

How to leverage E-E-A-T to boost your international expansion

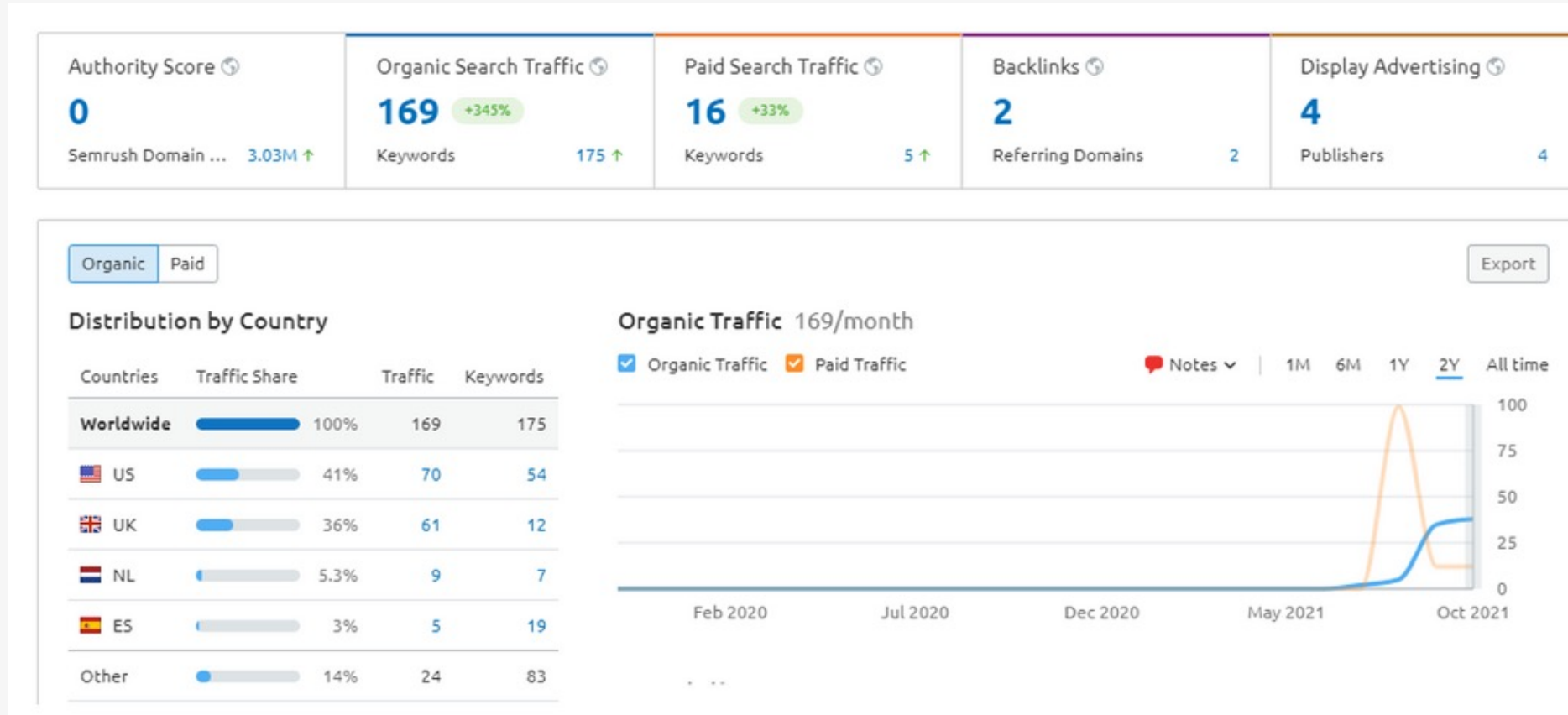
Gemma Fontané

About me



- **SEO Consultant**
- **Co-founder Orvit Digital**
- **Founder denadal.cat & tiodenadal.online**
- **Agencies**
- **Teacher**

Today I'm going to explain how a small local store managed to go from this...



Country	Users	New Users	Sessions	Bounce Rate
	199 % of Total: 100.00% (199)	193 % of Total: 100.00% (193)	269 % of Total: 100.00% (269)	75.46% Avg for View: 75.46% (0.00%)
1. United States	78 (38.81%)	76 (39.38%)	104 (38.66%)	76.92%
2. France	26 (12.94%)	25 (12.95%)	30 (11.15%)	80.00%
3. United Kingdom	23 (11.44%)	22 (11.40%)	31 (11.52%)	70.97%
4. Spain	17 (8.46%)	15 (7.77%)	37 (13.75%)	72.97%
5. Germany	14 (6.97%)	13 (6.74%)	14 (5.20%)	78.57%



but the post is far too expensive for me

to this...

Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	3.4K	1.4K
ES	56%	1.9K	681
US	23%	772	362
UK	5.7%	190	38
CO	2%	66	21
Other	13%	432	337

Search: tio de nadal for sale

About 765,000 results (0.32 seconds)

tiodenadal.online
https://www.tiodenadal.online


Buy Tió de Nadal & Caganer online | tiodenadal.online

Oct 19, 2022 — We offer on sale **Tió de Nadal for sale** of proximity, elaborated by artisans in Catalonia. Most of our Caga Tió logs for sale are...
[Contact](#) · [Caganer](#) · [Blog](#)

https://www.tiodenadal.online › for-sale › tio-de-nadal...

Tió de Nadal For Sale Online | tiodenadal.online

We have a wide catalog of **Tió de Nadal for sale**. Most of them are made by artisans from Arbúcies, in Montseny (Catalonia). Our Christmas Caga Tió have been ...




Search: tió de nadal history

About 104,000 results (0.35 seconds)

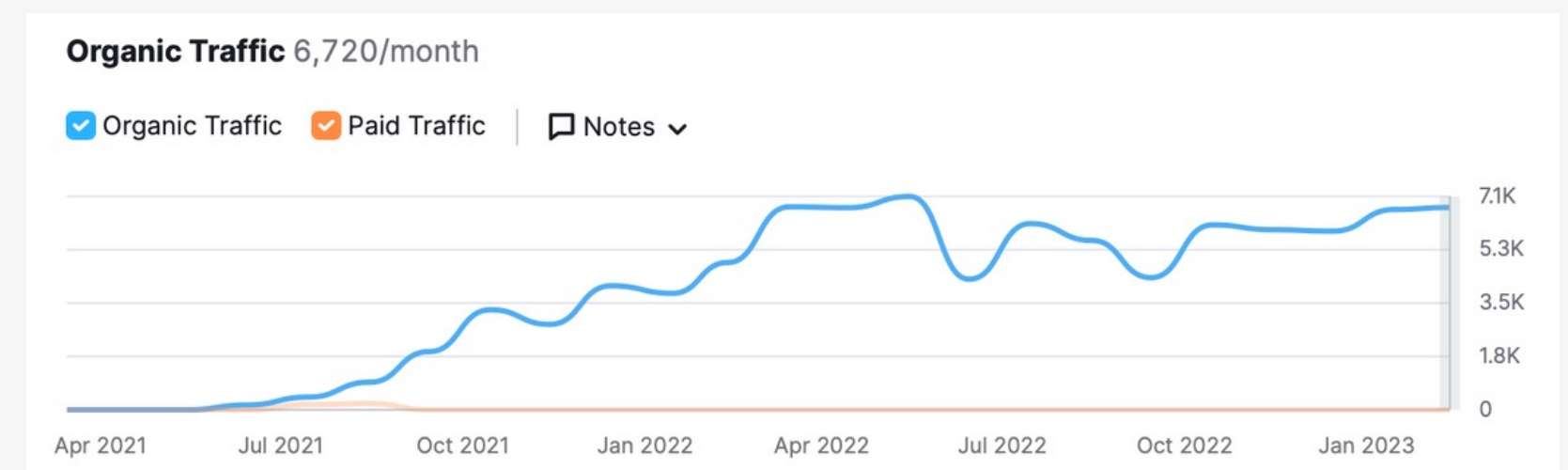
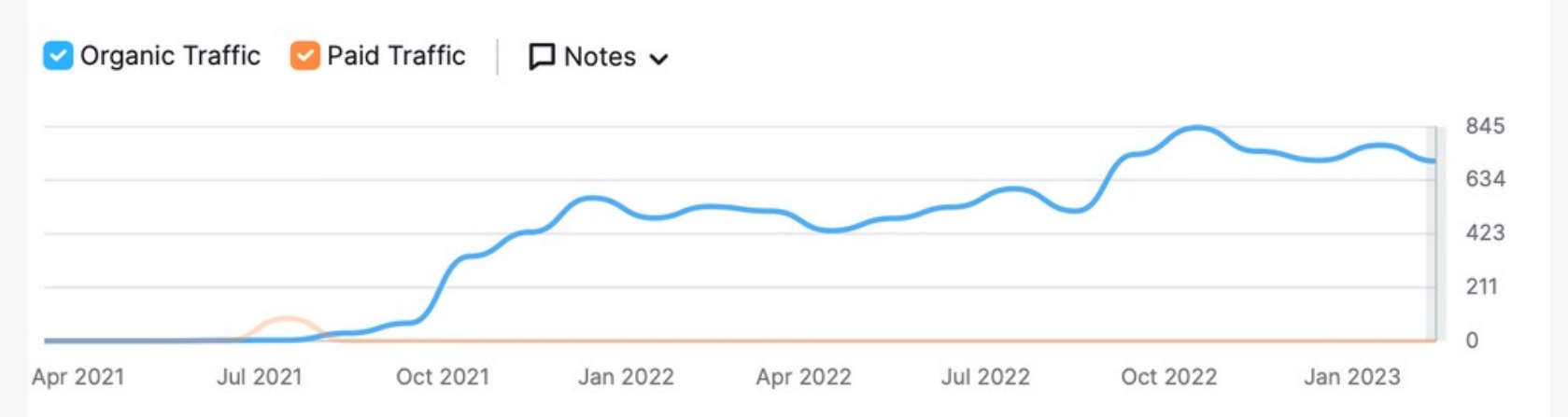
www.tiodenadal.online › what-is-the-origin-of-the-caga-ti...

What is the origin of the Caga Tió or Tió de Nadal?



Where does the name "Tió de Nadal" come from? ... The name **Tió** comes from the Latin Titi 'tizón' and means trunk or branch,...

Tió de Nadal · Tió de Nadal · Jun 23, 2021



What when wrong? What was a success??How we managed to turn it around?

**Let's start at the beginning.
What happened on April 2021?**

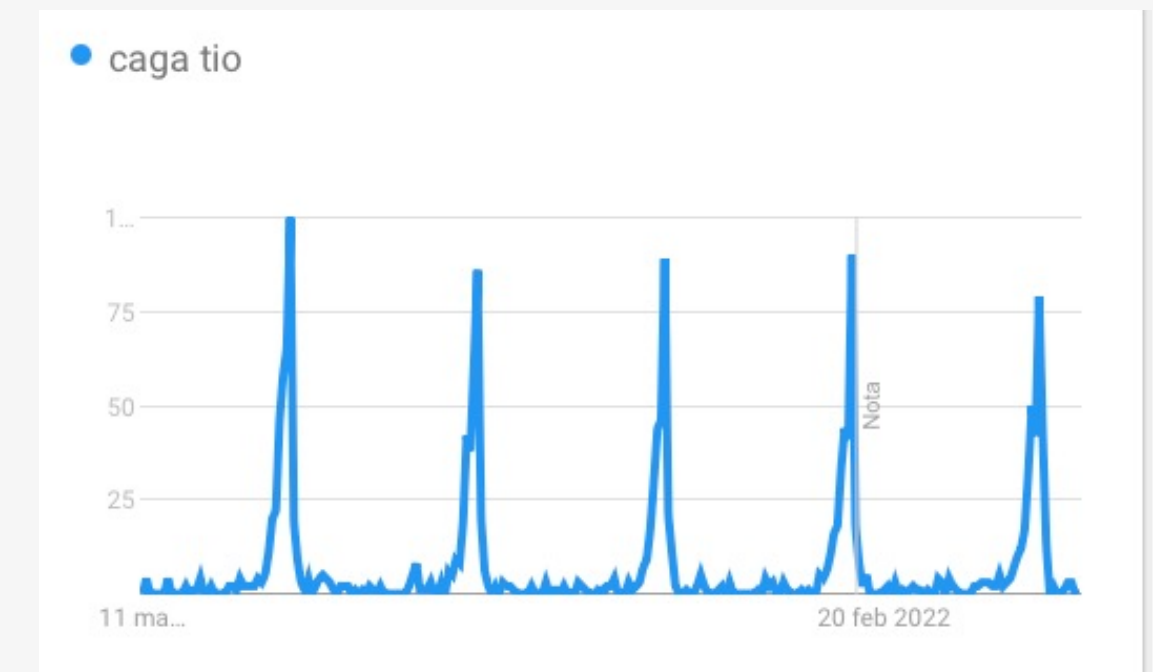


I had an idea! To try to sell a Catalan local product around the world!



Why this choice?

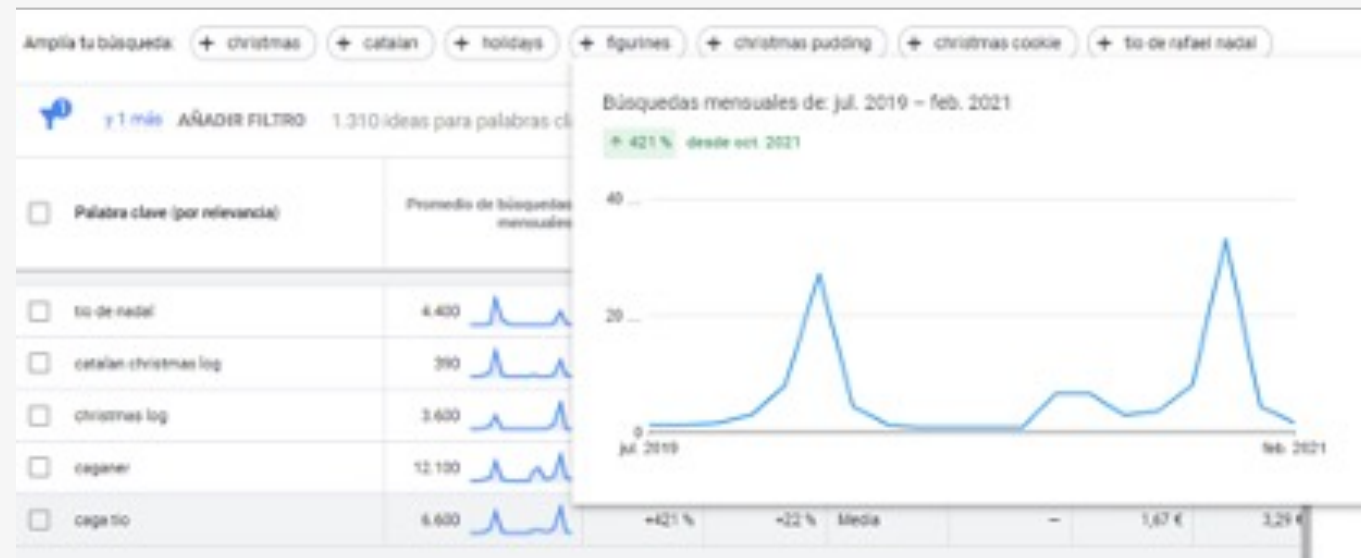
- Local product
- Catalan
- Seasonal
- Unique & original



Product validation

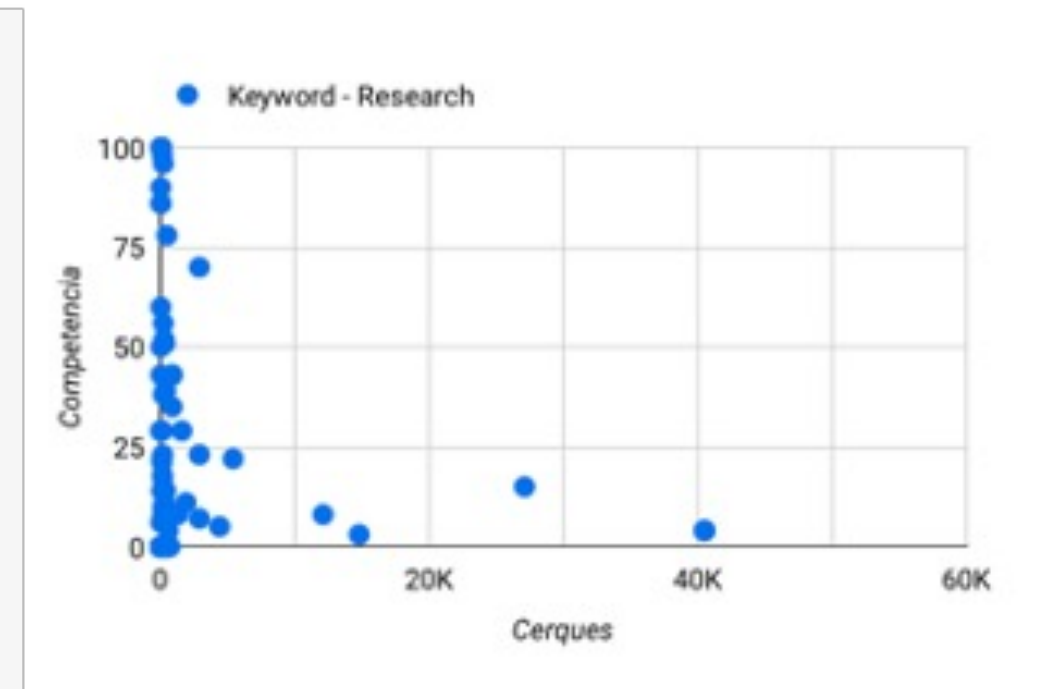
Keyword research. How users search for the main keywords, what is their trend and how is the competition.?

Study the competition in each market: potential keywords & top pages. Analyze who talks about them (links).



Keyword - Research ▾	Cerques	Competencia
1. un caga tío	30	0
2. tronc de nadal comprar	30	0
3. tió de nadal el pot petit	110	0
4. tió de nadal comprar	880	43
5. tió de nadal amazon	10	0
6. tions de nadal	1,600	29
7. tio tio de nadal	30	0

1 - 100 / 111 < >



Market research. Define your audience and the countries where you want to start. Talk to people in the industry.

Is the project profitable and viable? Study if there are enough searches and the probability of traffic that you may get to reach the minimum number of conversions to obtain ROI. Also check all the product's legal aspects.

Transactional Keywords

Keyword	Monthly Searches	Competition	Monthly Clicks Expectation	Expected conversions (2%)
1. caga tio	40,500	4	8,100	162
2. el caga tio	40,500	4	8,100	162
3. caga el tio	40,500	4	8,100	162
4. caganer	27,100	15	5,420	108.4
5. tio de nadal	14,800	3	2,960	59.2
6. cagatios	12,100	8	2,420	48.4
7. arbre de nadal	5,400	22	1,080	21.6
8. caga tio dibujo	4,400	5	880	17.6
9. el caganer	2,900	23	580	11.6
10. tio nadal	2,900	7	580	11.6
11. caga tio comprar	2,900	70	580	11.6
12. caga tio	1,900	11	380	7.6
13. tiona de nadal	1,600	29	320	6.4
14. arbre nadal	1,300	8	260	5.2
15. tio de nadal comprar	880	43	176	3.52

1 - 100 / 110 < >

Total Probability of Conversions per Month
28

Total Probability of Conversions per Season
113.1

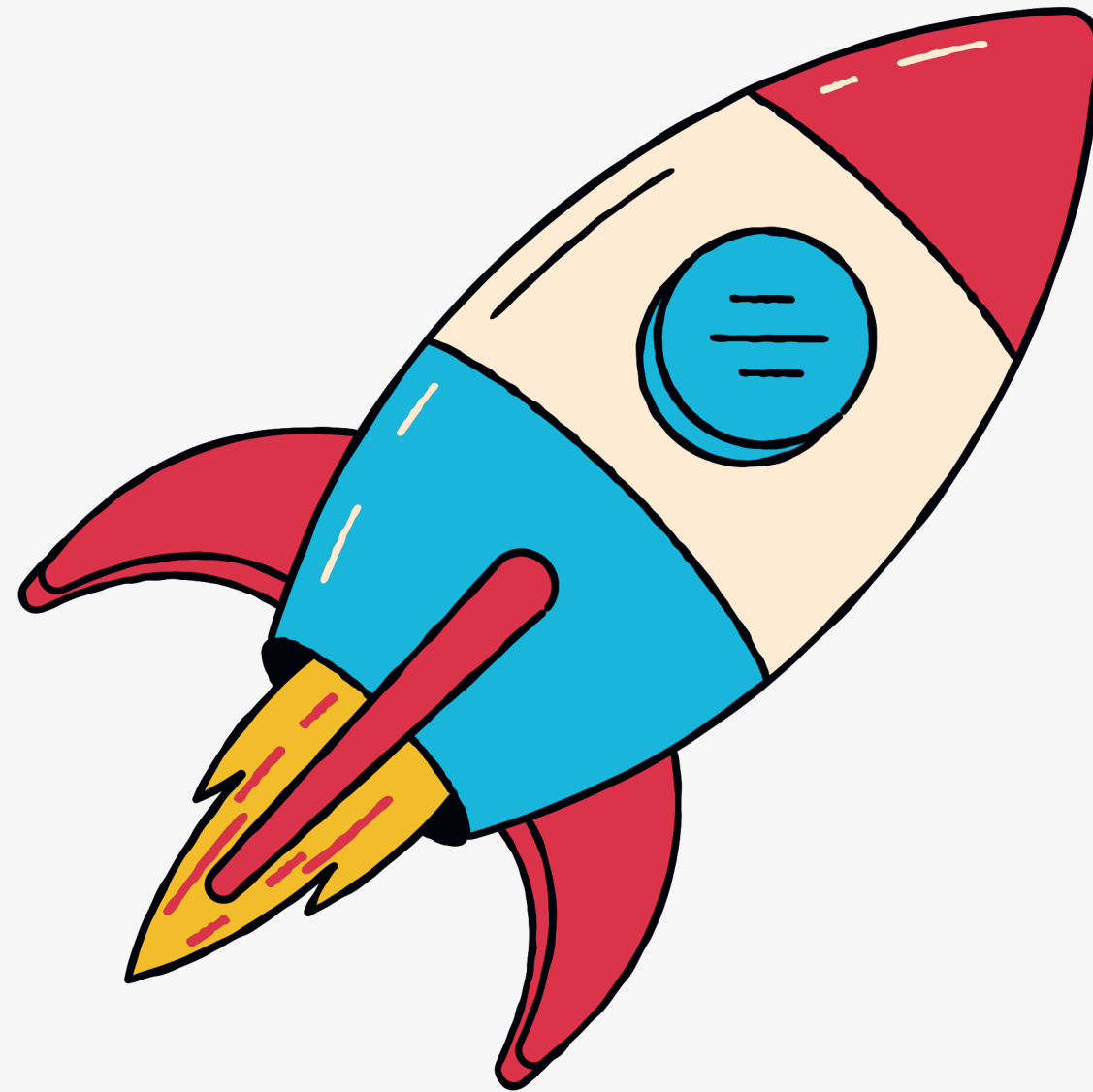
Net profit margin
1.1K



Caga Tió logs on sale at a stall at Fira de Santa Llúcia Christmas Market, Barcelona. Photograph: Gill Harlo/Alamy

The Catalonian character Caga Tió, or Tió de Nadal, appears at markets during the festive season in various forms, including a giant one at Barcelona's Fira de Santa Llúcia. Caga Tió is a small wooden log with a cape, a smiling face and a name that translates as the pooping log. Children offer food in return for presents on Christmas Eve, when they beat him with a stick to "produce gifts" - traditionally including an onion and cured

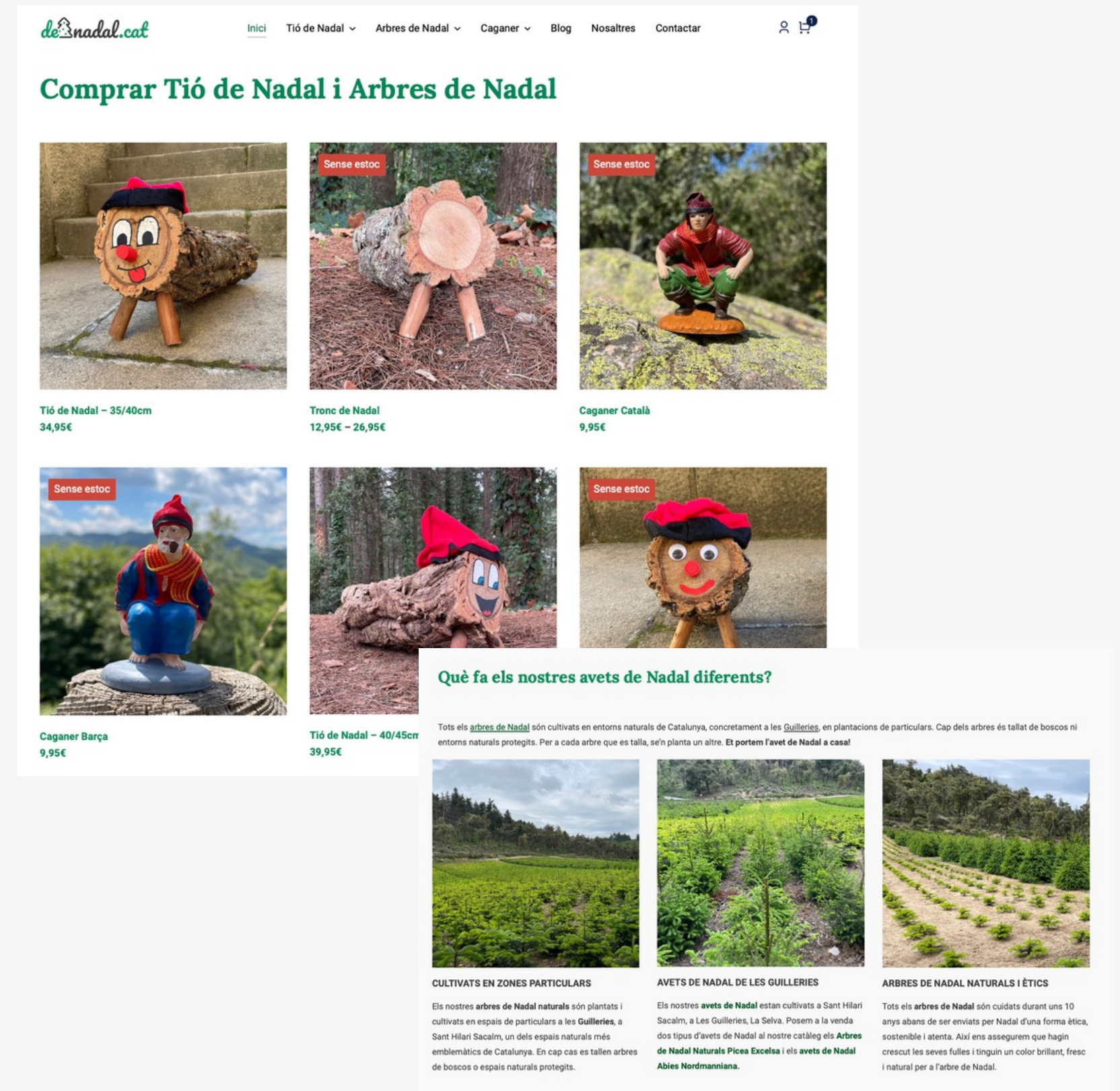
So... Why not give it a try?



3 different international online strategies!

www.denadal.cat 

- Country Code Top-Level Domains (ccTLDs)
- Prioritize
- In Catalan / Catalonia
- Catalan people that live in Catalonia / Spain
- Local product = personalized message
- Tradition



The screenshot shows the website denadal.cat with a navigation menu including 'Inici', 'Tió de Nadal', 'Arbres de Nadal', 'Caganer', 'Blog', 'Nosaltres', and 'Contactar'. The main heading is 'Comprar Tió de Nadal i Arbres de Nadal'. Below this, there are six product listings, each with an image and a price:

- Tió de Nadal - 35/40cm**: 34,95€
- Tronc de Nadal**: 12,95€ - 26,95€
- Caganer Català**: 9,95€
- Caganer Barça**: 9,95€
- Tió de Nadal - 40/45cm**: 39,95€
- Caganer Barça**: 9,95€

Below the product listings, there is a section titled 'Què fa els nostres avets de Nadal diferents?' with a sub-heading 'CULTIVATS EN ZONES PARTICULARS'. This section includes three images of Christmas trees in different cultivation settings and a text block explaining the ethical and sustainable practices of the company. The text states that all Christmas trees are cultivated in natural areas of Catalonia, specifically in the Guàrdies, and that they are planted in particular spaces. It also mentions that the trees are cared for during 10 years before being sent for Christmas in an ethical, sustainable, and attentive way. The text concludes by stating that the company offers two types of Christmas trees: 'Arbres de Nadal Naturals Picea Excelsa' and 'Avets de Nadal Abies Nordmanniana'.

3 different international online strategies!

www.tiodenadal.online 

- Generic Top-Level Domains (gTLDs)
- English
- Audience distributed across different countries with the same language.
- Decoration
- Catalan people that live abroad and want to celebrate it.
- People from other countries that already know about Tió de Nadal



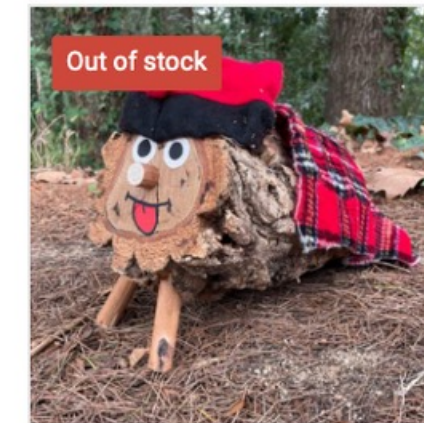
Out of stock

Caga Tió Small – 10cm/4"
12,95€



Out of stock

Caga Tió Medium – 20cm/8"
19,95€



Out of stock

Caga Tió Medium – 20cm/8"
19,95€



Out of stock

Caga Tió Medium – 20cm/8"
19,95€



Out of stock

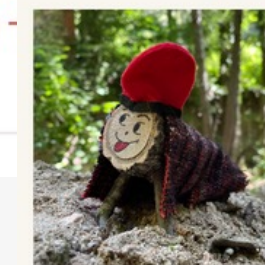
Caga Tió Medium –
19,95€



Out of stock

HOW DOES IT WORKS TO BUY A CAGA TIO AND A CAGANER?

We offer international shipments of Caga Tió de Nadal and Caganers, the two most internationally known traditional Catalan Christmas figures.



SELECT YOUR CAGA TIO LOG FOR SALE

Most of our Caga Tió were born in Montseny, in Catalonia! We have a wide catalog of Christmas pooping logs of different faces and sizes for decoration, gifts or Christmas Eve pooping!



SELECT YOUR CATALAN CAGANER FOR SALE

Select your Catalan Caganer pooping figurine for Christmas. We have a wide range of options. From the typical Catalan Caganer with barretina and a scarf, perfect for the nativity scene, to a Barça Caganer, dressed in red and blue colors! Which is your favorite Caganer?



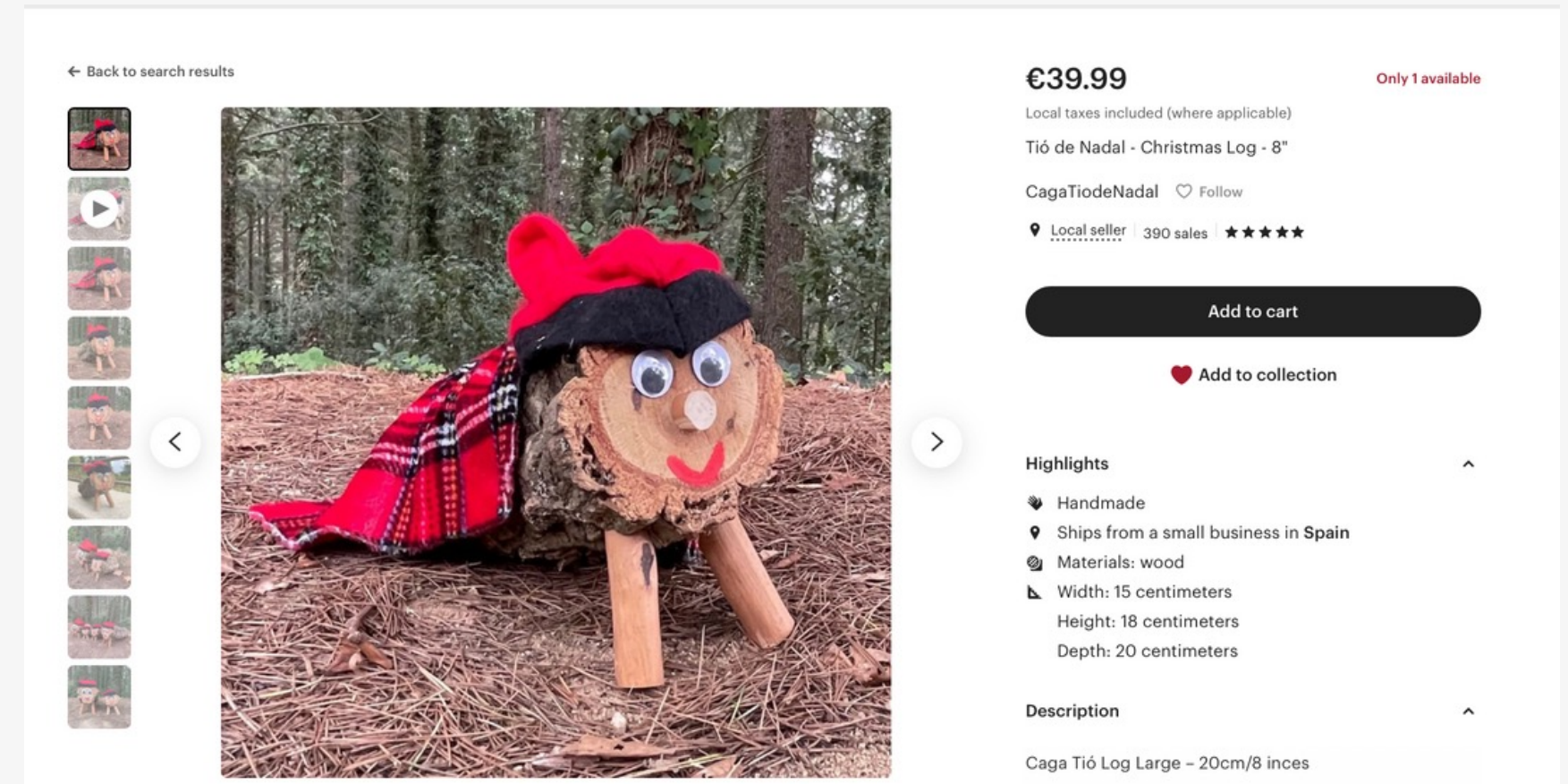
INTERNATIONAL DELIVERY TO ANY COUNTRY

We want to make it easy for you! You can buy your Tió de Nadal and Caganer online in an easy, fast and safe way, from any country in the world. The shipping cost depends on the country. We are people behind this project. You can contact us whenever you need it or if you have problems with your purchase.

3 different international online strategies!

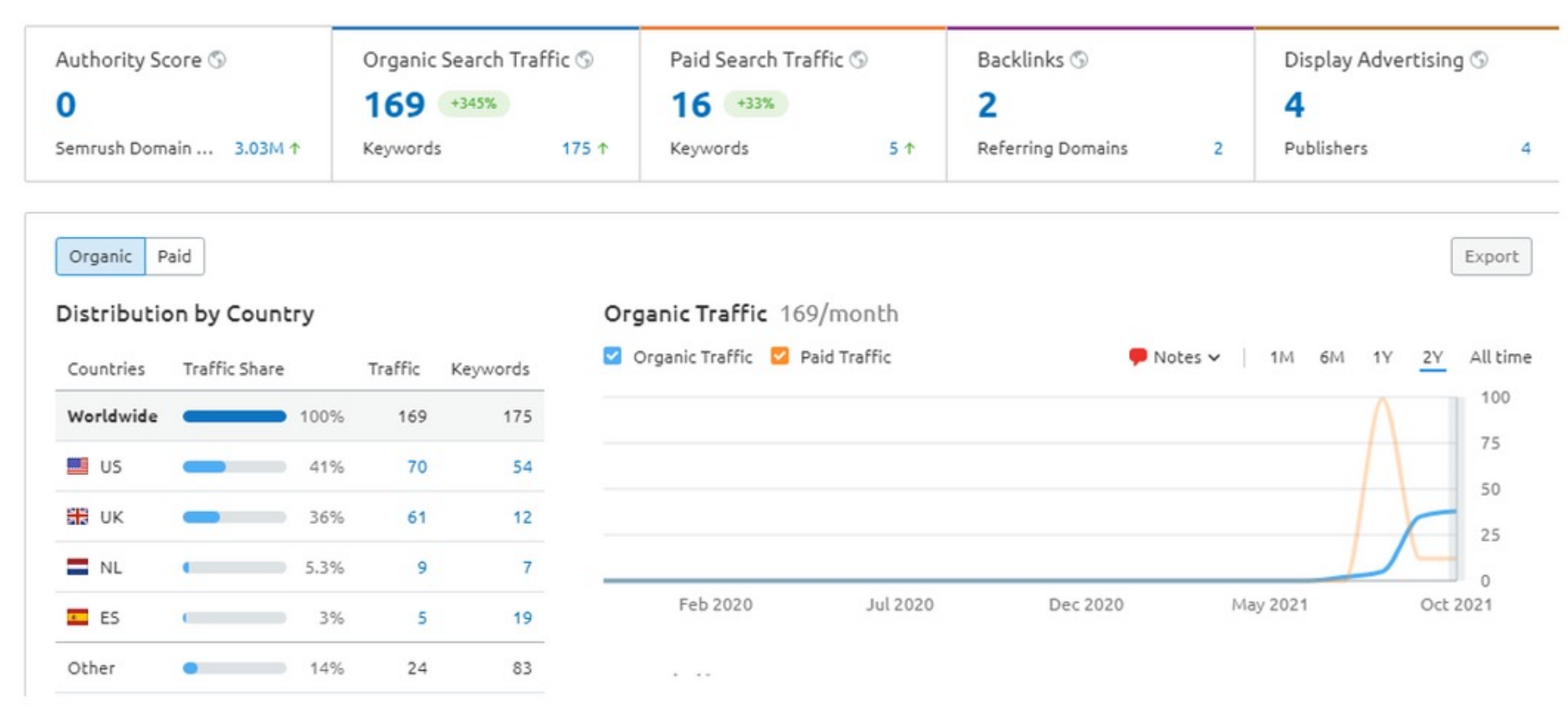
Marketplaces **Etsy**

- Handmade products
- English
- Curiosity
- US, UK, Canada, Australia, France...
- Low competition
- People from other countries that already know about Tió de Nadal
- People that look for Christmas ornaments online.



What were the outcomes of our digital strategies?

During the first few months, the results were not as expected...



but the post is far too expensive for me



Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %
+ comprar tio de nadal ▾		+2	2 → 2	0	15.49	90	15
+ caga tió comprar ▾		+4	5 → 5	0	1.40	30	14
+ caganer history ▾		+4	7 → 7	0	1.40	40	49
+ caga tio history ▾		+4	8 → 8	0	1.40		
+ caga tio log ▾		+3	8 → 8	0	15.49		
+ the pooper nativity ▾		+3	9 → 9	0	2.81		
+ caga tio log ▾		+3	9 → 9	0	15.49		
+ nativity pooper ▾		+3	10 → 10	0	4.22		

Country	Users ↓	New Users	Sessions	Bounce Rate
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2. France	26 (12.94%)	25 (12.95%)	30 (11.15%)	80.00%
3. United Kingdom	23 (11.44%)	22 (11.40%)	31 (11.52%)	70.97%
4. Spain	17 (8.46%)	15 (7.77%)	37 (13.75%)	72.97%
5. Germany	14 (6.97%)	13 (6.74%)	14 (5.20%)	78.57%

But we managed to turn it around!

What did we achieve?

comprar tio de nadal

Aproximadamente 675.000 resultados (0,27 segundos)

Patrocinado · Comprar comprar tio de nadal :

- Peluche Tío | Caga-Tío... 65,99 € New Planet Ho... Envío gratuito De Producthero
- Tió de Nadal - Pooping Log -... 29,99 € Etsy Envío gratuito De Google
- CIAL LAMA Tio de Nadal 13c... 12,02 € Amazon.es +3,95 € de ga... De Google
- Tronco de Navidad Caga... 4,99 € disfrizzes.com +4,99 € de ga... De Shoparize
- Peluche Caga-Tío Parianchín... 22,95 € New Planet Ho... +3,99 € de ga... De Producthero

denadal.cat

<https://denadal.cat/comprar/tio...> · Traducir esta página

Comprar Tío de Nadal | Comprar Caga Tio | denadal.cat

Comprar Tío de Nadal del Montseny. Comprar Caga Tio de Nadal petits, mitjans i grans per a fer cagar la nit de Nadal. Enviaments online a domicili.

<https://denadal.cat/comprar/ca...> · Traducir esta página

Comprar Caga Tío de Nadal Online | denadal.cat

Comprar Caga Tío de Nadal online per a la nit de Nadal. Caga Tío Online amb enviaments a domicili. Tions de nadal artesans fets a Catalunya.

denadal.cat! Comprar Tío de Nadal i Arbres de Nadal

Sitio web · Cómo llegar · Guardar · Llamar

5,0 ★★★★★ 1 reseña de Google

Tienda de artículos navideños en Sant Hilari Sacalm

Opciones de servicio: Compra en tienda · Recogida en tienda · A domicilio

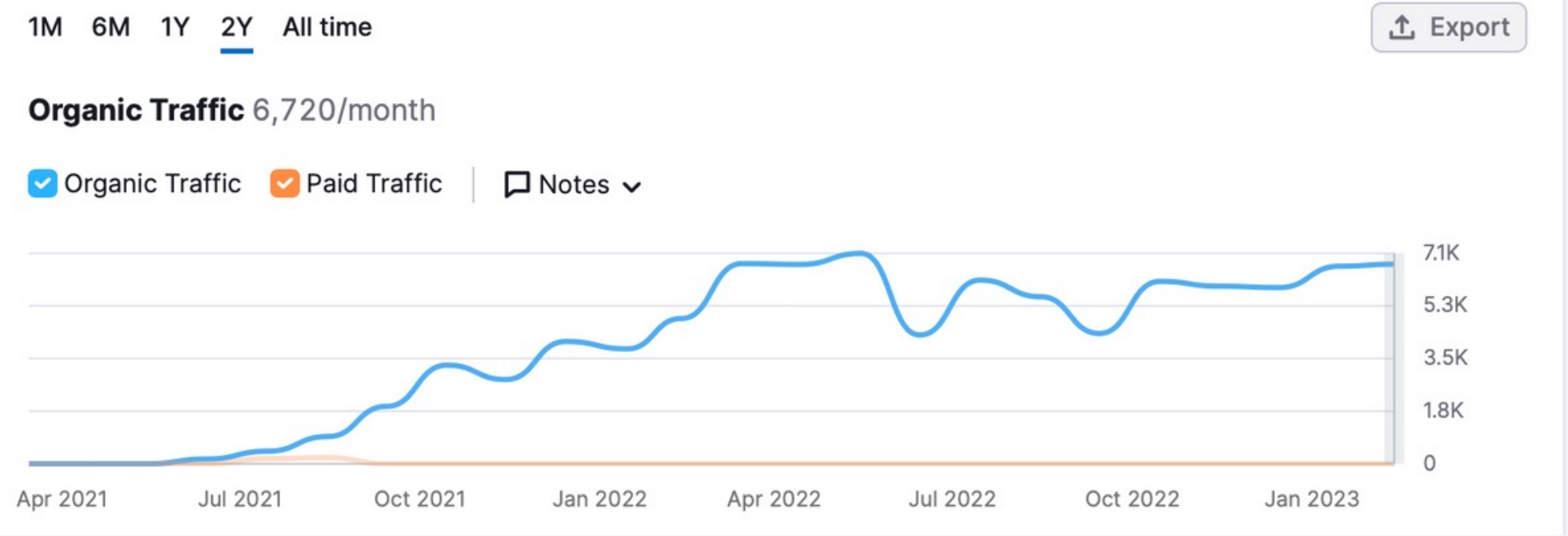
Dirección: Carrer Vic, 2, 17403 Sant Hilari Sacalm, Girona

Horario: Abierto · Cierra a las 20:00

Teléfono: 646 32 07 76

Provincia: Girona

53	Tió de Nadal - Viquipèdia, l'enciclopèdia lliure ca.wikipedia.org/wiki/Ti%C3%B3_de_Nadal Wiki CA	41
23	Recull de cançons de Nadal tradicionals en català agenda.cultura.gencat.cat/content/agenda/ca/article.html?article=20211220003 CA Mobile friendly	48



What did we achieve?

Search results for "tio de nadal for sale".

Search bar: tio de nadal for sale

Navigation: All, Images, Shopping, Videos, News, More, Tools

About 765,000 results (0.32 seconds)

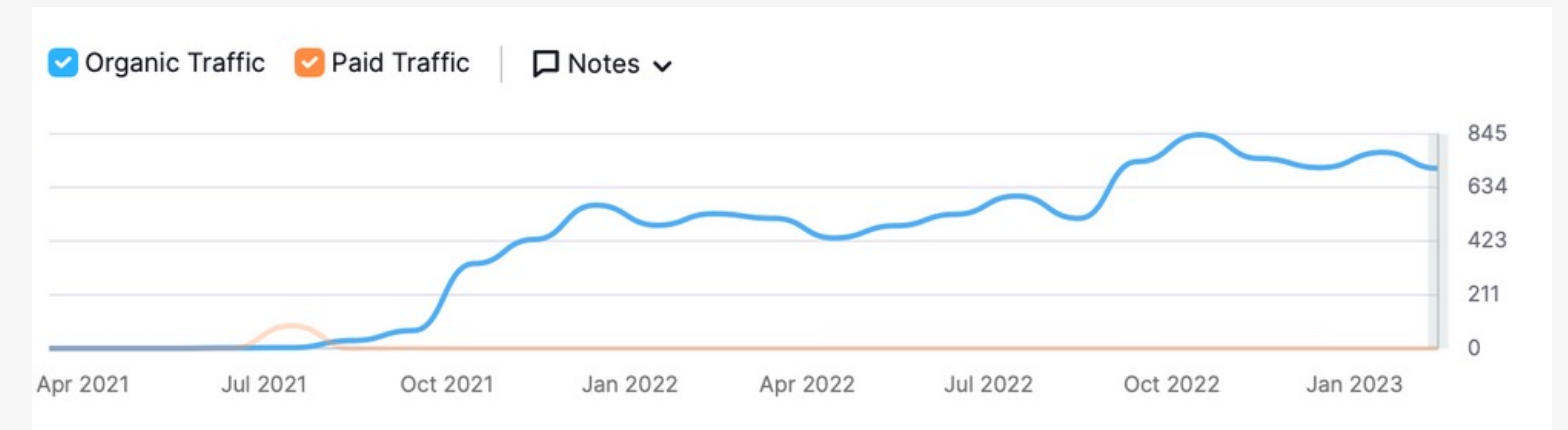

tiodenadal.online
https://www.tiodenadal.online

Buy Tió de Nadal & Caganer online | tiodenadal.online

Oct 19, 2022 — We offer on sale **Tió de Nadal** for sale of proximity, elaborated by artisans in Catalonia. Most of our Caga Tió logs for sale are...
[Contact](#) · [Caganer](#) · [Blog](#)

https://www.tiodenadal.online › for-sale › tio-de-na

Tió de Nadal For Sale Online |
We have a wide catalog of **Tió de Nadal** for Arbúcies, in Montseny (Catalonia). Our Chri



Search results for "tió de nadal history".

Search bar: tió de nadal history

Navigation: All, Images, Videos, News, Books, More, Tools


About 104,000 results (0.35 seconds)

www.tiodenadal.online › what-is-the-origin-of-the-caga-ti...


What is the origin of the Caga Tió or Tió de Nadal?

Where does the name "Tió de Nadal" come from? ... The name **Tió** comes from the Latin Titi 'tizón' and means trunk or branch,...

Tió de Nadal · Tió de Nadal · Jun 23, 2021




What did we achieve?



CagaTiodeNadal
Catalan Christmas Caga Tió Log for Sale. Tió de Nadal.
Manresa, Catalonia
390 Sales ★★★★★

Smooth shipping
Has a history of shipping on time with tracking.

Rave reviews
Average review rating is 4.8 or higher


Gemma
Contact

Follow shop

Items


Sort: Relevance

Search items


- All 7
- Caganers 4
- Tions 3

Contact shop owner


390 Sales
38 Admirers




Tió de Nadal - Christmas Lo...
€39.99
FREE shipping
Only 1 left




Tió de Nadal - Catalan Poop...
€44.99
FREE shipping
Only 1 left




Caganer Christmas Pooper ...
€29.99
FREE shipping
Only 2 left




Caganer Catalan Christmas ...
€34.99
FREE shipping



Caganer Pooping Figurine - ...
€29.99
FREE shipping
Only 2 left



Tió de Nadal - Pooping Log ...
€29.99
FREE shipping
Only 3 left



Catalan Navity Scene
€39.99
FREE shipping
Only 2 left


Etsy caga tió

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies & Tools Vintage


Find something memorable, join a community doing good.

Caga tió (44 relevant results)


Price (€)




Catalan Caganer Christmas
CagaTiodeNadal
★★★★★ (1)
€17.95 €19.95 (10% off)
FREE shipping




Caga Tió and Caganer: PROMOTION
CagaTiodeNadal
★★★★★ (1)
€40.45 €44.95 (10% off)
FREE shipping



Caga Tió Medium – from 15 to 20cm
CagaTiodeNadal
★★★★★ (1)
€26.99 €29.99 (10% off)



OFFER: Caganer Catalan & Barça C...
CagaTiodeNadal
★★★★★ (1)
€22.45 €24.95 (10% off)
FREE shipping







Tió de Nadal Catalan Pooping Log
CagaTiodeNadal
★★★★★ (1)
€53.95 €59.95 (10% off)
FREE shipping

How did a small store selling local Catalan products manage to become the main reference in Spain...

But also in other countries?



Through leveraging E-E-A-T to boost our international expansion

	<p>Experience is valuable for almost any topic. Social media posts and forum discussions are often High quality when they involve people sharing their experience. From writing symphonies to reviewing home appliances, first-hand experience can make a social media post or discussion page High quality.</p>
	<p>Expertise is required for satisfying content on a variety of topics, from hobbies such as photography to YMYL topics such as tax preparation. Think about the topic of the page and what expertise is needed to create satisfying, trustworthy content. There are many types of informal expertise that may be visible in the MC itself.</p>
	<p>Authoritative pages of all types can be found. Government tax websites are an authoritative source for tax forms. Local businesses and organizations may be go-to sources for local information. When looking at a page or website, consider whether it is considered a go-to, authoritative source for the type of information it is displaying.</p>
	<p>Trust is especially important for High quality pages that involve processing financial transactions or cover YMYL topics. Even if the topic is not YMYL, trust may still be required; for example, product reviews and pages offering advice require at least some level of trust. While not all pages require a high level of trust, a trustworthy page is often a satisfying one.</p>

E-E-A-T, a trending topic

Home > Search Central > Google Search Central Blog

Was this helpful?  

Our latest update to the quality rater guidelines: E-A-T gets an extra E for Experience

[Send feedback](#)

Thursday, December 15, 2022

Many creators are familiar with the concept of E-A-T, which is used in how we evaluate if our search rankers are providing helpful, relevant information. Would ordinary people feel the results they get demonstrate E-expertise, authoritativeness, and trustworthiness?

Google Search's product reviews system and your website

[Send feedback](#)



The *product reviews system* aims to better reward high quality product reviews, which is content that provides insightful analysis and original research and is written by experts or enthusiasts who know the topic well. This page explains more about how the product reviews system works, and what you can do to assess and improve your content.

Spam policies for Google web search

[Send feedback](#)

Our spam policies help protect users and improve the quality of search results. To be eligible to appear in Google web search results (web pages, images, videos, news content or other material that Google finds from across the web), content shouldn't violate [Google Search's overall policies](#) or the spam policies listed on this page. These policies apply to all web search results, including those from Google's own properties.

Home > Search Central > What's new

Was this helpful?  

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our [automated ranking systems](#) to help ensure that people see original, helpful content written by people, for people, in search results. This page explains how the system works, and what you can do to assess and improve your content.

Our advice for creators considering AI-generation

As explained, however content is produced, those seeking success in Google Search should be looking to produce original, high-quality, people-first content demonstrating qualities E-E-A-T.

Creators can learn more about the concept of E-E-A-T on our [Creating helpful, reliable, people-first content](#) help page. In addition, we've updated that page with some guidance about thinking in terms of [Who, How, and Why](#) in relation to how content is produced.

Evaluating your content in this way, whether you're using AI-generated content or not, will help you stay on course with what our systems seek to reward.

E-E-A-T, a trending topic

Get to know E-E-A-T and the quality rater guidelines

Google's automated systems are designed to use [many different factors](#) to rank great content. After identifying relevant content, our systems aim to prioritize those that seem most helpful. To do this, they identify a mix of factors that can help determine which content demonstrates aspects of experience, expertise, authoritativeness, and trustworthiness, or what we call E-E-A-T.

Creating helpful, reliable, people-first content

Google's [automated ranking systems](#) are designed to present helpful, reliable information that's primarily created to benefit people, not to gain search engine rankings, in the top Search results. This page is designed to help creators evaluate if they're producing such content.

"E-E-A-T is used to evaluate whether search ranking systems are providing helpful, relevant information"

E-E-A-T, a key factor for YMYL topics

"Your Money or Your Life"

Pages on the World Wide Web are about a vast variety of topics. Some topics have a high risk of harm because content about these topics could significantly impact the health, financial stability, or safety of people, or the welfare or well-being of society. We call these topics "Your Money or Your Life" or YMYL.

YMYL topics may significantly impact or harm one or more of the following:

- the person who is directly viewing or using the content
- other people who are affected by the person who viewed the content
- groups of people or society affected by the actions of people who viewed the content

YMYL topics can directly and significantly impact people's health, financial stability or safety, or the welfare or well-being of society, because of the following reasons:

- **The topic itself is harmful or dangerous.** For example, there is clear and present harm directly associated with topics related to self-harm, criminal acts, or violent extremism.
- **The topic could cause harm if the content is not accurate and trustworthy.** For example, mild inaccuracies or content from less reliable sources could significantly impact someone's health, financial stability, or safety, or impact society, for topics like: symptoms of a heart attack, how to invest money, what to do if there is an earthquake, who can vote, or needed qualifications for obtaining a driver's license.

To determine whether a topic is YMYL, assess the following types of harm that might occur:

- **YMYL Health or Safety:** Topics that could harm mental, physical, and emotional health, or any form of safety such as physical safety or safety online.
- **YMYL Financial Security:** Topics that could damage a person's ability to support themselves and their families.
- **YMYL Society:** Topics that could negatively impact groups of people, issues of public interest, trust in public institutions, etc.
- **YMYL Other:** Topics that could hurt people or negatively impact welfare or well-being of society.

E-E-A-T, a key factor for YMYL topics

"Your Money or Your Life"

Patient Care & Health Information > Diseases & Conditions

Acne

Request an Appointment

Symptoms & causes | Diagnosis & treatment | Doctors & departments

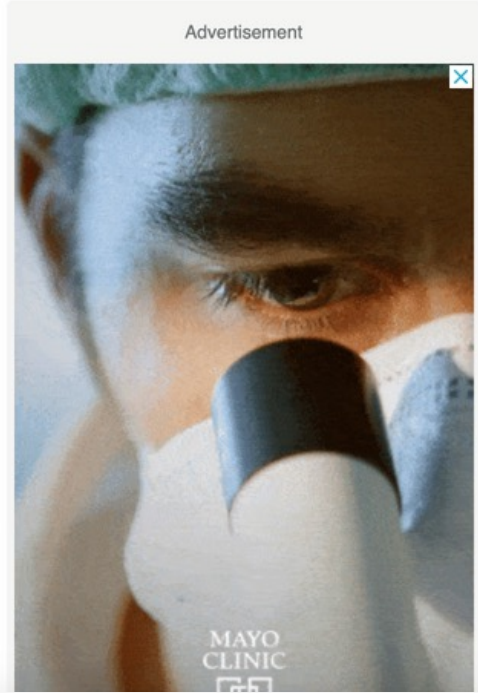
Overview

Acne is a skin condition that occurs when your hair follicles become plugged with oil and dead skin cells. It causes whiteheads, blackheads or pimples. Acne is most common among teenagers, though it affects people of all ages.

Effective acne treatments are available, but acne can be persistent. The pimples and bumps heal slowly, and when one begins to go away, others seem to crop up.

Depending on its severity, acne can cause emotional distress and scar the skin. The earlier you start treatment, the lower your risk of such problems.

Products & Services
[Assortment of Skin Care Products from Mayo Clinic Store](#)
[Show more products from Mayo Clinic](#)



Symptoms & causes

Diagnosis & treatment

Doctors & departments

Acne myths
These factors have little effect on acne:

<https://www.mayoclinic.org/diseases-conditions/acne/symptoms-causes/syc-20368047>

best ways to invest money

bankrate.com
<https://www.bankrate.com/investing/best-investments...>

6 Best Investments For Beginners | Bankrate

Preguntas relacionadas

- What can I invest in to make money fast?
- What should I invest \$1000 in?
- What do millionaires invest in?
- What is the best way to invest \$5000?

Comentarios

nerdwallet.com
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12 Best Investments Right Now for Any Age or Income

19 dic 2022 — 1. High-yield savings accounts · 2. Certificates of deposit (CDs) · 3. Money market funds · 4. Government bonds · 5. Corporate bonds · 6. Mutual ...
[What Are Money Market Funds?](#) · [Cash management accounts](#) · [Corporate bonds](#)

bankrate.com
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10 Best Investments In 2023 | Bankrate

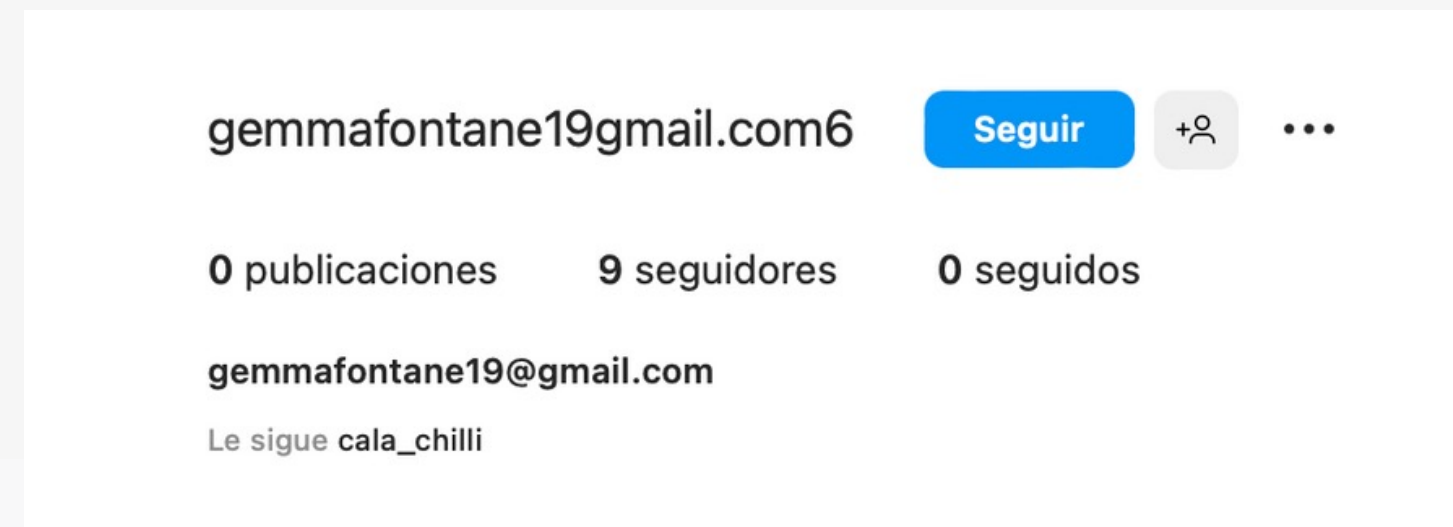
1 ene 2023 — There are many ways to invest — from very safe choices such as CDs and money market accounts to medium-risk options such as corporate bonds, ...
[High-yield savings accounts](#) · [Short-term certificates of deposit](#) · [REIT index funds](#)



But... What happens when we want to sell internationally?



Would you buy from sites from other countries that...?

- Don't use the payment methods you are used to?
- The content is not well translated or transcribed in your language?
- Don't have reviews or offer bad user's experience?
- Don't have mentions from social media or other sites?
- Don't have physical store?
- Are untrustworthy?
- ...

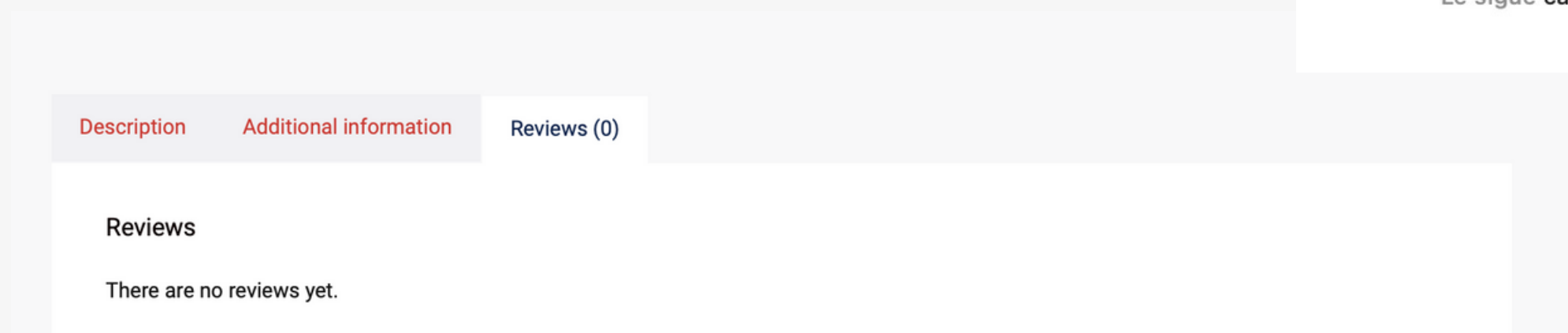


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gemmafontane19@gmail.com

Le sigue [cala_chilli](#)



Description Additional information Reviews (0)

Reviews

There are no reviews yet.

59% of buyers prefer to buy products from the brands they trust.

40% of ecommerce brands are investing in their own online communities to earn trust of buyers.

<https://www.appmysite.com/blog/ultimate-ecommerce-facts-and-statistics/>

total population) is very low (1.05%) (Hallikainen, 2017). Such findings draw our attention to the fact that this is mainly because of the relative absence of trust among online shoppers as well as the potential risk in the electronic environment and the existence of fears regarding unpredicted online sellers' behavior (Hallikainen & Laukkanen, 2018).

<https://www.sciencedirect.com/science/article/pii/S266709682200009X>

Only about 17% of respondents aged 40+ don't trust online stores. But for Millennials, the number jumps to 22%. The level of trust is even lower for Gen Z respondents—about 34% believe that the majority of ecommerce websites are not trustworthy.

<https://www.tidio.com/blog/what-makes-a-website-trustworthy/>

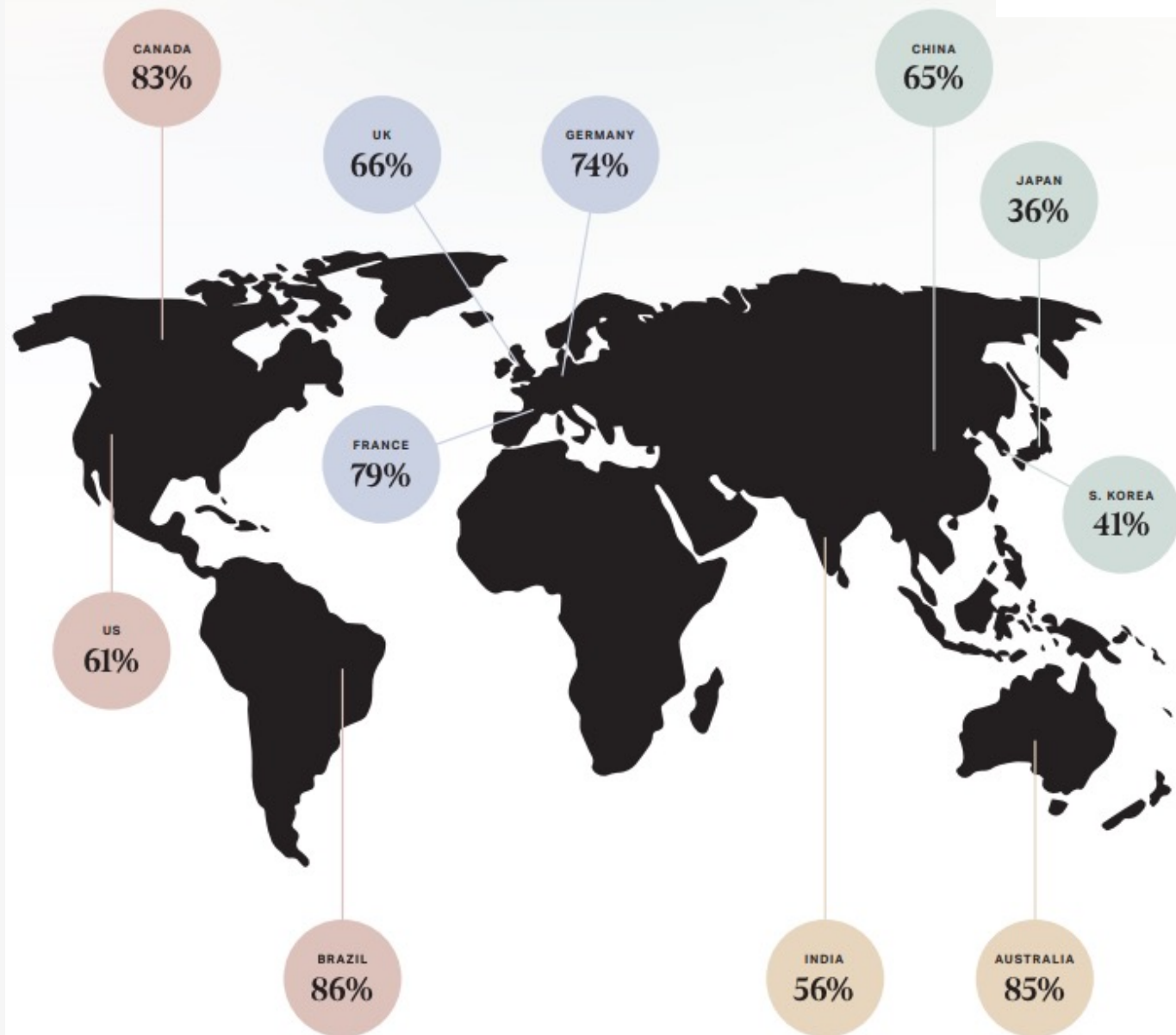
...other people neither!

But international e-commerce is a big market with many opportunities, not only for big brands and companies...

57% of online shoppers report shopping internationally

When online customers can't find a business that meets their needs on a local or national level, they don't give up. Instead, more than half of them look abroad.^[4] This means e-commerce can transform your business into a global organization. You don't have to stick to customers in your area if you don't want to.

PERCENT OF CROSS-BORDER SHOPPERS BY COUNTRY



<https://www.forbes.com/advisor/business/ecommerce-statistics/>

- #1 Better Prices (72%)
- #2 Access to items not available in my country (49%)
- #3 I can discover new and interesting products (34%)
- #4 Higher product quality (29%)

‘VIA LLIURE’

Els taulers d'escacs de ‘Gambito de dama’ són catalans

Una empresa de la Garriga ha fabricat el 80% dels taulers d'escacs de la sèrie de moda a Netflix



La sèrie de Netflix 'Gambito de dama'



Un treballador col·loca les fitxes al tauler a la botiga especialitzada La Casa del Ajedrez a Madrid. El món dels escacs viu una inesperada efervescència mundial gràcies a la sèrie 'Gambito de dama' de Netflix. // EFE - Emilio Naranjo /Emilio Naranjo

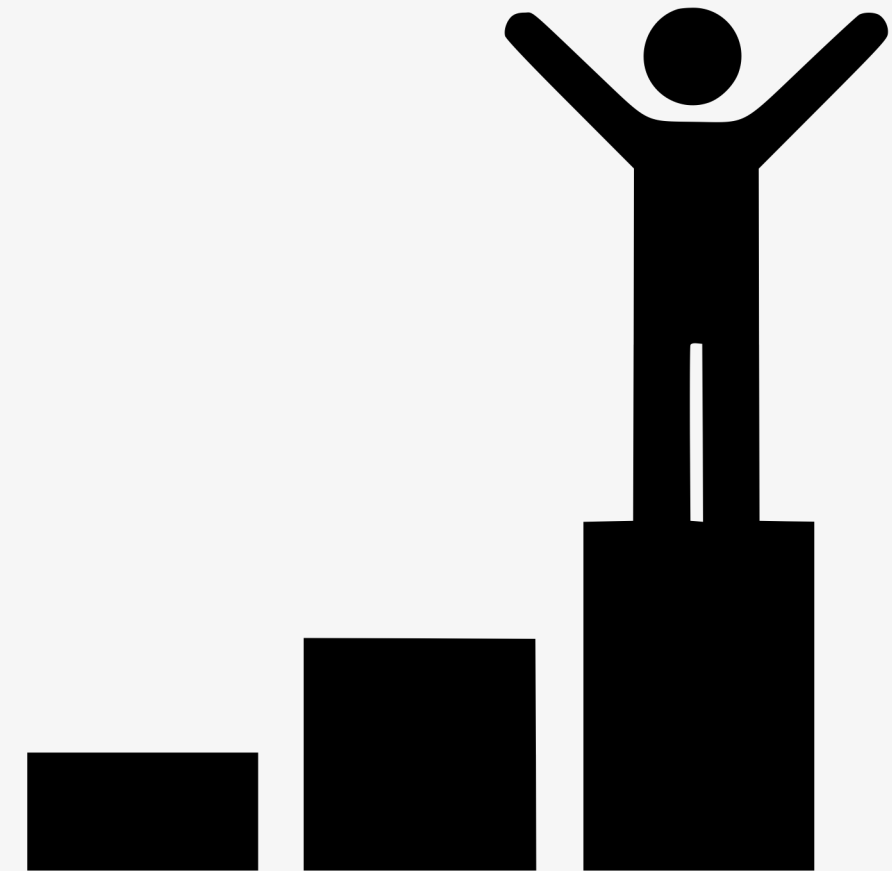
“S'ha multiplicat per deu el que hauríem vengut un novembre o desembre normal. Nosaltres fabriquem i servim, però si que teníem uns models més bàsics en estoc i han desaparegut de cop”

Joan Ferrer
propietari de Rechapados Ferrer

Top Categories Cross-Border Shoppers Buy

The most popular product categories include:

- Shoes (32%)
- Fashion accessories (31%)
- Consumer electronics (31%)
- Beauty/personal care (26%).
- Jewelry (18%)
- Music/games (18%)
- Sporting goods (15%)
- Books/e-readers (15%)



So, how to leverage E-E-A-T to boost your international expansion?

Get to know E-E-A-T and the quality rater guidelines

Google's automated systems are designed to use [many different factors](#) to rank great content. After identifying relevant content, our systems aim to prioritize those that seem most helpful. To do this, they identify a mix of factors that can help determine which content demonstrates aspects of experience, expertise, authoritativeness, and trustworthiness, or what we call E-E-A-T.

How to create helpful and great content for users from all around the world?

Create quality content for each of your markets

It has to be original, unique and relevant for your potential customers

Tió de Nadal song, the Catalan Christmas Tradition

The **Tió de Nadal** is the most famous and magical Christmas log in the world. At Christmas time in Catalonia, Tió de Nadal, also popularly called "Caga Tió", poops presents and sweets for the little ones in the house – and also for the grown-ups. But, for this to happen, you have to hit him with the cane well and hard while singing the song "Caga Tió, Tió de Nadal".

When is the Caga Tió, Tió de Nadal song sung?

The **Caga Tió song is sung on Christmas Eve** while the Tió de Nadal is being pooped in Catalan homes. The little ones usually go to a room to recite poems or sing Christmas carols, while the older ones prepare the Tió de Nadal with all the presents under the blanket.

When the children leave the room, they all gather around the Christmas log and hit it with their sticks very hard, while they **sing the Caga Tió, Tió de Nadal song**.

Caga Tió song lyrics

There are several **versions of lyrics of the Caga Tió song**, since the **origin of the Tió de Nadal**, the **lyrics** have been varying slightly depending on the area, town or city.

Here are some of the most common lyrics to hear and sing the Caga Tió song in Catalonia. One of the best known **versions of the Caga Tió song** is – with its English translation below:



History of the Caganer. Where did the tradition come from?



What is the origin of the Caga Tió or Tió de Nadal?



Which day does Caga Tió de Nadal poop?



Create quality content for each of your markets

Do an in deep keyword research to find out users needs in each market



Create quality content for each of your markets

Multi-regional or multilingual keyword research

Page level 1	Page level 2	Keyword language / region 1 (e.g. English or US)	Volume	Similar or related keywords	Keyword language / region 1 (e.g. Spain or Spanish)	Volume	Similar or related keywords	Title SEO language. 1	Meta-description lang. 1	H1... lang. 1	Product peculiarities (geolocalized)
Laundry	Commercial washing machines	Commercial washing machines	5400	commercial washing machine for sale, commercial washing machine prices	Lavadora industrial	2400	lavadora industrial precio	Commercial washing machines Laundry equipment London Brand	Commercial washing machines for sale in London...	Commercial washing machines	price, shipment...
Page A											
	Subcategory page	Keyword 1	Volume	Similar or related keywords	Keyword 2	Volume	Similar or related keywords	Title 1	Meta-description 1	H1, H2...	
Page B											
	Subcategory page	Keyword 1	Volume	Similar or related keywords	Keyword 2	Volume	Similar or related keywords	Title 1	Meta-description 1	H1, H2...	

Create geolocated content. Localization.

To promote more visibility in a specific country it is advisable:

- To localize the content (URLs, images, metadata...).
- To develop a multilingual keyword research for each language or country.
- To create quality content for each language.
- To customize the content for each region.

Keyword Variations
3,1K Total volume: **38,2K**

Keywords	Volume	KD %
caga tio	8,1K	20 ●
caga tió	4,4K	43 ●
caga tio canço lletra	880	18 ●
caga tio dibujo	720	25 ●
el caga tio	720	21 ●

Spain

Keyword Variations
95 Total volume: **920**

Keywords	Volume	KD %
caga tio	320	28 ●
caga tio barcelona	90	14 ●
cataluña caga tio	90	38 ●
caga tio gegant	70	16 ●
caga tio de peluche	50	n/a ●

Mexico


According to Can't Read, Won't Buy survey:






- **40% of global consumers won't buy in other languages.**
- **76% prefer products with information in their own language**
- **73% want reviews of products in their language**
- **44% feared that they are missing out on information because it is not available in their language**
- **65% prefer to find content in their native language, even if it's of poor quality.**
- **66% use online machine translation when buying online**


- **According to Flow.io's report, when it came to website content, most of the buyers agreed that the following pages should be in their own language:**
 - **Product descriptions (67%)**
 - **Product reviews (63%)**
 - **Checkout process (63%)**

Transcribe, do not just translate

- Language definition
- Native writer
- Good product definition and customization
- Language focus: better results



	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	199 % of Total: 100.00% (199)	193 % of Total: 100.00% (193)	269 % of Total: 100.00% (269)	75.46% Avg for View: 75.46% (0.00%)
1.  United States	78 (38.81%)	76 (39.38%)	104 (38.66%)	76.92%
2.  France	26 (12.94%)	25 (12.95%)	30 (11.15%)	80.00%
3.  United Kingdom	23 (11.44%)	22 (11.40%)	31 (11.52%)	70.97%
4.  Spain	17 (8.46%)	15 (7.77%)	37 (13.75%)	72.97%
5.  Germany	14 (6.97%)	13 (6.74%)	14 (5.20%)	78.57%



	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	1,187 % of Total: 95.34% (1,245)	1,152 % of Total: 95.13% (1,211)	1,553 % of Total: 95.63% (1,624)	51.64% Avg for View: 52.65% (-1.91%)
1. Barcelona	420 (34.20%)	394 (34.20%)	516 (33.23%)	51.36%
2. (not set)	382 (31.11%)	356 (30.90%)	524 (33.74%)	47.71%
3. Madrid	64 (5.21%)	57 (4.95%)	90 (5.80%)	53.33%
4. Sabadell	30 (2.44%)	27 (2.34%)	38 (2.45%)	55.26%

Subfolders or subdomains to rank for specific languages

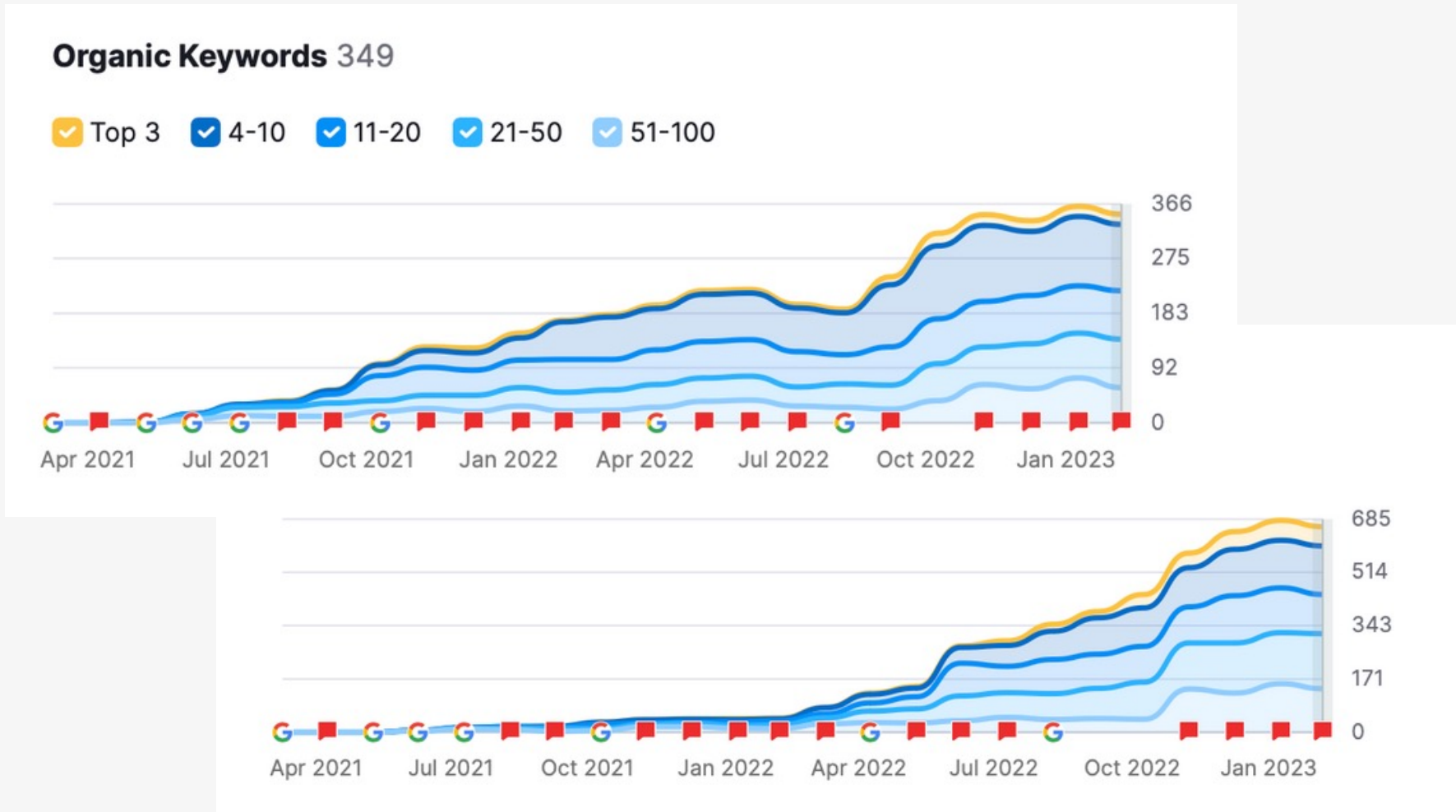
URL structure options		
Country-specific domain <code>example.de</code>	<p>✓ Pros:</p> <ul style="list-style-type: none">• Clear geotargeting• Server location irrelevant• Easy separation of sites	<p>✗ Cons:</p> <ul style="list-style-type: none">• Expensive (can have limited availability)• Requires more infrastructure• Strict ccTLD requirements (sometimes)• Can only target a single country
Subdomains with gTLD <code>de.example.com</code>	<p>✓ Pros:</p> <ul style="list-style-type: none">• Easy to set up• Allows different server locations• Easy separation of sites	<p>✗ Cons:</p> <ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone (is "de" the language or country?)
Subdirectories with gTLD <code>example.com/de/</code>	<p>✓ Pros:</p> <ul style="list-style-type: none">• Easy to set up• Low maintenance (same host)	<p>✗ Cons:</p> <ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone• Single server location• Separation of sites harder
URL parameters <code>site.com?loc=de</code>	Not recommended.	<p>✗ Cons:</p> <ul style="list-style-type: none">• URL-based segmentation difficult• Users might not recognize geotargeting from the URL alone

Subfolders or subdomains to rank for specific languages

Try to turned it around at tiodenadal.online:

- I included sub-folder by language (/es/), to rank also in Spanish-speaking countries. To try to increase visibility in Spanish-speaking countries.
- Some weeks after that, I obtained faster and higher rankings in its target area, as well as traffic.

*Take into consideration the resources you have available



Consultas principales	↓ Clics	Impresiones
letra caga tio	354	798
caga tio letra	350	882
cancion caga tio castellano letra	163	746
cancion caga tio	155	2.115
caga tio cancion	146	1.462
caga tio letra español	146	429
cancion caga tio castellano	125	785
letra cancion caga tio castellano	83	157

Explore the SERPs of the different localizations and languages of your markets

Analyze what type of search intent do users have in each country

Search results for "tio de nadal" (Spanish localization). The search bar shows "tio de nadal". The results page is in Spanish. The top result is from Wikipedia, titled "Tió de Nadal - Wikipedia, la enciclopedia libre". Below it are other search results, including a video titled "TIÓ DE NADAL" and another article from "mundodeportivo.com".

Search results for "caga tio" (Spanish localization). The search bar shows "caga tio". The results page is in Spanish. The top result is "Images for caga tio", showing a grid of images of the Caga Tió figure. Below the images are search filters like "christmas", "log", "clipart", "drawing", and "figurine". At the bottom, there are "Others want to know" questions such as "What does Caga Tió mean in Spanish?", "What is the tradition of Caga Tió?", "What is the origin of Caga Tió?", and "What is a fun fact about Caga Tió?".

reloj inteligente

Todo Imágenes Shopping Videos Noticias Más Herramientas

Aproximadamente 36.200.000 resultados (0,59 segundos)

Patrocinado

amazon.es http://www.amazon.es

Reloj Smarwach - Amazon - Ofertas en las mejores marcas

Gran selección de marcas y modelos. Envío gratis con Amazon Prime Los más vendidos · Acampada y senderismo · Selección a precios bajos · Ropa y calzado

Patrocinado

PcComponentes https://www.pccomponentes.com/reloj-inteligente

Relojes inteligentes - Compra Ya tu Reloj Inteligente

Recibe tu Reloj en 24 horas. Ven por Calidad, Precio, Garantía y Servicio. Compra con total garantía. Ofertas en tecnología. En tus manos solo en 24h. Envío Gratis desde 50€. 30 días de devolución. 30 días para devolución. 2 años de garantía...

★★★★★ Valoración de pccomponentes.com: 4,8 - 10.994 reseñas

Top Ofertas Semanales · Campaña Ofertas Top · Aniversario PcComponentes · Periféricos



Patrocinado

MediaMarkt https://www.mediaparkt.es/promocion/mediaparkt

Oferta en Smartwatches - Precio reloj inteligente

No te pierdas las últimas ofertas en informática, TVs, smartphones, electro ¡Y mucho más! Carrer Vítoria-Gasteiz, 8, Girona - 972 01 07 00 - Cerrado hoy · Horario

amazon.es https://www.amazon.es/smartwatches

Smartwatches - Tecnología para vestir: Electrónica - Amazon



Compra tu Smartwatch a buen precio en Amazon.es. Elige tu reloj inteligente entre las mejores marcas: Sony, Samsung, Huawei, Motorola, LG y muchas más.

Reloj Inteligente Mujer... · Popglory Reloj Inteligente... · Reloj Inteligente con Cámara

Otras preguntas de los usuarios

¿Cuál es la mejor marca de relojes inteligentes?

¿Qué es un reloj inteligente y para qué sirve?

¿Qué precio tiene un Smart Watch?

¿Que tengo que saber para comprar un reloj inteligente?

Enviar comentario

Patrocinado · Compara productos

Productos Sitios De Comparación

<p>OFERTA</p> <p>Fitbit Charge 5 (Negro/Acer...) 109,95 € +5... Fitbit +4,00 € de ... De Google</p>	<p>Reloj inteligente c... 10,67 € AliExpress.com Envío gratuito ★★★★★ (54) De Google</p>	<p>NORTH EDGE E102... 56,00 € Miravia Envío gratuito De Google</p>
<p>Amazfit GTR 4 Smartwatch... 184,98 € PcComponente Envío gratuito De Google</p>	<p>Amazfit T-Rex 2 Reloj... 210,99 € PcComponente Envío gratuito De Google</p>	<p>Garmin Fenix 7X Zafiro... 959,99 € Maroy Joyeros Envío gratuito De Google</p>
<p>OFERTA</p> <p>Smartwatch - Amazfit GT... 119,90 € 43... MediaMarkt Envío gratuito ★★★★★ (230) De Product...</p>	<p>Smartwatch M6, 1 x... 29,99 € Salud-smart Envío gratuito De Google</p>	<p>Smartwatch Reloj... 41,17 € Amazon.es Envío gratuito De Google</p>

Outlet Deporvillage · Pulseras de actividad · Pulsómetros Fitbit · Outlet GPS Running

Búsquedas relacionadas

- reloj inteligente xiaomi
- reloj inteligente mujer
- reloj inteligente smartwatch
- reloj inteligente huawei
- reloj inteligente samsung
- reloj inteligente amazon
- reloj inteligente niños
- reloj inteligente apple

smartwatch

All Shopping Images Videos News More Tools

Samsung Apple Garmin Fitbit Fossil Women's Men's Kids' Girls'

About 1,030,000,000 results (0.71 seconds)

Top stories

<p>THE TIMES OF INDIA</p> <p>Global smartwatch market: Samsung suffers, Google grows, Apple leads</p> <p>11 hours ago</p>		<p>SamMobile</p> <p>Samsung could soon get fresh competition in the smartwatch arena</p> <p>1 day ago</p>	
<p>engadget</p> <p>The Apple Watch Series 8 is back on sale for \$329</p> <p>1 day ago</p>		<p>TechRadar</p> <p>ChatGPT touches down on smartwatches – and it looks like a sci-fi dream</p> <p>1 day ago</p>	

More news →

Others want to know

- Which brand of smart watch is best?
- Is a smartwatch worth the money?
- What is the main purpose of a smartwatch?
- Can a smartwatch be a phone?

Feedback

pendientes oro artesanal

Todo Imágenes Shopping Videos Noticias Más Herramientas

Aproximadamente 6.250.000 resultados (0,29 segundos)

Patrocinado

mumit.com
https://www.mumit.com › piercings

Mumit Joyería Artesanal - Pendientes Piercing en Oro

Joyería artesana en oro amarillo, blanco y rosa, con diseños exclusivos. ¡Haz tu pedido! Joyería de alta calidad, con diseños únicos y actuales. En oro amarillo, blanco y rosa. Joyas de oro de 18Kt. Joyería fina. Gemas naturales. Joyas para Toda la Vida. Joyería Artesanal.

Pendientes

Diseñados modernos y cómodos. Diseñados para captar las miradas.

Made for Mom & for Me

Encuentre una joya que represente un sentimiento compartido.

Collares y Colgantes

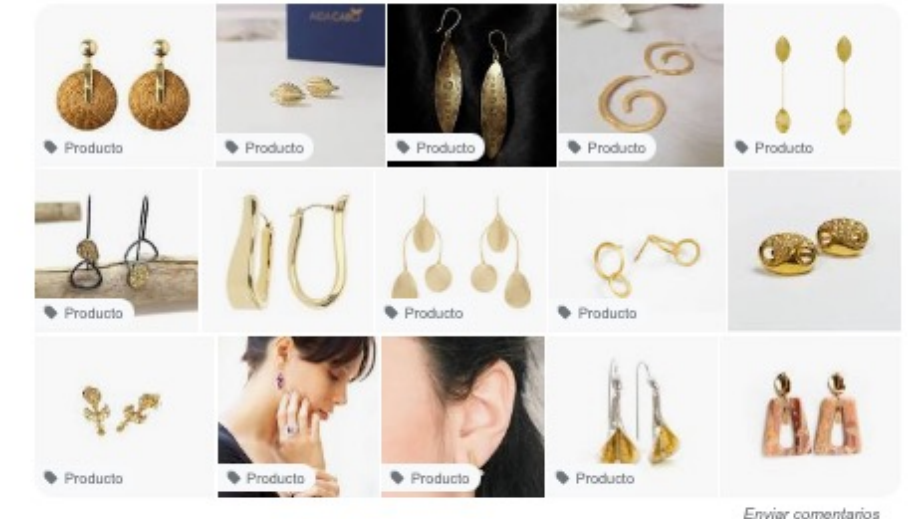
Encuentra collares minimalistas con formas modernas y gemas preciosas.

Diamantes

Diamantes con espíritu vanguardista que te acompañarán siempre.

Imágenes de pendientes oro artesanal

pendientes aro pendientes aros pendientes pequeños



Ver todo →

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https://www.elpezdorado.eu › joyeria › pendientes

Pendientes artesanales de oro, plata y latón - El Pez Dorado



Patrocinado · Compara producto:



Oro - Pendientes...
60,00 €
Holzkern
Envío gratuito
★★★★★ (21)
De Google

Oro - Pendiente de Aro...
129,00 €
Apodemia
Envío gratuito
De Google



Oro - Pendientes Ar...
96,00 €
gatnau.com
Envío gratuito
De Google



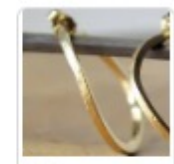
Oro - Pendientes...
65,00 €
Holzkern
Envío gratuito
★★★★★ (30)
De Google



Pendientes Trópico Oro /...
45,00 €
nunu bcn
+1,95 € de g...
★★★★★ (3)
De Google



Oro - Pendientes Ir...
110,00 €
Malababa
Envío gratuito
De Google



Oro - Pendientes...
96,00 €
gatnau.com
Envío gratuito
De Google



Pendientes de oro Essential...
190,00 €
pdpaola.com
Envío gratuito
De Klarna



handmade gold earrings

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Women's Men's Girls' Hoop Stud Drop & Linear Chandelier Tassel Clip-on Etsy

About 32,700,000 results (0.60 seconds)

Sponsored · Shop handmade gold earrings :

\$2,450.00 Van Cleef & ... Free shipping	\$405.00 Etsy Free shipping	\$388.00 \$485 Blue Nile ★★★★★ (28)	\$75.00 Holzkern ★★★★★ (30)	\$3,450.00 Van Cleef & ... Free shipping	\$125.00 Chan Luu ★★★★★ (50)	\$470.00 Hermès Free shipping	\$169.00 Angara.com Free gift w/ ...

Etsy
https://www.etsy.com › market › handmade_gold_earr...

Handmade Gold Earring - Etsy



Results 1 - 40 of 5000+ — Check out our handmade gold earring selection for the very best in unique or custom, handmade pieces from our earrings shops.

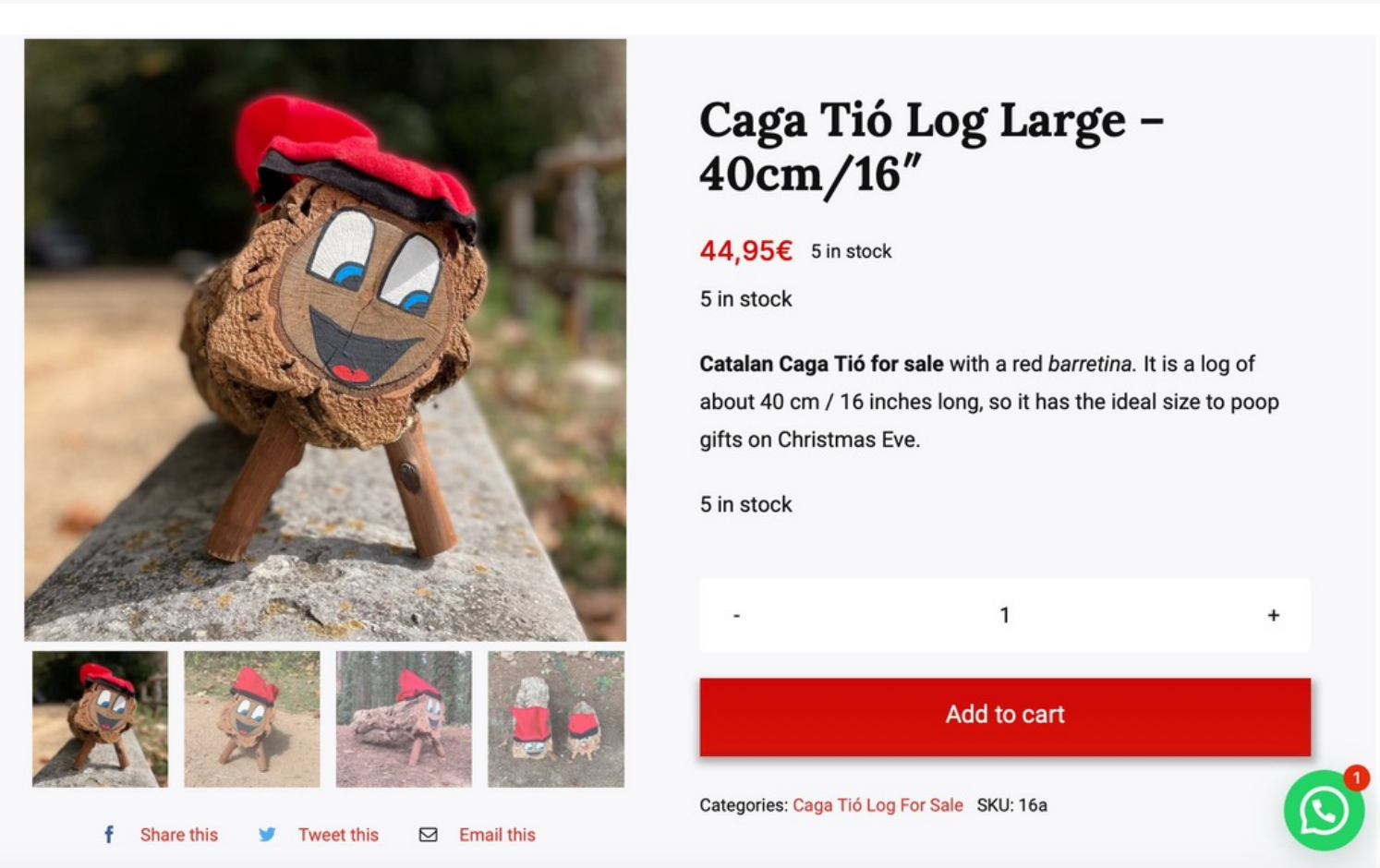
Images for handmade gold earrings :



Include a complete product definition

It must be very clear:

- Origin of the product
- Manufacturing process
- Characteristics of the product
- Sizes (different measurement systems)
- Price (different currency)
- Images and videos
- Comparison of sizes
- Reviews
- Shipment information



According to Shopify research, 92% of shoppers prefer to make purchases on sites that price in their local currency, while 33% of Shopify shoppers are likely to abandon a purchase if pricing is in US dollars only.

<https://www.shopify.com/enterprise/how-to-sell-internationally-online>


Original and high quality photos and videos

You have to convey a lot of product quality, trust and reliability. We cannot use resource images that may appear on other websites or third parties, as far as possible.




Become an Expert in the field

But, how are going to become an expert in the field around the world?



About the author : Gemma fontane



From Sant Hilari Sacalm, Girona, Catalonia. Gemma Fontané loves nature, mountain, running and everything related to new technologies, SEO and current affairs. Gemma has always enjoyed Christmas, surrounded by family and friends, for the atmosphere that is created and the magic that can give off these small moments, so after years working for companies and digital agencies she decided to promote her own project with quality products from Catalonia, Spain, to offer all over the world traditional elements of the Catalan Christmas.

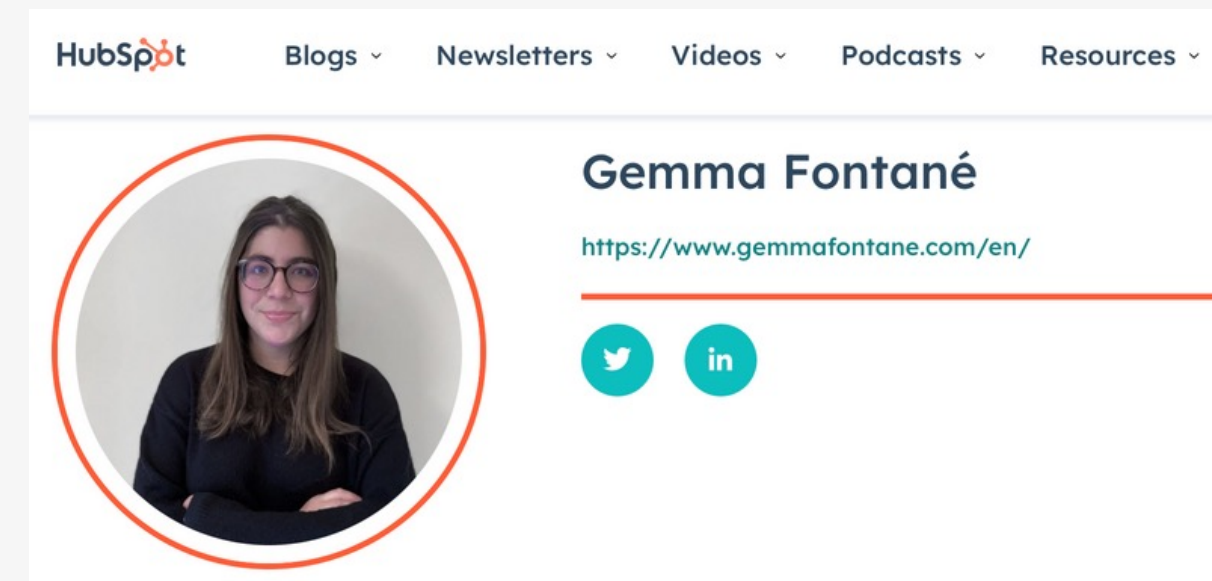
Create author pages and describe them: You have to be natural, transparent, provide information about the author. Be real.

But that's not enough...

Become an Expert in the field

But, how are going to become an expert in the field around the world?

- Entities & Related entities
- Structured data: Author, knowledge panel, organization...



Caga Tió, ("Poop, Tió")/ avallanes i turró ("hazelnuts and turrón")/ no caguis arengades ("Don't poop sardines")/ que són massa salades ("They are too salty")/caga torrons ("Poop turróns")/ que són més bons! ("They are much tastier!")

"When you explain it, it can sound ... funny," Fontané said. "But it's like when you are a kid, you think that this is normal, and when it begins Christmas [sic] it's the first thing that we do."

The Tió de Nadal isn't the only scatological aspect of Catalan Christmases.

At the Barcelona Christmas market, there's a stall with a peculiar figurine on top: He's crouching, has his pants pulled down and he is — yes — pooping. It's called a



Every child has their own Tió de Nadal at home - and they can come in various sizes. These are some of the ones Gemma Fontané, founder of tiodenadal.online, sells.

Credit: Courtesy of Gemma Fontané

denadal.cat (Gemma Fontané):
<https://denadal.cat/>

tiodenadal.online (Gemma Fontané):
<https://www.tiodenadal.online/>

Tags: **Barcelona** **Europe** **Spain** **Catalonia** **Gemma Fontané**

Become an Expert in the field

But, how are you going to become an expert in the field around the world?

- **Local products: show that you are the top expert.** No one knows about it better than you. Create quality content showing your expertise.
- **Topic cluster:** Show to Google and users that you are relevant on an specific topic (content, internal links...).
- **In depth keyword research will help you become the expert:** Multilingual Keyword Research & Keyword Gap Analysis



Ancient beliefs about the symbolism of the Tió de Nadal



Caga Tió, Tió de Nadal... How do you say "Caga Tió" correctly in Catalan?



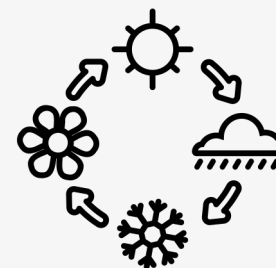
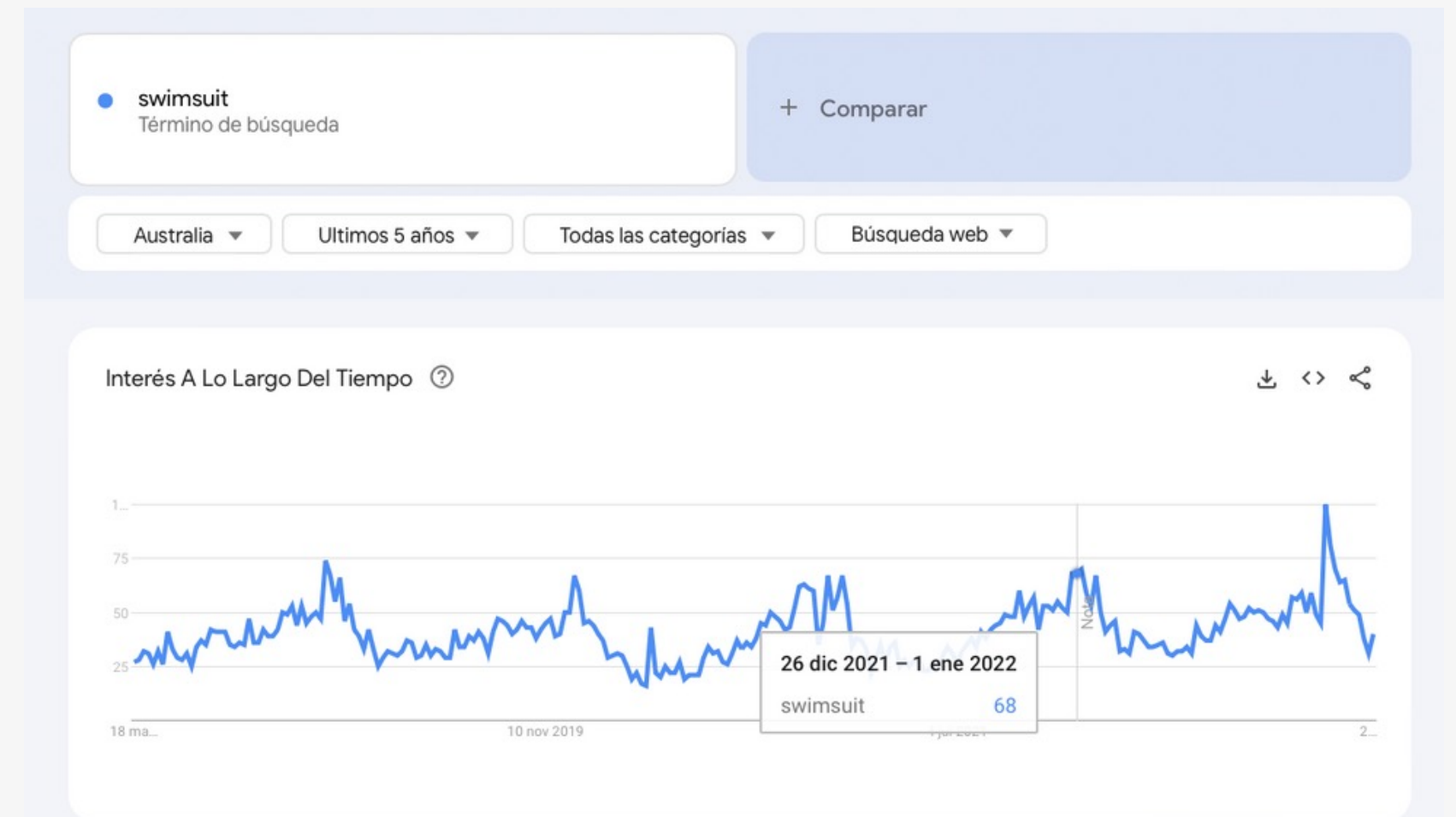
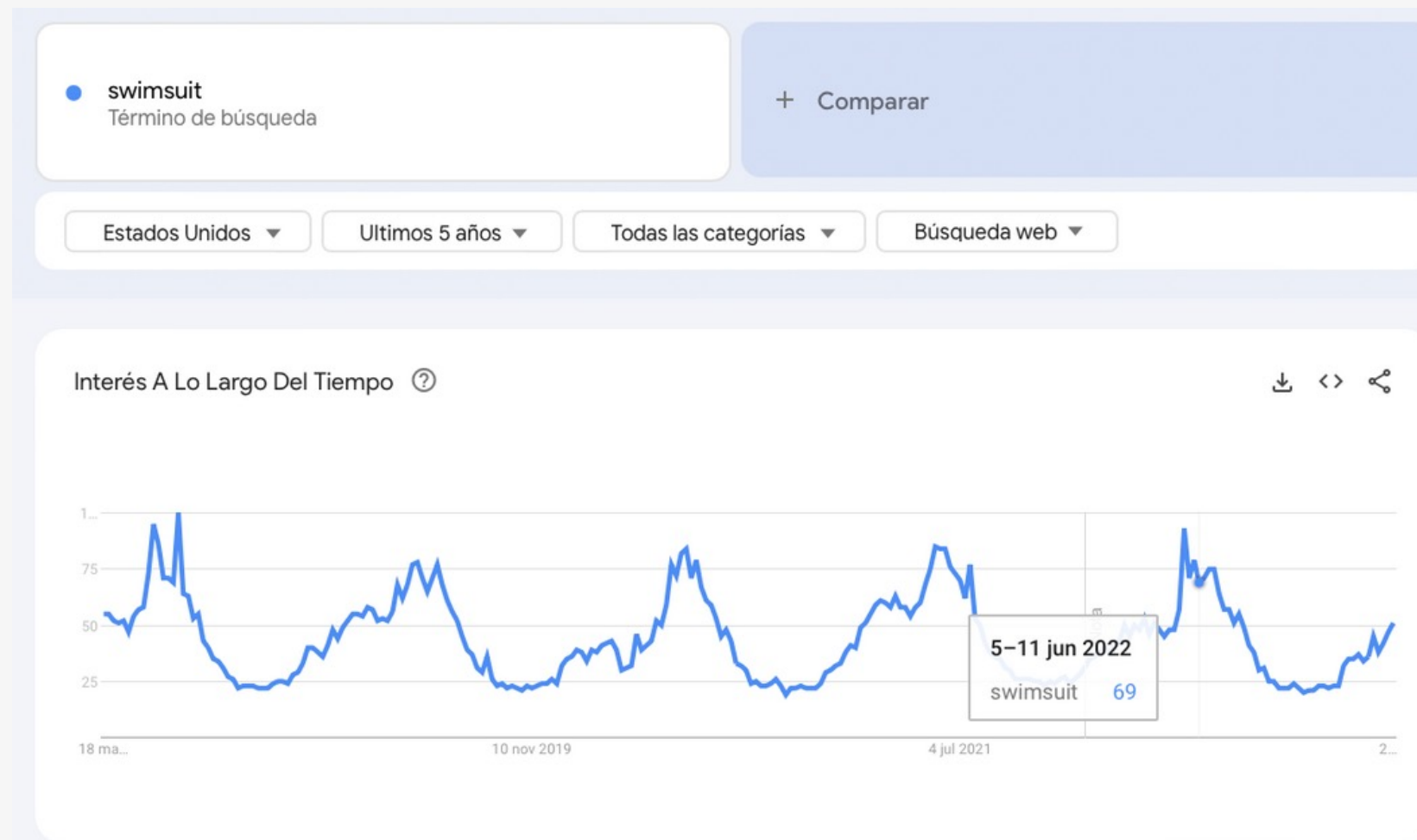
What is the origin of the Caga Tió or Tió de Nadal?



Christmas Catalan traditions that you need to know!

Explore each culture and the differences of each region

To become an expert, you have to be one for each culture and region.



Become an Expert in the field or show your website expertise in the field

Get mentions from influencers or referents in the sector.

respondido a tu historia
lauraescanes 45min



Tenéis cagatio en casa? 🤔

Alguien sabe donde puedo encontrar un Tió en Madrid?
👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉

Es una tradición preciosa que hice siempre de pequeña (creo que se hace en Catalunya y en algún sitio más) y también quiero que Roma lo viva aunque estemos en Madrid 🤔



tio de nadal

Todo Imágenes Videos Shopping Noticias Más Herramientas

Aproximadamente 1.330.000 resultados (0,37 segundos)

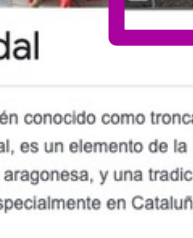
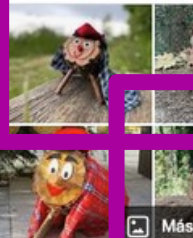

wikipedia.org
https://es.wikipedia.org › wiki › Tió_de_Nadal

Tió de Nadal - Wikipedia, la enciclopedia libre
El tió de Nadal (del catalán, traducible como «tizón de Navidad»), también conocido como tronca de Nadal o soca de Nadal, es un elemento de la costumbre ...

https://ca.wikipedia.org › wiki › T...
Tió de Nadal - Viquipèdia, l'enciclopèdia lliure
El tió de Nadal (també dit simplement tió, tronc(a) de Nadal, soca o xoca) és un dels elements de la mitologia catalana i aragonesa i una tradició molt ...

Otras preguntas de los usuarios :

- ¿Cómo se llama el Tió de Nadal?
- ¿Que simboliza el Tió de Nadal?
- ¿Que se le da de comer al Caga Tió?
- ¿Cuál es el origen del Caga Tió?



Más imágenes

Tió de Nadal

El tió de Nadal, también conocido como tronca de Nadal o soca de Nadal, es un elemento de la costumbre catalana y aragonesa, y una tradición navideña asentada especialmente en Cataluña y Aragón. [Wikipedia](#)






Enviar comentarios

Google

tio de nadal

Todo Imágenes Videos Shopping Noticias Más Herramientas

tradicional navidad futbolista gegant gigante bon tronco navidad catal



w Wikipedia
Tió de Nadal - Wikipedi...

denadal.cat

denadal.cat

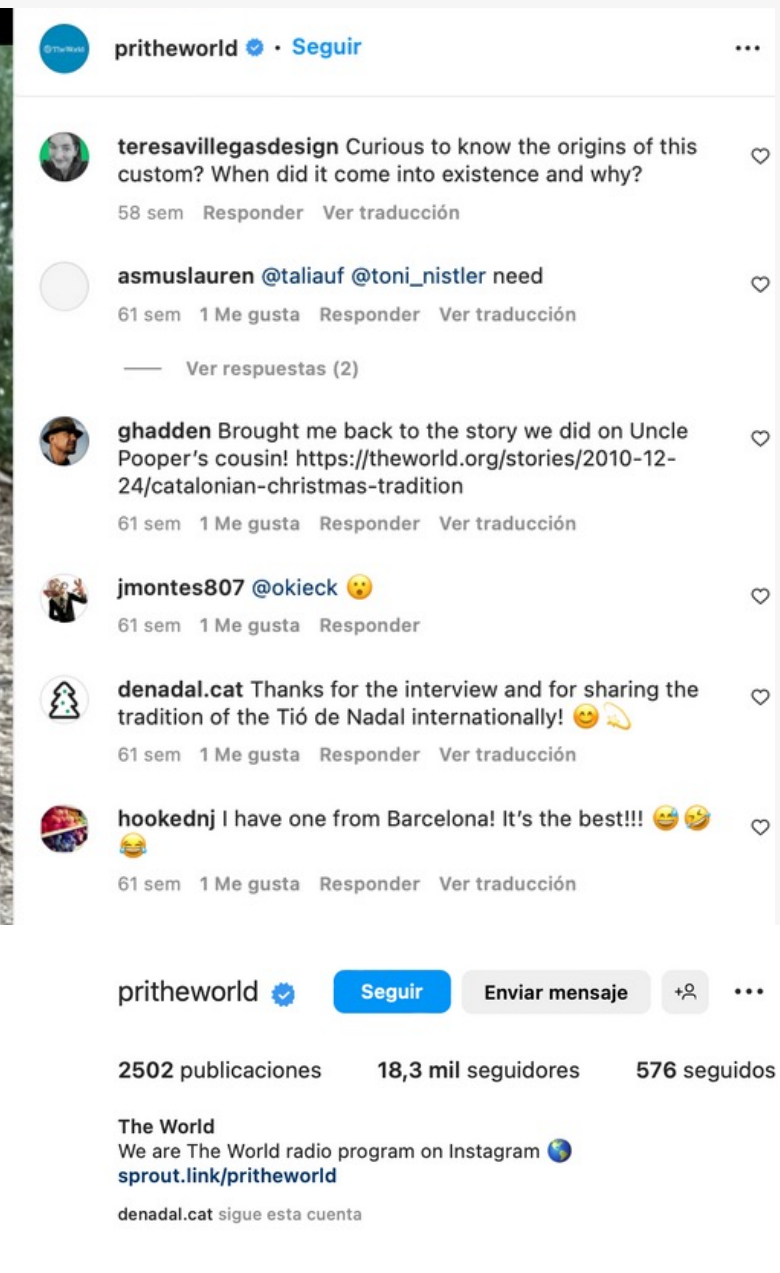
Tió de Nadal

ShBarcelona
El tió de Nadal, una tradició catalana molt pe...

Build Audience on other platforms

Social media, communities, forums...

"40% make a purchase because of social media influence"



Experience. How to show it?

How can experience help us to differ from others?

Our latest update to the quality rater guidelines:
E-A-T gets an extra E for Experience

[Send feedback](#)



Thursday, December 15, 2022

Now to better assess our results, E-A-T is gaining an E: experience. Does content also demonstrate that it was produced with some degree of experience, such as with actual use of a product, having actually visited a place or communicating what a person experienced? There are some situations where really what you value most is content produced by someone who has first-hand, life experience on the topic at hand.



Experience: Consider the extent to which the content creator has the necessary first-hand or life experience for the topic. Many types of pages are trustworthy and achieve their purpose well when created by people with a wealth of personal experience. For example, which would you trust: a product review from someone who has personally used the product or a "review" by someone who has not?

Product review pages

Demonstrate the experience of using the product through content on the site: 'How to' pages, working with influencers, creating content on product usage vs. others...

Publishing high quality product review pages on your ecommerce or product review site can help shoppers learn more about a product before purchase. For example, you could create a product review page as:

- An expert staff member of a merchant that guides shoppers between competing products.
- A blogger that provides independent opinions of products.
- An editorial staff member at a news or other publishing site.

Product reviews from users

Product reviews can be a great resource for shoppers when deciding which product to purchase. When writing reviews, focus on the quality and originality of your reviews, not the length, following as many of the above best practices as you are able. This will deliver the most value to shoppers reading your reviews.

But which ones are more likely to influence the purchase decision of users in the case of international websites?

And so, what actions should we pay more attention to in international businesses?

Product reviews, when selling worldwide

But which ones are more likely to influence the purchase decision of users in the case of international websites in **ecommerce sites**?

Average item review ★★★★★ (59)

See reviews that mention:

Quality 7

Shipping 18

Customer service 6



★★★★★

Exactly as described, and we were delighted with both the quality and quick **shipment**. Thanks for enabling us to share this Catalan tradition here in California.

Average item review ★★★★★ (341)

See reviews that mention:

Quality 94

Shipping 129

Customer service 104

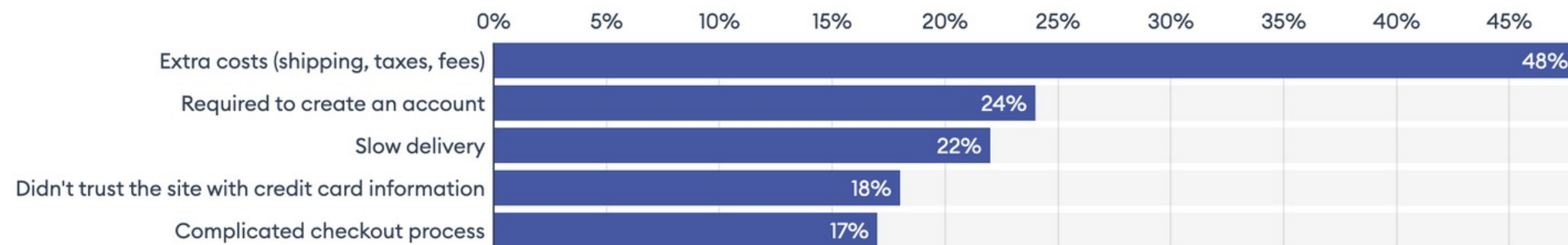
★★★★★

The quality of the item is fantastic and the details are great! The seller does a good job **shipping** the item. It's a solid product and it still came protected in bubble wrap with a little print out on the history of the tradition. Highly recommended if you are thinking of purchasing one.

High shipping costs and long time delivery

Why Consumers Abandon Their Online Cart

(Source: Statista)



Source: Forbes Advisor • Get the data • Embed

Forbes ADVISOR

Consumers considering the cross-border purchases are primarily concerned about the high shipping costs (51%) and long delivery times (47%)



51%
High Shipping Cost



47%
Long Delivery Time

- The most common reason online shoppers abandon their cart is because of additional costs like shipping, taxes and fees (48%)
- 22% drop out of an online shopping session because shipping is too slow

High shipping costs and long time delivery

Other actions that you can do to get positive reviews related on shipment or time delivery:

- Include actual shipping times and explain it to buyers. Don't try to risk to get more purchases.
- Watch out for high demand times (Christmas, Black Friday...).
- Stay up to date on the global international logistics situation.
- Follow the situations of carrier strikes, logistics, etc. in your potential countries.
- Be aware of customs borders in each country.



This is such a fun tradition. The cagatio is beautifully put together, and we enjoyed his pooping human friend. It's a wonderful product. I am not giving five stars because it came nine days late and thus came after Christmas, but that might be the fault of Etsy, and not this **seller**, for miscalculating delivery times. Highly recommend. Just order well in advance.

Product reviews, when selling worldwide

But which ones are more likely to influence the purchase decision of users in the case of international websites in the **B2B or SaaS**?

- Platform languages
- Prices
- Customer service hours
- Localization
- Customer support



Aug 9, 2021

Best customer attention ever

Best customer attention ever. Good professional products at reasonable prices. If you're thinking about starting with the domain-host thing, they are your company.

Not sure about their English, pero la atención en castellano es una delicia 24/7 100% gratis y por teléfono, chat o email.

Date of experience: August 09, 2021



Jan 21, 2023

All things considered, one of the best providers for decent pricing



Oct 3, 2022

TERRIBLE Customer Service

I lost access to our business account. Online support couldn't resolve the issue. I had to pay for a top tier account to talk to a human. Took me an entire day despite having



6 days ago

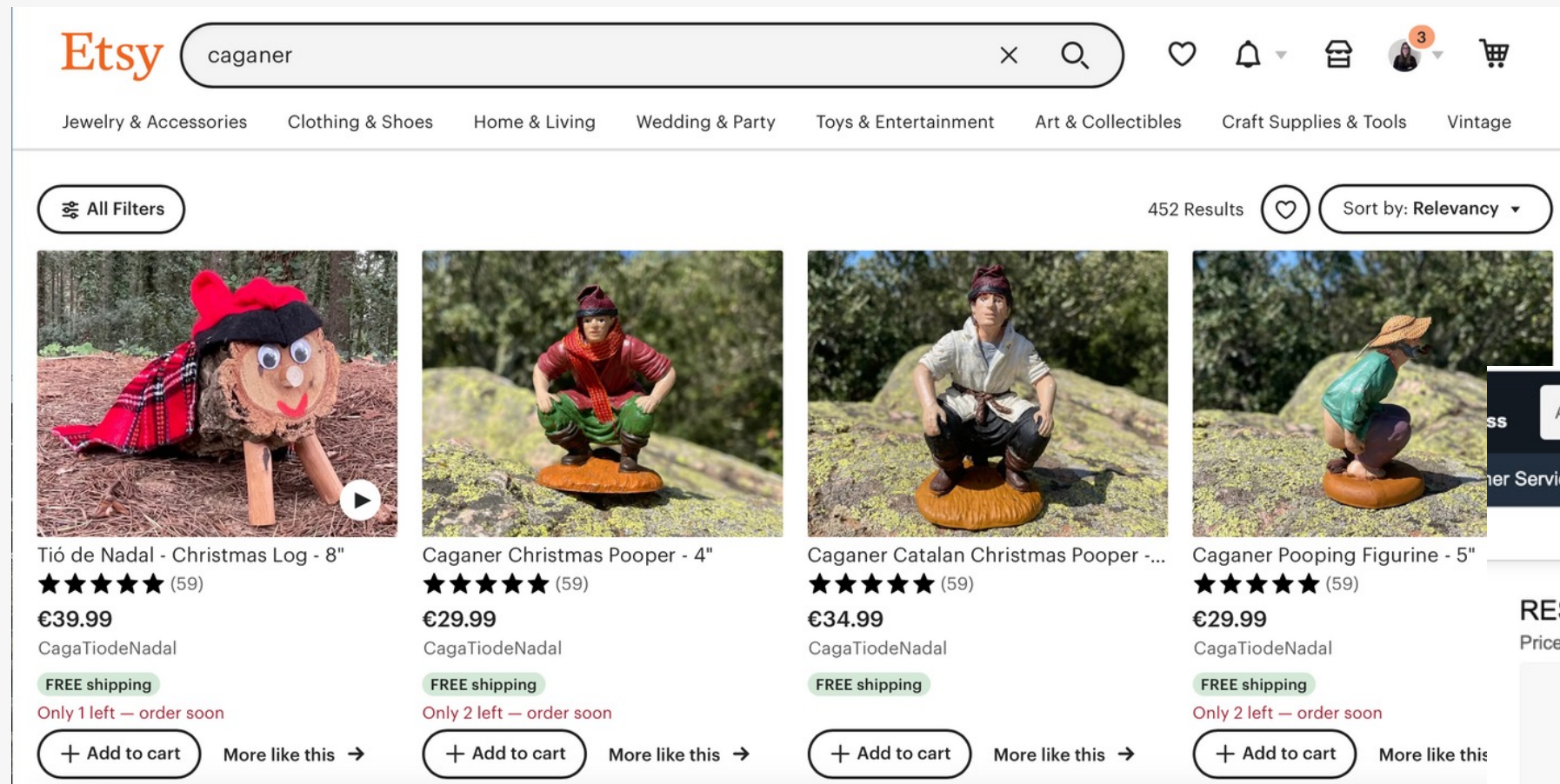
Customer support is horrible

Customer support is horrible. Only chat bot, or chat that take hours to have a full discussion. My problème is not solved...

Date of experience: March 06, 2023

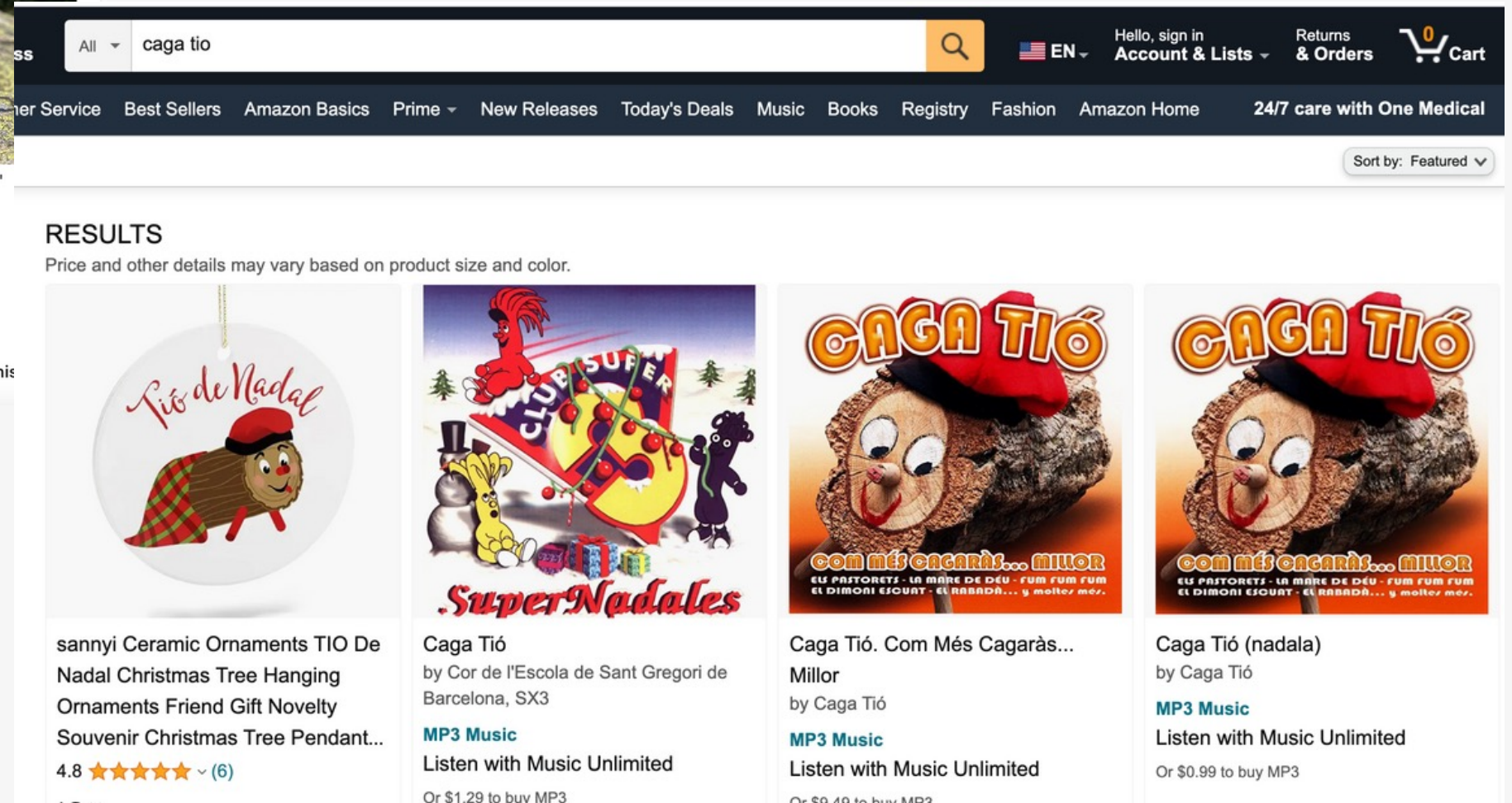
How to create content that shows experience worldwide?

Get inspired by marketplaces, directories, etc. and learn what people think about your product / sector in each country



The screenshot shows an Etsy search for 'caganer'. The search bar contains 'caganer' and the results are sorted by 'Relevancy'. There are 452 results. The first four items are ceramic figurines:

- Tió de Nadal - Christmas Log - 8"**: Price €39.99, 59 reviews, FREE shipping, Only 1 left — order soon.
- Caganer Christmas Pooper - 4"**: Price €29.99, 59 reviews, FREE shipping, Only 2 left — order soon.
- Caganer Catalan Christmas Pooper - ...**: Price €34.99, 59 reviews, FREE shipping, Only 2 left — order soon.
- Caganer Pooping Figurine - 5"**: Price €29.99, 59 reviews, FREE shipping, Only 2 left — order soon.



The screenshot shows an Amazon search for 'caga tio'. The search bar contains 'caga tio' and the results are sorted by 'Featured'. There are 4 results:

- sannyi Ceramic Ornaments TIO De Nadal Christmas Tree Hanging Ornaments Friend Gift Novelty Souvenir Christmas Tree Pendant...**: Price €39.99, 4.8 stars (6 reviews).
- Caga Tió** by Cor de l'Escola de Sant Gregori de Barcelona, SX3: Price €1.29 to buy MP3.
- Caga Tió. Com Més Cagaràs... MILLOR** by Caga Tió: Price €9.49 to buy MP3.
- Caga Tió (nadala)** by Caga Tió: Price \$0.99 to buy MP3.

How to create content that shows experience worldwide?

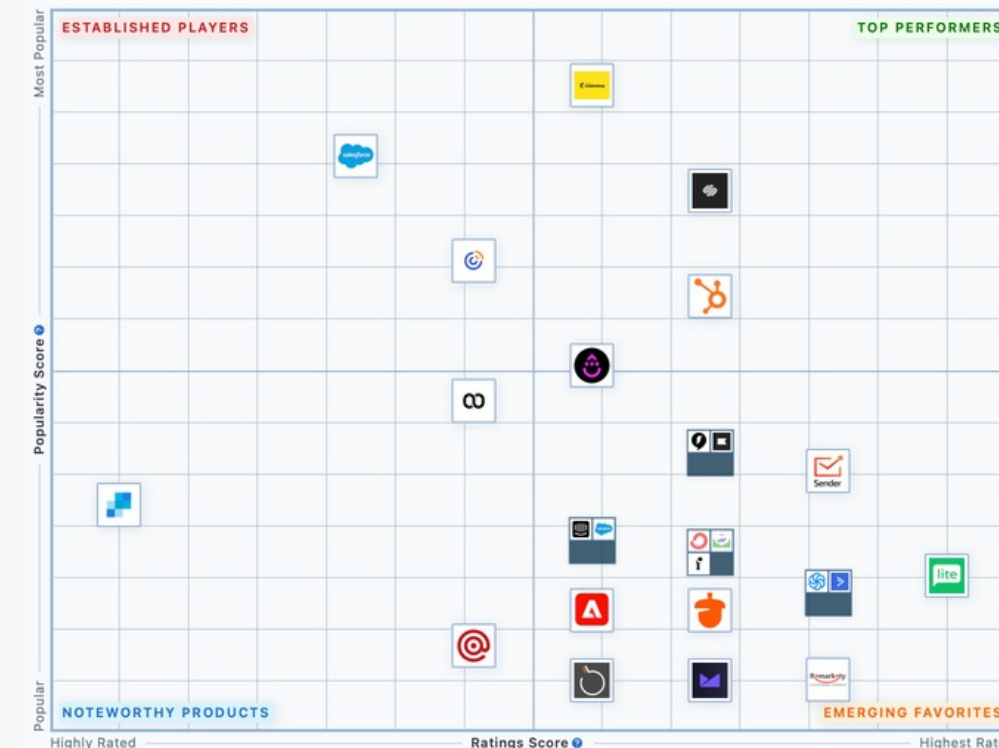
Get inspired by marketplaces, directories, etc. and learn what people think about your product / sector in each country

/ Discover the resources you need to grow your business

Compare software and service providers, and read verified reviews

Search for software, services, category, industry... **SEARCH**

Take this quiz to get a software shortlist that is right for you



Compare Alternatives

Mailchimp	SendGrid	Sendinblue
Starting from: \$0/Per-Month	Starting from: Not provided by vendor	Starting from: \$0/Per-Month
Pricing Model: Flat Rate		Pricing Model: Flat Rate
Overall Rating: ★ 4.5 (15915)	Overall Rating: ★ 4.2 (631)	Overall Rating: ★ 4.5 (1599)
Ease of Use ★ 4.4	Ease of Use ★ 4.1	Ease of Use ★ 4.5
Customer Service ★ 4.2	Customer Service ★ 3.8	Customer Service ★ 4.5
Features ★ 4.4	Features ★ 4.1	Features ★ 4.4
Value for Money ★ 4.4	Value for Money ★ 4.0	Value for Money ★ 4.5
Core Features 15/15	Core Features 14/15	Core Features 14/15

[VIEW ALL COMPETITORS](#)

[VIEW FULL COMPARISON](#)

[VISIT WEBSITE](#) [VISIT PROFILE](#)

Pro
"SendPulse has been a useful tool in the creation of a bot to filter the subscribers of my business's channel. The ease in which to customise anything has been a big benefit to my team and I."
Ming Ying P.
Jun 24, 2021

Pro
"It's very easy to set up and has a nice backend site."
Nóra P.
May 18, 2021

Con
"It seemed strange that some of our e-mails were blocked by SendPulse, even though they were not spam."
Marina K.
Dec 28, 2020

Pro
"I like nothing other than the fact that I now know how to use Salesforce Marketing Cloud, which apparently is a great accomplishment. I'd personally rather use ANY other ESP."
Jennifer L.
Sep 22, 2020

Pro
"The experience has been outstanding. We are able to promote our campaigns reaching the customers at a faster pace and exposing them to various channels easily."
Ragavi K.
Jan 04, 2020

Con
"Their reporting is limited on Journey's and you'll need to extract all the data to do any deep dives."
Michael S.
Jul 31, 2020

How to create content that shows experience worldwide?

Analyze which are the best and worst rated reviews of your competitors and why. Identify the key purchase decision-making factors for users in relation to a product.

★☆☆☆☆

Unfortunately, I can NOT leave a review because the package has disappeared at the supplier DHL. Investigation has so far been unsuccessful. The support provided by Sofiia was excellent throughout the search. I filled up very well looked after and with my problem only taken.

★★★★☆☆

The plates are very nice... That's why I bought them. But: The shipping leaves much to be desired. 1st time the plates did not go to my home address without my knowledge and warning, but to a Hermes pick-up station on site. 2nd time they were, probably with foam press pot, pressed into the box so much that the unpacking has degenerated into a slaughter festival. I did not like both and let me refrain from further purchases.

★★★★★

The funniest and most original illustration ever. My Catalan colleagues loved it! Love the quality and illustration of this design. Item arrived quickly and seller was very friendly and communicative.

★★★★★

They're a little bigger than I expected, but just as adorable. In addition, each one is a little different from the others (eye position, smile...), so each one looks alike, but each one is unique. :)

How to create content that shows experience worldwide?

Include **commercial keywords** in your content strategy: when the potential customer is interested in the product and wants to investigate more.

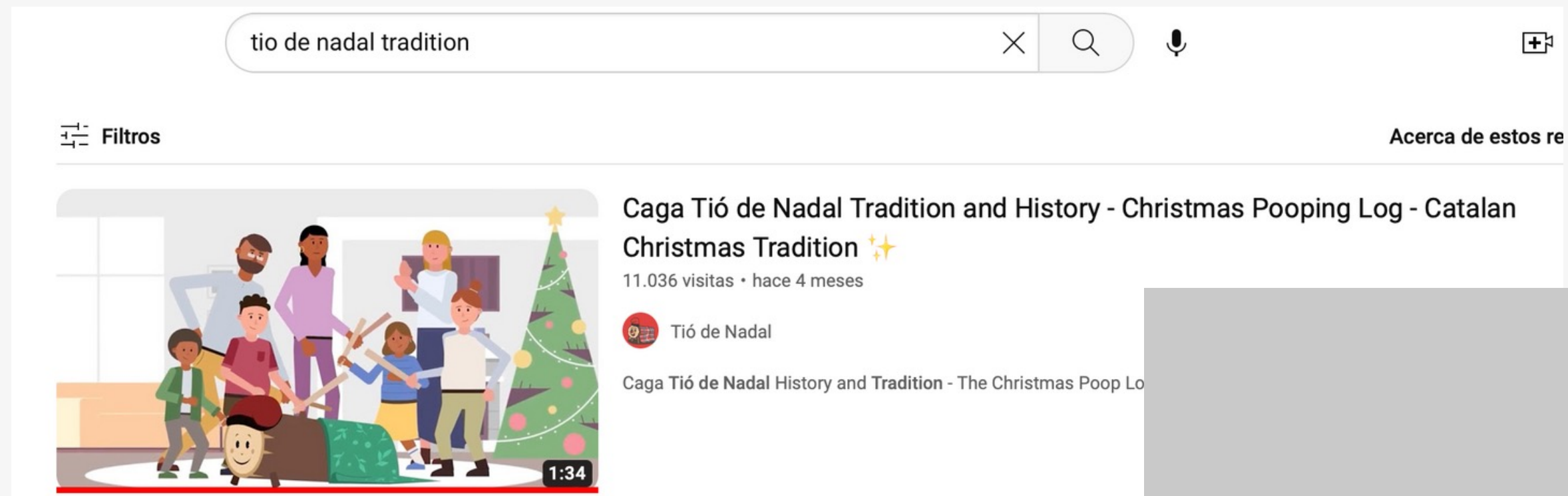
- Free
- Difference / vs
- Reviews
- Opinions
- ...

Keyword	Intent	Volu	KD %	CP
+ golo reviews >>	C	246,0K	69	
+ reviews >>	C	201,0K	100	
+ google reviews >>	C	165,0K	76	
+ national review >>	N C	165,0K	90	
+ tribune review >>	N C	165,0K	54	
+ review >>	C	135,0K	96	
+ nope reviews >>	C	74,0K	83	
+ the batman review >>	C	74,0K	90	

Keyword	Intent	Volu	KD %
+ ipad air vs ipad pro >>	I C	14,8K	71
+ ipad pro vs ipad air >>	C	14,8K	72
+ ipad vs ipad air >>	C	14,8K	80
+ ipad air vs ipad >>	C	8,1K	80
+ ipad air 4th vs 5th generation reddit >>	N	4,4K	38
+ ipad vs ipad pro >>	C	4,4K	56
+ ipad air vs pro >>	C	3,6K	70
+ ipad air vs ipad mini >>	C	2,9K	61

How to create content that shows experience worldwide?

Leverage other channels such as Tik Tok or YouTube to demonstrate your experience with your product (and your expertise).



Experience and expertise will enable to differentiate ourselves from the AI.

However, this does not mean that we cannot use AI to benefit ourselves...

AI can be useful for automating processes, content inspiration...



Experience and expertise help us to build website's reputation

A website's reputation is based on the experience of real users and the opinions of people who are experts. Websites may represent real companies, organizations, and other entities. Reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

Instead, look for independent reviews, references, recommendations by experts, news articles, and other sources of credible information about the website. Look for information written by a person or organization, not statistics or other machine-compiled information. News articles, Wikipedia articles, blog posts, magazine articles, forum discussions, and ratings from independent organizations can all be great sources of reputation information.

Build brand authority in each of your markets

Usually, when we have more reputation, it is more likely to get mentions from industry magazines, websites, blogs, social media, industry experts...

They need to see us as their go-to source of information.

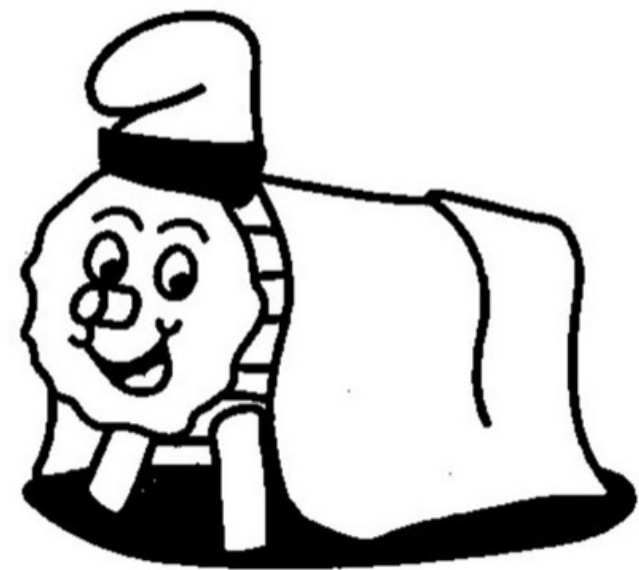
If we are leading companies in our respective markets, we will achieve more brand authority.



Authoritativeness: Consider the extent to which the content creator or the website is known as a go-to source for the topic. While most topics do not have one official, Authoritative website or content creator, when they do, that website or content creator is often among the most reliable and trustworthy sources. For example, a local business profile page on social media may be the authoritative and trusted source for what is on sale now. The official government page for getting a passport is the unique, official, and authoritative source for passport renewal.

How to increase brand authority in different markets?

- Create resource content: guides, tutorials, how-to's... that helps increase the likelihood that your content will be shared in each language.
- Create studies about your industry, trends, etc. If you are in different markets you can make comparisons, have data that your competitors may not have.



Christmas Caga Tió to paint

Departament de Cultura

Recull de cançons de Nadal tradicionals en català

Actuació digital en línia (no presencial)

11/05/2022

Recull de cançons de Nadal tradicionals en català

El Departament de Cultura ofereix aplecs de cançons de Nadal tradicionals catalanes que de ben segur que fareu cantar més d'una vegada enlluïats de la família, els amics i els companys de festa.

How to increase brand authority in different markets?

- Get featured on Wikipedia in your target languages.

Referències [modifica]

- ↑ La Tronca de Navidad
 - ↑ ALCOVER I SUREDA, Antoni Maria. «Nadaler». *DCVB*. [Consulta: 22 desembre 2022].
 - ↑ «Festes d'arbres». *Web. Generalitat de Catalunya*, 2012. [Consulta: Agost 2013].
 - ↑ COSTA, Roger «Quin significat té la tradició de fer cagar el tió?». *Sàpiens* [Barcelona], núm. 74, desembre 2008, p. 5. ISSN: 1695-2014 .
 - ↑ «Els misteris del tió». *Vilaweb*. [Consulta: 24 desembre 2021].
 - ↑ «cagatió». *ésAdir*.
 - ↑ «cagatió». *Gran Diccionari de la Llengua Catalana*. Barcelona: Grup Enciclopèdia Catalana. [Consulta: 9 desembre 2014].
 - ↑ ALCOVER, Antoni M.; MOLL, Francesc de B. «cagatio». A: *Diccionari català-valencià-balear*. Palma: Moll, 1930-1962. ISBN 8427300255.
 - ↑ «Quin dia es caga el Tió de Nadal?». *denadal.cat*, 01-09-2021. [Consulta: 11 setembre 2021].
 - ↑ «Tradiciones en evolución» (en castellà) *La Vanguardia*. 19-12-2011 [Consulta: 1 març 2014].
-
- ↑ «"TOP10 kentsakat jõulutraditsiooni: El Cagner teeb Kristuse sünni juures seda, mida potil tehakse!" . *Delfi*. 21.12.2012. Vaadatud 3.12.2021.
 - ↑ ^{2,0} ^{2,1} Mirjam Johannes. «Minu Barcelona» . *Petrone Print*. Vaadatud 3.12.2021.
 - ↑ «"A traditional nativity scene, Catalan-style" . *BBC*. Vaadatud 3.12.2021.
 - ↑ «"History of the Caganer. Where did the tradition come from?" . *Tio de Nadal*. 26.7.2021. Vaadatud 3.12.2021.

How to increase brand authority in different markets?

- Get listed in local directories or marketplaces.

The image shows a Google search result for "tio de nadal for sale". The search bar contains the text "tio de nadal for sale" and the Google logo. Below the search bar, there are navigation options: All, Images, Shopping, Videos, News, More, and Tools. The search results show "About 754,000 results (0.41 seconds)". A sponsored section titled "Sponsored · Shop tio de nadal" displays five product listings:

Product	Price	Platform
Tió de Nadal - Christmas Lo...	\$44.05	Etsy
Tió De Nadal Coffee Mug ...	\$19.25	Redbubble
Tió de Nadal - Catalan...	\$49.55	Etsy
Tió de Nadal // Pooping Log ...	\$65.00	Etsy
Tio De Nadal Coffee Mug ...	\$17.77	Redbubble

Below the sponsored listings, there is a website listing for "tiodenadal.online" with the URL "https://www.tiodenadal.online". The listing includes the title "Buy Tió de Nadal & Caganer online | tiodenadal.online", a date "Oct 19, 2022", and a description: "We offer on sale Tió de Nadal for sale of proximity, elaborated by artisans in Catalonia. Most of our Caga Tió logs for sale are...". There are also links for "Contact", "Caganer", and "Blog". A small image of a Tio de Nadal figure is shown next to the listing. Below this, there is another link for "Tió de Nadal For Sale Online | tiodenadal.online" with a description: "We have a wide catalog of Tió de Nadal for sale. Most of them are made by artisans from Arbúcies, in Montseny (Catalonia). Our Christmas Caga Tió have been ...".

How to increase brand authority in different markets?

- **Informational keyword research** about our topic to see which media, magazine... in each country ranked for them. Get in touch.

Barcelona Yellow
https://www.barcelonayellow.com › 625-caga-tio-chris...
Tió de Nadal - Caga tió - Catalan Christmas log and song
Dec 11, 2022 — A popular Christmas tradition in Barcelona and the Catalonia province of Spain is the **'Tió de Nadal'** also called the 'Caga tió.'

NPR
https://www.npr.org › sections › thesalt › 2017/12/22 › c...
A Catalan Log That Poops Nougats At Christmas - NPR
Dec 22, 2017 — "Any candy type can be placed in **Tió de Nadal**," Jordi Manes, a professor of nutrition at the University of Valencia, wrote me in an email. But ...

ConvoSpanish
https://convospanish.com › Spanish Culture
The Story Behind El Tio de Nadal - The Catalan 'Poop Log'
El **Tió de Nadal** (a Christmas log in Catalan) is an important part of the Catalan Christmas traditions. It is a piece of a wooden trunk that kids hit with a ...

Berkshire Eagle
https://www.berkshireeagle.com › berkshirelandscapes
In Barcelona, Christmas presents are given by 'Tió de Nadal'
Dec 22, 2022 — Eagle reporter Aina de Lapparent Alvarez grew up in Spain with the Catalan tradition of **"Tió de Nadal"** — Christmas log in English.


naturaki.com
https://www.naturaki.com › tio-christmas-caganer
Where does the Tió de Nadal and Caganer tradition come ...
Updated December 2022. The **Tió de Nadal** or Cagatió is one of the traditions most deeply rooted in Catalan Christmas. Together with the figure of the Caganer ...

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 https://www.npr.org/sections/thesalt/2017/12/22/572569325/caga-ti-a-catala...npr.org	50	154	452	1,8K	464
2 https://theculturetrip.com/europe/spain/articles/who-is-caga-tio-and-why-do-...theculturetrip.com	41	25	74	459	157
3 https://www.fisarentals.com/en/blog/caga-tio-catalan-christmas-tradition/fisarentals.com	0	0	0	226	109
4 https://en.wikipedia.org/wiki/Tió_de_Nadalwikipedia.org	54	368	1,5K	2,0K	188
5 https://suitelife.com/events-and-festivals-in-barcelona/the-strangest-catalan-...suitelife.com	9	7	8	85	150
6 https://www.barcelonayellow.com/barcelona-christmas-articles/625-caga-tio-...barcelonayellow.com	17	15	24	411	200


How to increase brand authority in different markets?

- **Navigation search intent study** of the main brands + product in each region to identify the most authoritative sites for your products.

+ fossil smartwatch >>	N T	22,200	68	●
+ fitbit smartwatch >>	N T	5,400	95	●
+ fossil hybrid smartwatch >>	I N	2,900	46	●
+ smartwatch amazon >>	N T	1,900	64	●
+ amazfit smartwatch >>	N T	1,000	52	●
+ itouch smartwatch >>	N T	1,000	54	●
+ tmobile smartwatch >>	N T	1,000	56	●
+ samsung smartwatch tv >>	N T	880	77	●
+ bugatti smartwatch >>	N	720		



+ fossil hybrid smartwatch >>	N T	1,000	39	●
+ samsung smartwatch uk >>	N T	1,000	50	●
+ smartwatch amazon >>	N T	1,000	34	●
+ argos smartwatch >>	N T	590	28	●
+ currys smartwatch >>	N T	590	45	●
+ smartwatch amazon uk >>	N T	590	30	●
+ montblanc smartwatch >>	N T	480	41	●
+ oneplus smartwatch >>	N	480		



*When users search for a specific product + brand / website

Expertise
Experience
Authority

...

will help to show **Trust** to sellers around the world, so they will more likely buy in our website

Trust, the last but not the least

3.4 Experience, Expertise, Authoritativeness, and Trust (E-E-A-T)

Experience, Expertise, Authoritativeness and Trust (E-E-A-T) are all important considerations in PQ rating. The most important member at the center of the E-E-A-T family is Trust.



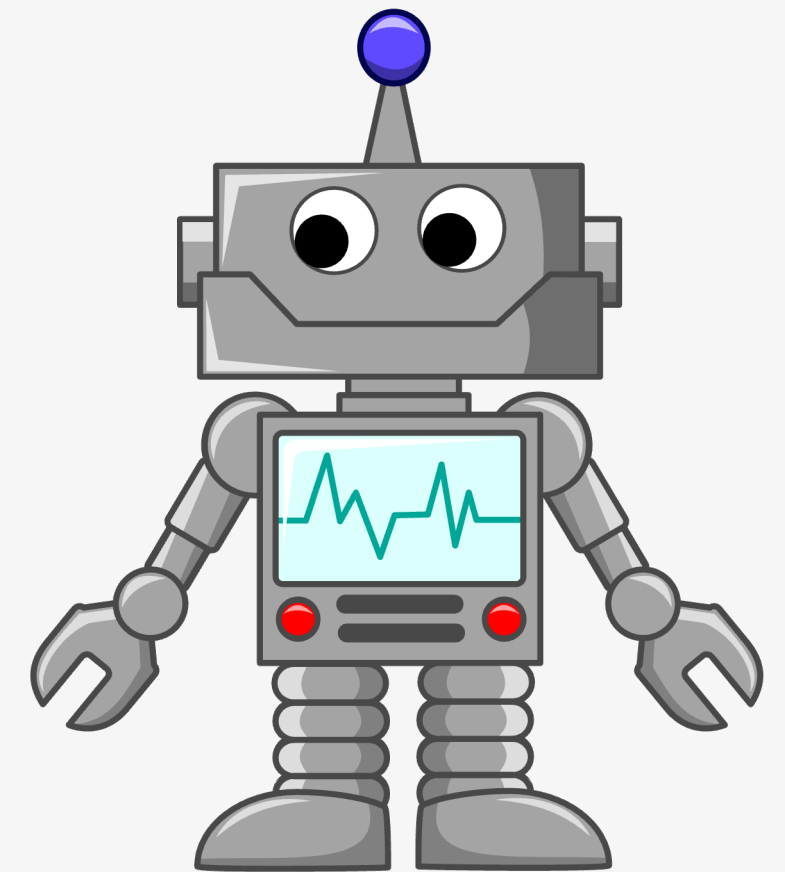
Trust: Consider the extent to which the page is accurate, honest, safe, and reliable.

Trust is the most important member of the E-E-A-T family because untrustworthy pages have low E-E-A-T no matter how Experienced, Expert, or Authoritative they may seem. For example, a financial scam is untrustworthy, even if the content creator is a highly experienced and expert scammer who is considered the go-to on running scams!

What else can we do to show that we are a trustworthy international site?

People from other countries have to trust that behind your website there is a person, a company... That you are not a fraud!


If a page is untrustworthy for any reason, it has low E-E-A-T.




Payments methods, which is the most popular?

- Include the most popular payment methods for your audience (Paypal, bizum, visa...)
- Show that you offer secure online payment (through certificates, reviews, popular systems...)

The UK	Visa + Mastercard (50%)
The Netherlands	iDeal (83%)
Germany	Digital Wallets (53%)
Belgium	Bancontact (53%)
Italy	Digital Wallets (53%)
Spain	PayPal (50%)
France	Digital Wallets (46%)

Pay with credit card 

Click the button to pay with credit card

PayPal  [What is PayPal?](#)

Direct bank transfer

<https://ecommercenews.eu/online-payment-methods-europe/>

Reliable customer service

- Create a detailed 'About me page'. Explain who you are, who are the suppliers of your products, the origin, the manufacturing process... Are you a trustworthy source?



Home

Caga Tió de Nadal ▾

Caganer

Blog

FAQs

About

Contact

🇬🇧 English ▾



Caga Tió de Nadal log for sale

The **Tió de Nadal**, popularly known as **Caga Tió de Nadal**, is one of the most emblematic, unique and internationally known figures of Christmas in Catalonia.

And there is no other figure that makes so much Christmas to any Catalan home! From tiodenadal.online we put on sale Christmas logs for sale manufactured, most of them, in the Montseny, more specifically in Sant Hilari Sacalm, one of the Catalan villages with more tradition elaborating Caga Tió! They are produced with dry firewood, so that no tree is cut to make the tiones.

Manufactured by craftsmen from Sant Hilari Sacalm (in house, Sant Hilari Sacalm and Oliver Art SL the Caganers) **we offer for sale a wide range of Caga Tió de Nadal** with various **faces and sizes**, whether to make gifts, decorate the house for Christmas parties or to make it shit! We recommend buying blighters from 30cm in length if you want to make shit with family or friends to bring you lots of gifts and sweets on Christmas night! However, if you want to buy a Tió for decoration, the Tió de Navidad Small and Medium or the Mini Tió de

Reliable customer service

- Include a 'FAQs' page with the most popular questions from customers

FAQs about our products

- + How much does a Tió de Nadal weigh?
- + How are the Caga Tió logs measured?
- + Are the Christmas Caga Tió detachable?
- + Where are the Caga Tió de Nadal from?
- + Is the forest damaged while making the Caga Tió?

FAQs about International delivery

- + Can I buy a Tió and a Caganer from any country?
- + How much does shipping cost?
- + What happens if my product is damaged?
- + How do Caga Tió shipments work in Catalonia?

Reliable customer service

- Reliable customer service
 - Direct contact channel for users: chat, WhatsApp...
 - Answer in less than 24h
 - Include your location



The screenshot shows a Google Business Profile for a shop named 'denadal.cat! Comprar Tió de Nadal i Arbres de Nadal' located in Sant Hilari Sacalm, Girona. The profile includes a map showing the location, a 5.0 star rating from one Google review, and service options like 'Compra en tienda', 'Recogida en tienda', and 'A domicilio'. The address is Carrer Vic, 2, 17403 Sant Hilari Sacalm, Girona. The phone number is 646 32 07 76. The profile also lists three products: 'Avet de Nadal - ...' (59,95-89,95 €), 'Comprar Cagane...' (8,95 €), and 'Caganer per al p...' (8,95 €).

denadal.cat! Comprar Tió de Nadal i Arbres de Nadal

Sitio web Cómo llegar Guardar Llamar

5,0 ★★★★★ 1 reseña de Google

Tienda de artículos navideños en Sant Hilari Sacalm

Opciones de servicio: Compra en tienda · Recogida en tienda · A domicilio

Dirección: Carrer Vic, 2, 17403 Sant Hilari Sacalm, Girona

Horario: Cerrado · Apertura: 9:00 ▾

Teléfono: 646 32 07 76

Provincia: Girona

Sugerir un cambio · ¿Eres el propietario de esta empresa?

Productos Ver todo

Avet de Nadal - ...
59,95-89,95 €

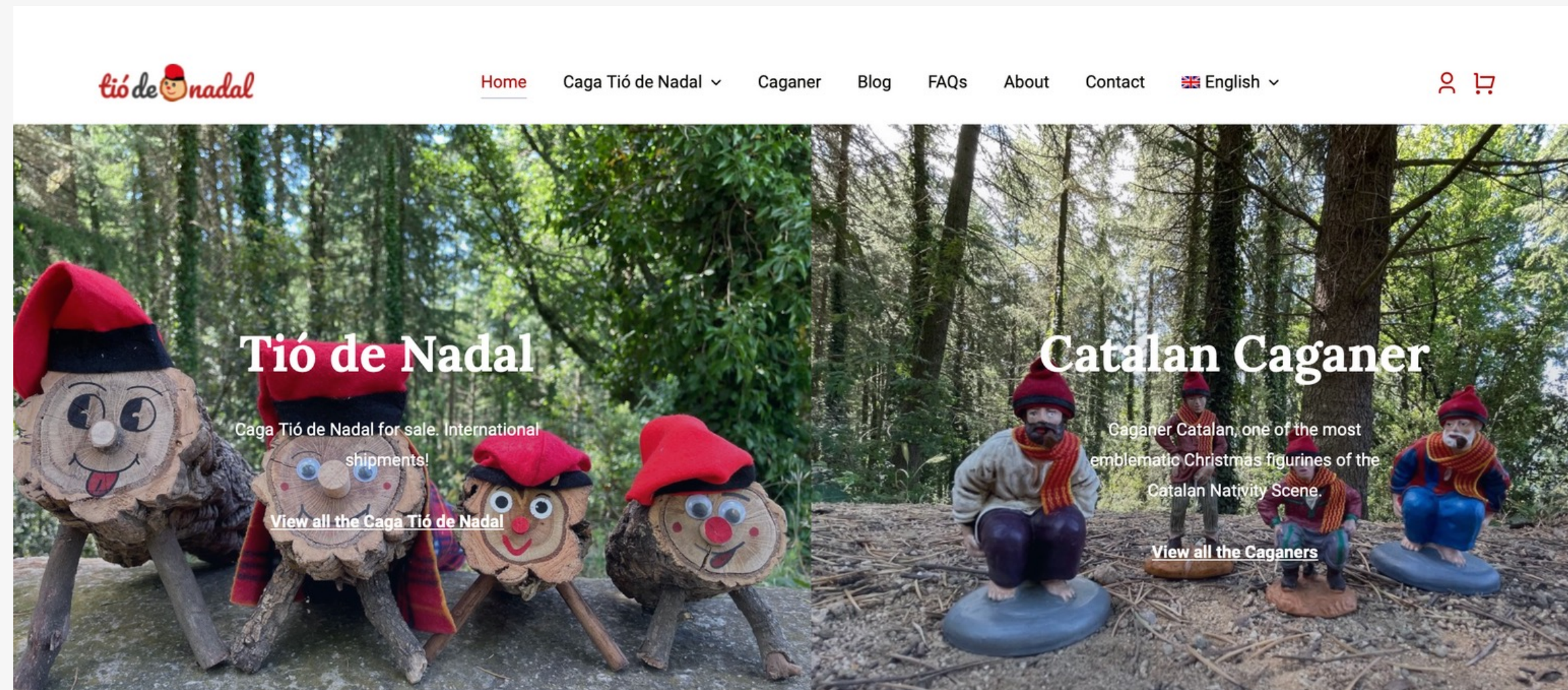
Comprar Cagane...
8,95 €

Caganer per al p...
8,95 €

Ver categorías

Reliable brand name

- If possible, the brand name should be international. Users from all over the world must be able to understand your brand.



How to know how Google analyzes if you are a reliable source?

- Identify how Google evaluates your site as a source or a as a topic reference


tiodenadal.online
https://www.tiodenadal.online

About this result

Beta



Source

 tiodenadal.online was first indexed by Google in April 2021

- <https://www.tiodenadal.online/>
- Your connection to this site is **secure**

More about this page



About this result

Beta



Source

 Netflix, Inc. is an American media company based in Los Gatos, California. Founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California, it operates the over-the-top subscription ... [Wikipedia](#)

- <https://www.netflix.com/>
- Your connection to this site is **secure**

More about this page



How to know how Google analyzes if you are a reliable source?

- Identify how Google evaluates your site: Your search & this result

Your search & this result

- These search terms appear in the result: **tio, de, nadal,** and **sale**
- Terms related to your search appear in the result: **tió** and **buy**
- This result has images related to your search
- The result is in English
- This result seems relevant for searches from many regions, including the United States

Learn more search tips >

Your search & this result

- These search terms appear in the result: **christmas** and **tree**
- Other websites with your search terms link to this result
- The result is in English
- This result seems relevant for searches from the United States

Learn more search tips >

- Other websites with your search terms link to this result
- The result is in English
- This result seems relevant for this search, even though it typically appears for searches outside the United States

Your search & this result

- These search terms appear in the result: **caga, tio,** and **es**
- A term related to your search appears in the result: **tió**
- This result has images related to your search
- This result seems relevant, even though it's not in English
- This result seems relevant for this search, even though it typically appears for searches outside the United States

How to know how Google analyzes if you are a reliable source?

- Identify how Google evaluates your site: Your search & this result

Search info & tips you might find

The "Your search & this result" section in the "About this result" panel might list one or more of the following relationships between your search, your search settings, and a result.

Search terms & related terms



Relevant links



Websites



Location: City or State



Country/Region and Language



Publication date



Content type



Explicit results



Acerca de este resultado Beta



Fuente

Google indexó por primera vez tiodenadal.online en April 2021

- <https://www.tiodenadal.online/es/>
- Tu conexión a este sitio es **segura**

Más sobre esta página



Esto es un resultado de búsqueda, no un anuncio. Solo los anuncios son de pago, y siempre aparecen con la etiqueta "Patrocinado" o "Anuncio".

Configuración de privacidad

Cómo funciona la Búsqueda

En caché

```
<link rel="alternate" hreflang="en" href="https://www.tiodenadal.online" />
<link rel="alternate" hreflang="es" href="https://www.tiodenadal.online/es/" />
<link rel="alternate" hreflang="x-default" href="https://www.tiodenadal.online" />
```

To sum up, It is not always easy to start a strategy in a new market...

Experience, Expertise, Authoritativeness and Trust (E-E-A-T) are all important considerations in PQ rating. The most important member at the center of the E-E-A-T family is Trust.



Trust: Consider the extent to which the page is accurate, honest, safe, and reliable.

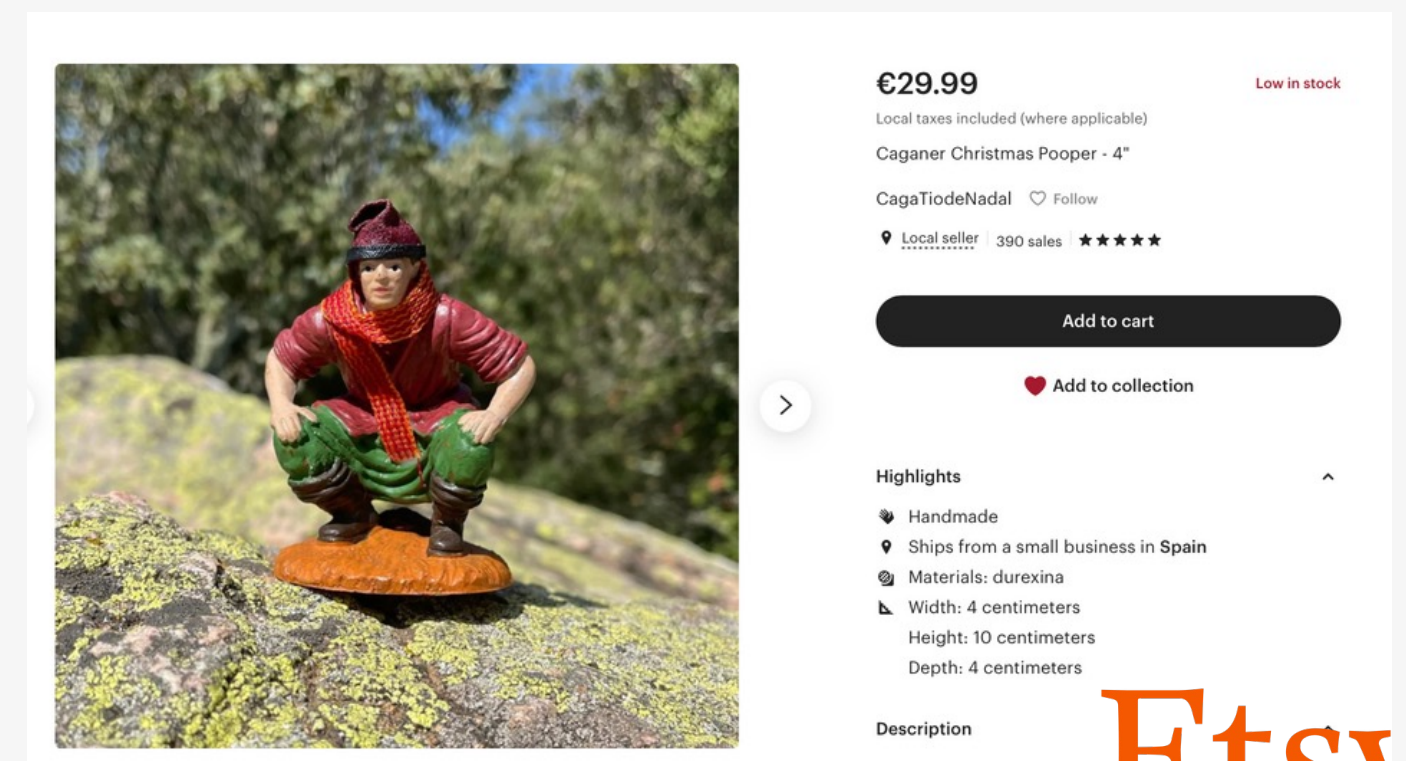
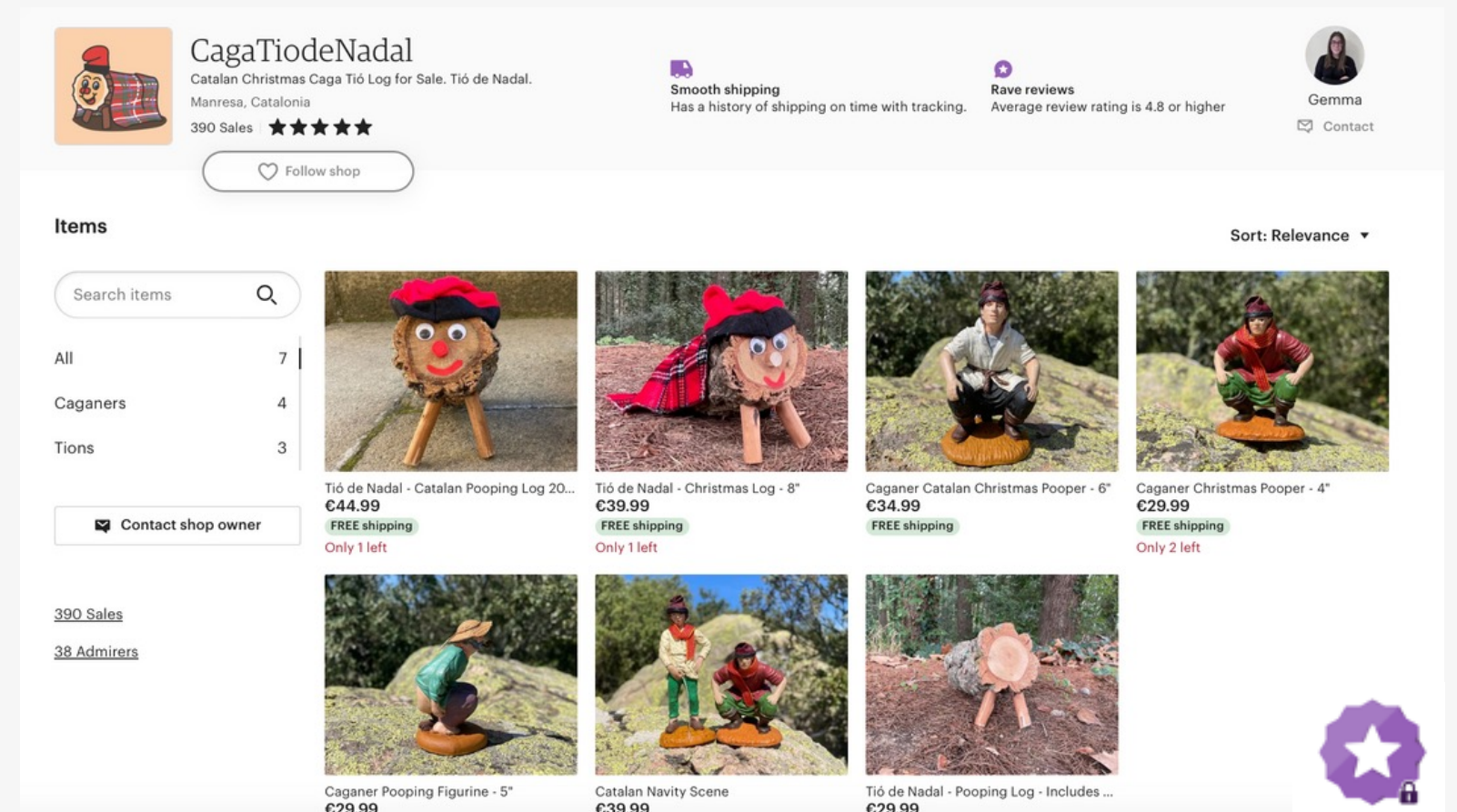
One solution, to start selling in a new market, is through websites that already have a high authority, which users trust...

Marketplaces

Analyze which one is better for you

Key takeaways:

- Renew your own product lists.
- Define the shipping cost for each country.
- Include a good description of your product
- Become a star seller.
- Offers discounts and promotions.
- Always be reactive and helpful by offering a friendly service.
- Keep in mind the fees and commissions.
- Reviews, as always, are crucial.
- Include tracking code in the order.
- Define your product with the most appropriate keywords.
- Include images and videos.
- Personal and friendly service.



Etsy

Thank you!

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