Web Optimisation for International Trade
A half-day masterclass

Are you sure that …

- your website is generating overseas business for you?
- your website is found when people are searching for your products or services internationally?
- international visitors to your site are able to find relevant information quickly and easily?

Your website is an essential channel to showcase your products and services overseas. Attend this specialist masterclass to learn the practical steps you can take to boost your international business performance online and use the web as a new channel for international markets. Find out how to build and optimise a successful world-class website that will generate a higher volume of web traffic and gain new business from international customers. This workshop, led by an expert in international websites and effective communication, will provide hints and tips on free tools and leading-edge web techniques to structure, design and optimise your website for international visitors.

Find out how to …

- plan an international web strategy right from the start by targeting your international customers more effectively to increase your overseas sales
- be visible on the international web, reach new global customers and increase the number of website enquiries from outside the UK
- forge ahead of your competitors in global markets by ranking more highly in international search engines and tapping into popular social media websites in other countries
- write content that is understood by customers across the globe by localising your website and making your e-commerce system multi-currency.

This masterclass will include case studies of UKTI clients who have already gained new international business through the web. You will also be able to learn from and network with other companies who are going international through the web.
Masterclasses will be held throughout the Region at different venues, on 8th November, 5th December, 24th January, 19th February and 21st March

The following topics are covered in the masterclass

09:30 to 13:30

- The international website opportunity
- Are you ready to go international?
- Are you visible on the international web?
- Models for an international web strategy
- BREAK
- How to build an international website
- How to optimise an international website
- Introduction to international social media
- Implementation

What you will leave with

- A clear vision of what it takes to be a world-class business online
- A practical route map of how to become a world-class business online
- An action plan to get you started on developing and optimising an international website
- The skills to plan your international web strategy

Who should attend?

- Those looking to export for the first time
- Experienced exporters trying to expand their reach globally

About the trainer

Norma Foster is registered to deliver Export Communications Reviews on behalf of UK Trade & Investment. She has been undertaking Export Communications Reviews since 2006 and has worked with over 100 companies in Scotland and the North East advising them on how to improve their communications to win new customers and gain more revenue from international markets. Norma is a professional linguist (German, French & Spanish) and communications consultant with 30 years of international business experience in both the private and public sectors.

What will it cost?

This event is free to attend fro clients on the Passport to Export and Gateway to Global Growth Programmes. If you are not on one of these programmes there is a charge of £50 plus VAT.

For more information or to book onto this course, please contact:

Phone: +44 (0) 300 365 1000
Email: events@uktiyorkshire.co.uk

"The course was very good - theory backed up by statistics and case studies. I definitely feel better prepared and will incorporate this into my business." Paul Marshall, Naturetrek