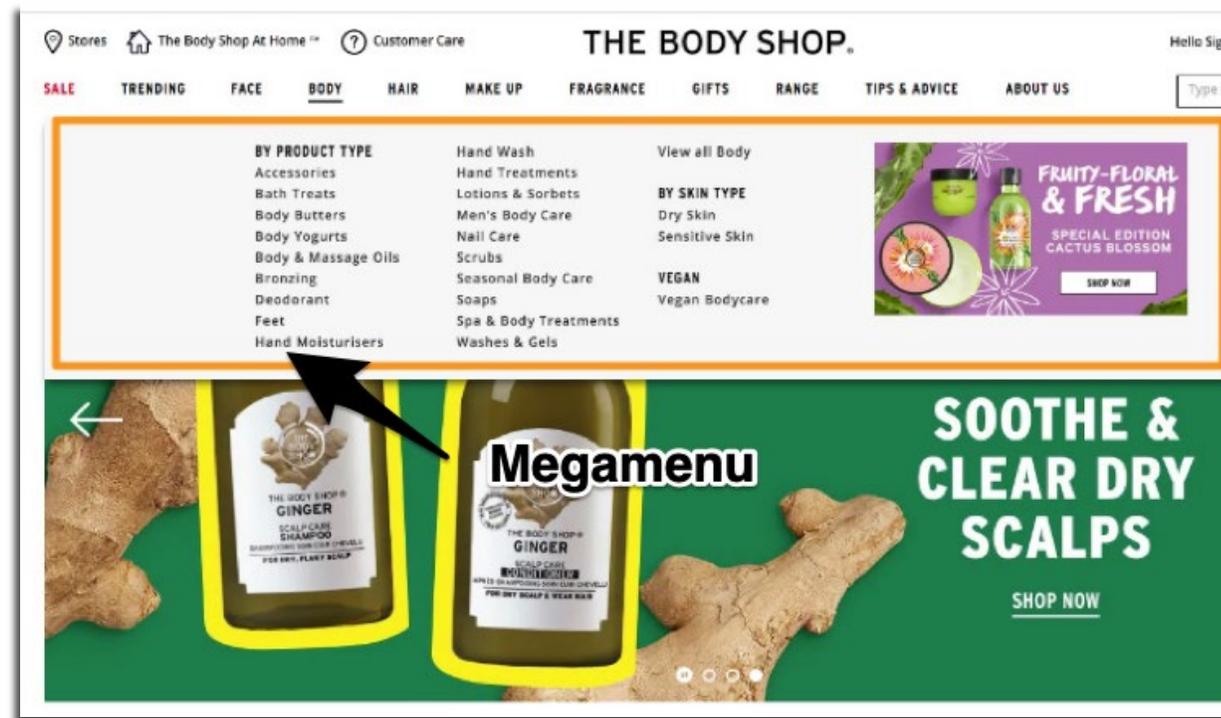
- + Navigation should be accessible on every page
- + Use standard conventions, live up to user's expectation
- + Always offer a *home*
- + Include a keyword search
- + Main menu should have max. 7 buttons
- + Place most important items after home
- + Mega menu in case of many pages (see next pages)
- + Include a fat footer at the bottom (see next pages)



Website usability: navigation

MEGA MENU:

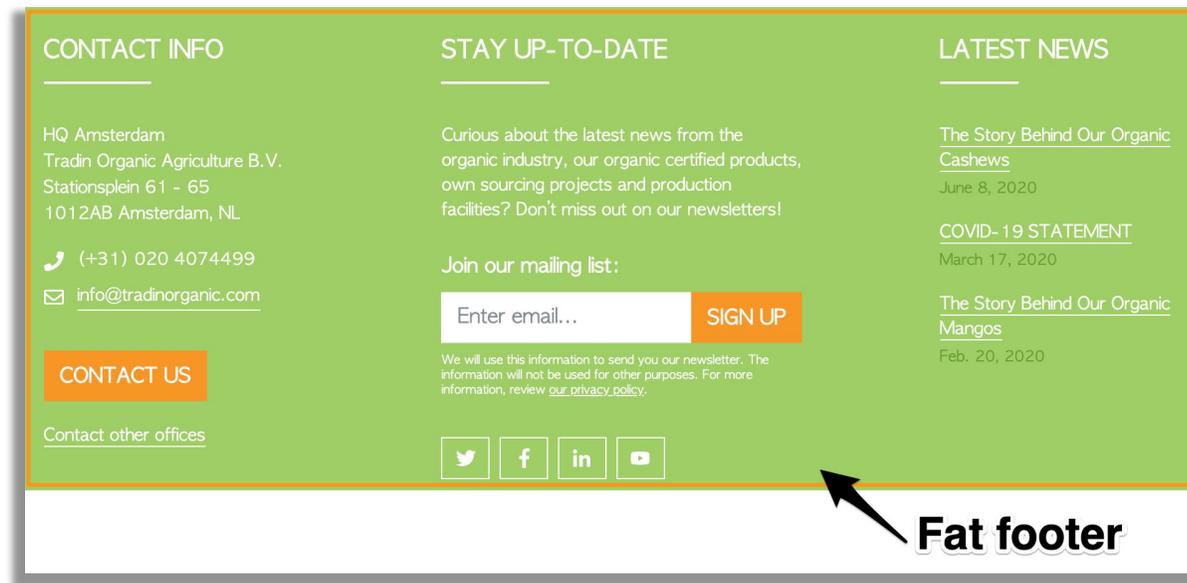
The mega menu unfolds when your mouse hovers over the menu items.



Website usability: navigation

FAT FOOTER:

A fat footer is at the bottom of your website and the same on all pages.



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✉ info@tradinorganic.com

CONTACT US

[Contact other offices](#)

STAY UP-TO-DATE

Curious about the latest news from the organic industry, our organic certified products, own sourcing projects and production facilities? Don't miss out on our newsletters!

Join our mailing list:

Enter email... **SIGN UP**

We will use this information to send you our newsletter. The information will not be used for other purposes. For more information, review our [privacy policy](#).

[Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#)

LATEST NEWS

[The Story Behind Our Organic Cashews](#)
June 8, 2020

[COVID-19 STATEMENT](#)
March 17, 2020

[The Story Behind Our Organic Mangos](#)
Feb. 20, 2020

Fat footer

Website usability: fonts

- + Use **clear, sans-serif fonts**, e.g. Helvetica, Franklin or Univers
- + Use two, maximum three fonts, everything else becomes confusing
- + Pay attention to **good legibility** - appropriate font size (at least 8 points)

Helvetica
Aa Ee Rr **a**
Aa Ee Rr **a**
Kunsthalle

abcdefghijklm
nopqrstuvwxyz
0123456789

Franklin Gothic
Aa Ee Rr **a**
Aa Ee Rr **a**
Wigglesworth

abcdefghijklm
nopqrstuvwxyz
0123456789

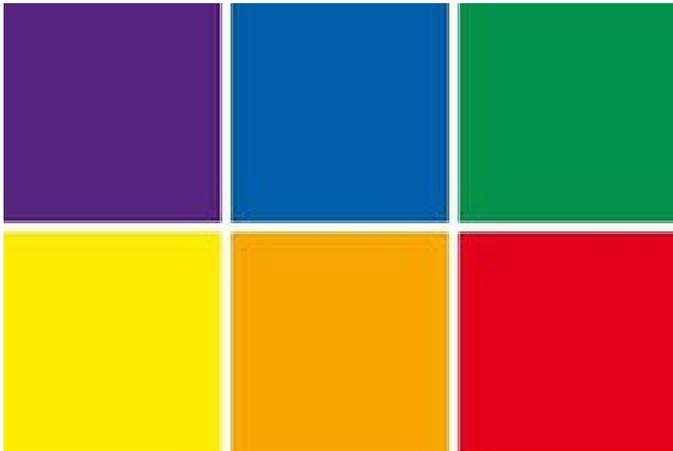
Univers
Aa Ee Rr **a**
Aa Ee Rr **a**
Ausstellung

abcdefghijklm
nopqrstuvwxyz
0123456789

Website usability: colors

- + Choose **bright colors** and strong contrasts in order to make your website more appealing.
- + Use your corporate colors if possible.
- + Don't use too many different colors to avoid overwhelming the viewer.

Strong contrast colors



Bright colors



SEO: Search engine optimization

The process of **designing** and **improving** a website so it ranks **high** in the organic search engine **results** when someone who **doesn't know** your business searches for the **services or products** you offer.

The practice of increasing *quantity* and *quality* of traffic to the website.

HOWEVER:

Websites should be designed for human beings, not for search engines!



SEO: 10 factors for your success

1. Keyword strategy and keyword rich content
2. Content marketing
3. Search engine friendly URL's
4. The power of tags: meta, title, and alt
5. Google business
6. XML sitemap
7. External links and social media
8. 301 redirect
9. Speed and security
10. Mobile responsiveness

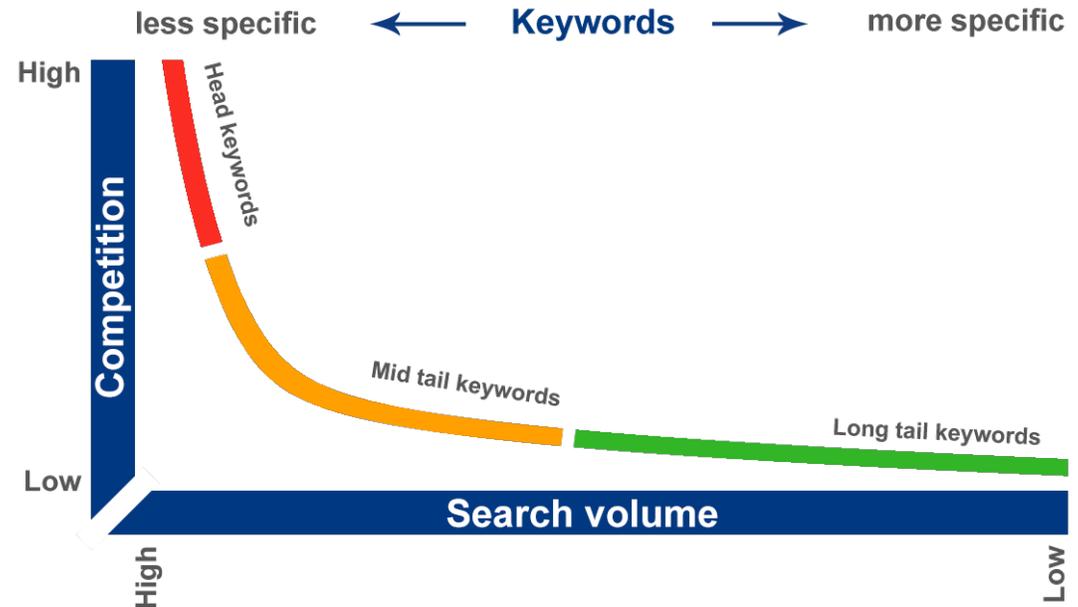
On the following pages, we will guide you through these factors..



SEO

1. Keyword strategy and rich content

- + Choose keywords that your **target audience** uses
- + Make use of longtail keywords (at least 2 or more keywords)
- + **Unique** per page
- + Related to your **UVP** and target audience
- + Incorporate keywords in your website content



Example of a longtail keyword: Global G.A.P. certified pineapple exporter Ghana

SEO

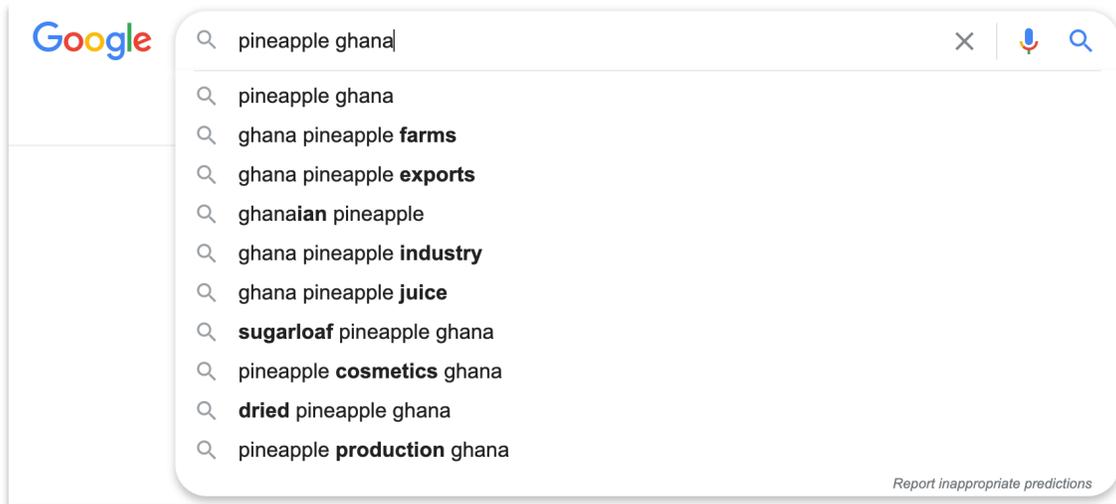
1. Keyword strategy and rich content



There are several tools available to define your keywords:

- + Google related search results
- + Yoast suggest
- + Tagcrowd (insight in keywords of competition)
- + Google Search console (current website statistics)

beans behind berries cashews citrus COCOA COCONUT company **contact**
covid **current** dried email enter farmers food fruits global grains
healthy information ingredients juice lemon mango
name oil orange **organic** please processing
products projects provide quality question **read**
send soon **sourcing** story supply sustainability taste **tradin**
trends USA used vegan **working**



SEO

2. Content marketing



WHAT IS CONTENT MARKETING?

*a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to **attract** and **retain** a clearly **defined audience** — and, ultimately, to drive profitable customer **action**.*

Based on your keyword strategy, start developing relevant content:

- + Website pages, including product overviews, and product pages
- + Blogs: new products, innovation, seasonality, workers, quality procedures and certification
- + Social media
- + News articles

Add and update content regularly!

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page URL: <http://marysbakery.com/chocolate-donuts>

Page Title: **Chocolate Donuts | Mary's Bakery**

Meta Description: **Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.**

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename: chocolate-donuts.jpg

Body Text: _____
_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____

Photo of Donuts (with Alt Attribute):
Chocolate Donuts

3. Search engine friendly URLs

YOUR WEBSITE URLs ARE A FACTOR THAT INFLUENCE YOUR RANKING IN SEARCH ENGINES:

- + Keyword rich URLs help Google determine the content that you offer.
- + Keyword in domain name becomes less important for Google, but it is easy to recognize for humans.

Example, URL optimized for seaweed:

Our Seaweed hydrocolloids - Indonesia Seaweed

<https://www.indonesiaseaweed.com/our-seaweed-hydrocolloids/> ▼

Indonesia is the world's leading source of tropical **seaweeds**. The most important products processed from these **seaweeds** are the hydrocolloids Agar and ...

Example of a bad URL: <https://www.indonesiaseaweed.com/en/projects3.php?id=48>

SEO

4. The power of tags

USE KEYWORDS IN:

- + Title tags (see next slide)
- + Meta description tags (see next slide)
- + Image file names
- + Alt tags, helps show your images in Google Image search

fruits and vegetables exporter



BeFresh – Import Export of Fruits & Vegetables

← Title tag

<https://befreshcorp.net> ▼

Befresh is redefining the way premium fresh Israeli produce is being distributed worldwide. Our dedication to supplying top-of-the-line fresh_products as well as

← Meta description



Filename: Organic-jojoba-oil-skin-care-products-peru.jpg

Alt tag: Premium organic jojoba oil from Peru. Soothing and hydrating the skin and reduces fine lines.

4. The power of tags



HIGH QUALITY AND CONVERTING TAGS SHOULD BE:

Title tags	Meta description tags
Easy and attractive to read	A trigger to click: written like an attractive ad
Containing the most important keywords, related to the page content	Containing the most important keyword(s), related to the page content
Max. 55 characters (including spaces and punctuation marks)	Max. 150 characters (including spaces and punctuation marks)
Containing the company name	A comprehensive summary of page content
Unique for every page	Unique for every page
In the correct language	In the correct language

5. Google business

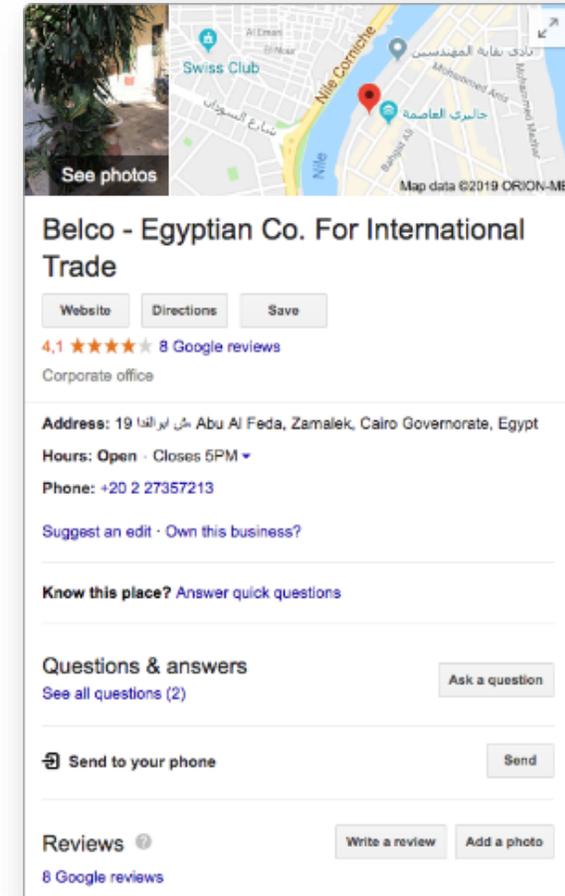
Google business is a free business profile on Google ([Google.com/business/](https://www.google.com/business/)):

- + Google tries to create business listings on its own
- + Important for distance related mobile searches
- + Complete Google businesses get 7 times more clicks than those that are incomplete

Make sure to add:

- + Address details
- + Opening hours
- + Contact details: phone, fax, and website
- + Images

Google will send a postcard to the business address to verify your listing



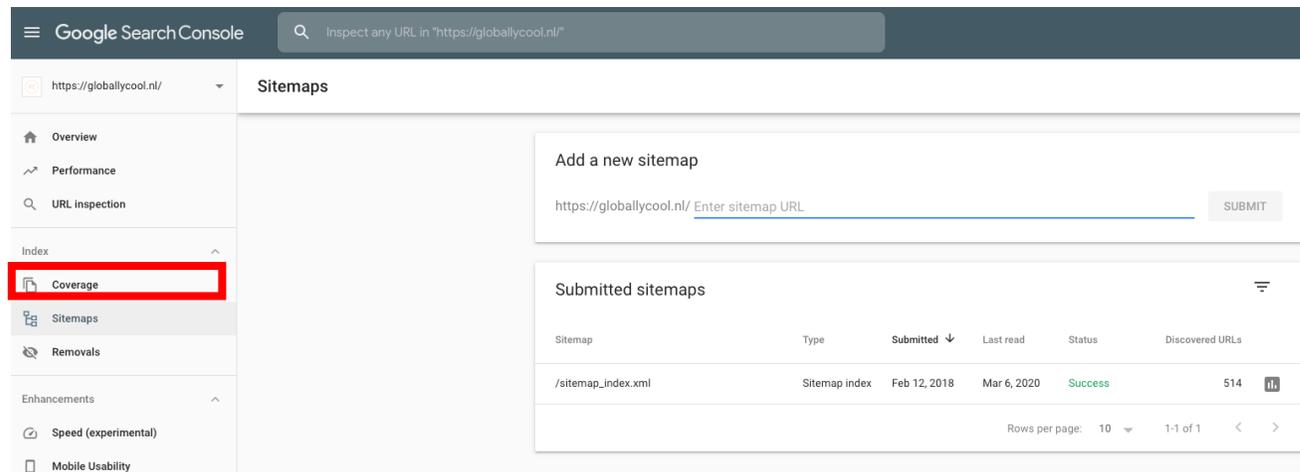
SEO

6. XML sitemap

ALWAYS OFFER GOOGLE AN UP-TO-DATE LIST OF YOUR WEBPAGES:

- + Automatically generated by your CMS
- + XML sitemap structure can be found at [Sitemaps.org](https://www.sitemaps.org/)
- + Submit your XML sitemap in Google Search Console:
[Search.google.com/search-console/about](https://search.google.com/search-console/about)

TIP: Carry this out in collaboration with your IT-consultant.



Google Search Console

Inspect any URL in "https://globallycool.nl/"

https://globallycool.nl/ Sitemaps

Overview
Performance
URL inspection

Index

Coverage
Sitemaps
Removals

Enhancements

Speed (experimental)
Mobile Usability

Add a new sitemap

https://globallycool.nl/ Enter sitemap URL SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	Feb 12, 2018	Mar 6, 2020	Success	514

Rows per page: 10 1-1 of 1

7. External links and social media

HIGH QUALITY LINKS FROM SUBJECT RELATED EXTERNAL WEBSITES – TO YOUR WEBSITE – HAVE A POSITIVE INFLUENCE ON WEBSITE RANKING.

Think along the line of:

- + High rated business directories
- + Sector support organizations
- + Trade fairs
- + Sharing your website on social media, also offer sharing

Showing likes, shares and discussions on your website demonstrates importance. Useful tools for implementing are: Addthis.com, Sharethis.com



TIP: Avoid unrelated external websites linking to your website. Google will see this as noncredible links, which has a negative impact on your ranking.

SEO

8. 301 redirect

WHY AND WHEN SHOULD YOU REDIRECT?

- + If you rebrand your website, you could use a 301 to direct traffic from your old site to your new one.
- + Build trust, for example: use 301 redirect to <https://>. Show visitors it's a secure site, since it deals with personal or financial information.

TIP: Just like in real life: plagiarism is considered as a bad practice. Avoid duplicate content and don't one-on-one copy and paste from the internet.

Use a 301-redirect for redirecting pages. For example:

redirecting a non-www to a www: <http://yourdomain.com> to <http://www.yourdomain.com> (or the other way around)

TIP: Carry this out in collaboration with your IT-consultant.



SEO

9. Speed

TECHNOLOGY GOES FAST WHICH LEADS TO PEOPLE BECOMING MORE AND MORE IMPATIENT.

Conclusion:

+ Website speed matters to your visitors, so it matters to search engines too!

Tips to speed up your website:

- + Reduce image dimensions: do not load an image of 5000px if you only display it as 800px in width
- + Reduce image file size: compress images before uploading. Use [Tinypng.com](https://tinypng.com) for png and jpeg
- + Use quality hosting



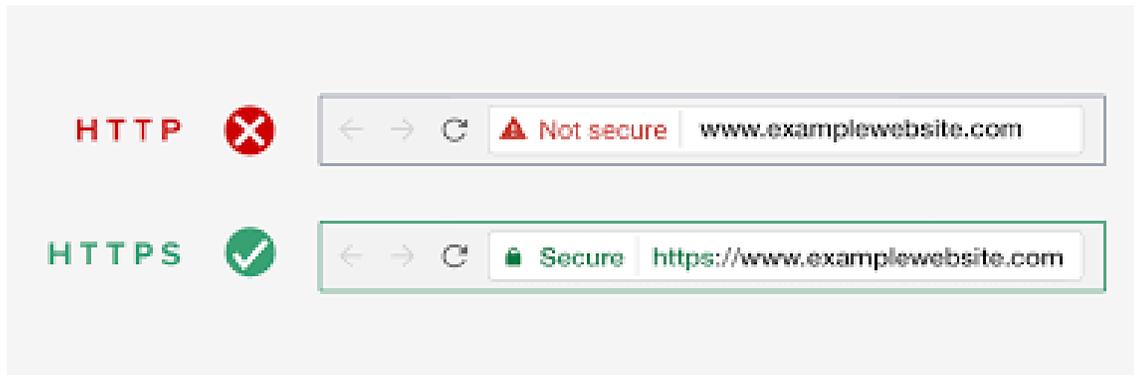
SEO

10. Security

- + Security is very important and creates trust.
- + Make sure user name, passwords and personal information is encrypted.

Solutions:

- + SSL / HTTPS, should be in place
- + Most providers offer free SSL via Let's Encrypt [Letsencrypt.org](https://letsencrypt.org)
- + Tool for checking status SSL and reasons for unsecure connection while SSL is in place: Whynopadlock.com



Monitoring and evaluation

WHY SHOULD YOU MONITOR AND EVALUATE HOW YOUR WEBSITE IS DOING AND HOW YOU RANK ON GOOGLE?

- + To check if your objectives are on track
- + Timely adjust your strategy – if needed
- + It helps identifying what works – and what not

TIP: Use tools to help you analyze data.

Subject



Website



Google ranking

Tools

Google Analytics
Woorank.com
Ask your customers
Check competitors

Google Search Console
Searchenginereports.net
Sitechecker.pro
Tagcrowd.com

Monitoring and evaluation: Google Analytics



GOOGLE ANALYTICS ALLOWS YOU TO MEASURE WEBSITE VISITOR STATISTICS.

You can find information about:

- + New vs. returning visitors
- + Location of your visitors
- + Pageviews
- + Visitor flow
- + Bounce rate
- + Duration of session
- + Devices
- + Referrals (e.g. from social media)

TIP: Add a Google Analytics tracking code to your website in collaboration with your IT-consultant.

Country ?	Acquisition			Behaviour			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	154 % of Total: 100.00% (154)	137 % of Total: 100.00% (137)	199 % of Total: 100.00% (199)	65.33% Avg for View: 65.33% (0.00%)	2.57 Avg for View: 2.57 (0.00%)	00:02:38 Avg for View: 00:02:38 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. Indonesia	91 (58.71%)	78 (56.93%)	124 (62.31%)	66.13%	2.70	00:02:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. United States	21 (13.55%)	21 (15.33%)	22 (11.06%)	72.73%	1.77	00:00:40	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. Thailand	6 (3.87%)	6 (4.38%)	7 (3.52%)	57.14%	3.00	00:00:50	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. India	4 (2.58%)	4 (2.92%)	4 (2.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. Singapore	4 (2.58%)	4 (2.92%)	4 (2.01%)	75.00%	4.00	00:03:35	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. Japan	3 (1.94%)	3 (2.19%)	4 (2.01%)	50.00%	3.50	00:01:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. Taiwan	3 (1.94%)	3 (2.19%)	3 (1.51%)	66.67%	5.00	00:00:36	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. Vietnam	3 (1.94%)	3 (2.19%)	5 (2.51%)	80.00%	1.40	00:00:05	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. Australia	2 (1.29%)	2 (1.46%)	2 (1.01%)	0.00%	2.50	00:13:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. United Kingdom	2 (1.29%)	2 (1.46%)	3 (1.51%)	33.33%	3.67	00:07:29	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Show rows: 10 Go to: 1 1-10 of 25 < >

This report was generated on 03/07/2019 at 14:53:08 - [Refresh Report](#)

Take aways

FOCUS ON YOUR TARGET GROUP, THE EUROPEAN IMPORTERS:

- + Your **website** should also be available in English
- + What is most interesting for your potential customers in Europe?
- + What are the most important information?
- + Why should an importer do business with your company?

When writing texts...

- + Stress that you are a reliable business partner.
- + Emphasize the benefits for your customers working with you.
- + **But don't promise what you can't keep!**
- + Not all corporate information you can provide will be of the same value to an importer.
- + Provide facts and figures in a compact way.



Take aways and links

GET INSPIRED: SEARCH FOR OTHER COMPANIES FROM YOUR BUSINESS SECTOR AND DISCOVER THEIR WEBSITES.

Whilst browsing through the website, ask yourself:

- + What is the company's unique value proposition?
- + Can I find any call-to-actions, and are they attractive?
- + Does the website have wow-pictures and videos?
- + Is the website easy to use?
- + What would you do differently?

Great resources:

- + MOZ: <https://moz.com/learn/seo>
- + Yoast: [Yoast.com/seo-blog](https://yoast.com/seo-blog)
- + Wordpress: [Wordpress.org/themes](https://wordpress.org/themes)
- + Wix webdesign: [Wix.com](https://wix.com)



Checklist for your quality control

Before airing the website, check:

- Is the spelling correct?
- Are all core statements presented (unique value proposition)?
- Is the text set properly?
- Is the page user-friendly? (*Ask a handful of people to give you feedback on your website*)
- Are the images and graphics correct and perfectly positioned?
- Is a legible font size chosen?

Prioritized strategy activities, checklist:

- Content management plan
- News and blog schedule
- Usability and action funnel check
- Photo and video production plan
- Monitor website performance
- SEO check, priority keyword combinations
- SEO plan
- Review content on keywords
- Monitor search engine ranking



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