
Localise your website to support your export drive

If you're a first-time exporter, or an exporter considering a new market, you can't ignore the internet.

There has been an explosion in eCommerce and global selling over a very short period of time. Millions of users are using the internet to buy products and services, and business-to-consumer (B2C) eCommerce businesses have exploited this trend in a major way.

Businesses no longer need to rely solely on distributor agreements or access to local distribution channels, and can sell directly through a website or an online marketplace like eBay, Amazon or Etsy. The unique characteristics of the internet have lowered the traditional barriers to international market entry, and levelled the playing field for exporting firms of all sizes.

If you are business-to-business (B2B) exporter, the internet also matters. Buyers have an expectation about what they might find online about a potential new supplier, from that supplier's own site and also from the supplier's broader "online footprint" – references to the business, its products and services on other sites.

It can be relatively inexpensive and straightforward to set up a website or change an existing one to take account of export markets. However, research has shown that the websites of many existing and prospective exporters do not support their exporting ambitions. Specifically, they do not take account of a range of factors that are important if you want to get traction in export markets.

This guide covers some of the issues you need to consider to ensure your website supports your export drive. It should be read in conjunction with the ThinkBusiness.ie [guide to planning digital export marketing campaigns](#).