

# IS YOUR WEBSITE GENERATING EXPORT BUSINESS FOR YOU?



The Export Communications Review can help you to localise and optimise your website for international trade

- Does your website directly target international customers?
- Can international customers understand the products and services you are offering?
- Is your site optimised for searches conducted abroad?
- Are you aware of local on-line competition?
- Do you use on-line social and business networking in other countries?
- Can you answer enquiries arising from your website in other languages?

Companies are relying more and more upon their websites to promote their products and services in the UK. The web enables them to reach their target clients in an efficient and cost-effective way: successful companies are developing specific web strategies to win more business at home.

A web strategy becomes even more crucial when you are exporting because:

*"Customers are four times more likely to buy from a website in their own language"*

(Source: IDC)

*"Visitors stay twice as long if a website is in their own language"*

(Source: Forrester Research)

Websites can be designed to attract and convert new international clients.

## TESTIMONIALS

*"We have increased our international business by 25% in the first month following the Export Communications Review"*

*"As we were about to embark on the redevelopment of our e-commerce website, this review came at a perfect time. I thoroughly enjoyed the fact-packed review session and was impressed with the clarity with which everything was presented"*

*"We were provided with a clear and succinct report that will enable us to expand our website for our export market in a professional and correct manner"*

## A WEBSITE EXPORT COMMUNICATIONS REVIEW

UK Trade & Investment's Export Communications Review will assess your current website against best practice and give you practical steps on how to localise and optimise your website for international trade. With your international objectives and overseas target audiences in mind, the review will give recommendations on:

- Site set-up and management
- Design, structure and navigation
- International content
- Translation and localisation
- International promotion
- Implementation and monitoring.

## HOW DOES THE ECR WORK?

Your company can benefit from a series of Export Communications Reviews to support the development of your international business. It is a flexible service, helping you to transform, over time, your current website into a fully optimised on-line presence for international trade.

Each review includes:

- A visit to your company by an accredited consultant
- A thorough assessment of your website against international best practice
- A full written report with recommendations for action.

## FINANCIAL SUPPORT FOR THE ECR

The cost of each review is £500 + VAT. Companies employing fewer than 250 staff can receive, from UKTI, a subsidy of £350 towards the cost of the first review and a subsidy of £250 towards the cost of two subsequent reviews.

## HOW TO APPLY

You can apply on-line at [www.britishchambers.org.uk/ecr](http://www.britishchambers.org.uk/ecr), where full details of eligibility for the UKTI subsidy can be found. Payment can be made by credit card, PayPal or cheque.



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