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...
### Distribution by Country

<table>
<thead>
<tr>
<th>Countries</th>
<th>Traffic Share</th>
<th>Traffic</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>100%</td>
<td>3.4K</td>
<td>1.4K</td>
</tr>
<tr>
<td>ES</td>
<td>56%</td>
<td>1.9K</td>
<td>681</td>
</tr>
<tr>
<td>US</td>
<td>23%</td>
<td>772</td>
<td>362</td>
</tr>
<tr>
<td>UK</td>
<td>5.7%</td>
<td>190</td>
<td>38</td>
</tr>
<tr>
<td>CD</td>
<td>2%</td>
<td>66</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>432</td>
<td>337</td>
</tr>
</tbody>
</table>
What happened on April 2021? What went wrong? What was a success? How did we manage 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).
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.

<table>
<thead>
<tr>
<th>Transactional Keywords</th>
<th>Monthly Searches</th>
<th>Competition</th>
<th>Monthly Clicks Estimation</th>
<th>Expected conversions (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. negre de roig</td>
<td>86000</td>
<td>2</td>
<td>8,141</td>
<td>74.6</td>
</tr>
<tr>
<td>2. negre de roig</td>
<td>86000</td>
<td>4</td>
<td>8,141</td>
<td>74.6</td>
</tr>
<tr>
<td>3. negre de roig</td>
<td>86000</td>
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<td>8,141</td>
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</tr>
<tr>
<td>4. negre de roig</td>
<td>86000</td>
<td>8</td>
<td>8,141</td>
<td>74.6</td>
</tr>
<tr>
<td>5. negre de roig</td>
<td>86000</td>
<td>10</td>
<td>8,141</td>
<td>74.6</td>
</tr>
<tr>
<td>6. negre de roig</td>
<td>86000</td>
<td>12</td>
<td>8,141</td>
<td>74.6</td>
</tr>
</tbody>
</table>

Total Number of Conversions per Month: 28
Total Probability of Conversions per Season: 113.1
Net profit margin: 1.1K
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
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
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
But we managed to turn it around!
What did we achieve?
What did we achieve?
What did we achieve?
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

<table>
<thead>
<tr>
<th><strong>Experience</strong> is valuable for almost any topic. Social media posts and forum discussions are often <strong>High</strong> 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 <strong>High</strong> quality.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expertise</strong> 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.</td>
</tr>
<tr>
<td><strong>Authoritative</strong> 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.</td>
</tr>
<tr>
<td><strong>Trust</strong> is especially important for <strong>High</strong> 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.</td>
</tr>
</tbody>
</table>
E-E-A-T, a trending topic

Google Search's product reviews system and your website

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

Thursday, December 15, 2022

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

Google Search's helpful content system and your website

Google Search's helpful content system generates a signal used by our automated ranking systems to identify 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.

Spam policies for Google web search

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.

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 of 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"

Acne

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.

Symptoms & causes

Diagnosis & treatment

Doctors & departments

Acne myths
Those factors have little effect on acne:

https://www.mayoclinic.org/diseases-conditions/acne/symptoms-causes/syc-20368047
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?
- ...
59% of buyers prefer to buy products from the brands they trust.

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


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!


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).
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. 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.


'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 taulell 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 Itechapados 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%)

* Responses of apparel shoppers surveyed across 11 markets
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, authoritiveness, 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 wall 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:
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

<table>
<thead>
<tr>
<th>Page level 1</th>
<th>Page level 2</th>
<th>Keyword language / region 1 (e.g. English or US)</th>
<th>Volume</th>
<th>Similar or related keywords</th>
<th>Keyword language / region 1 (e.g. Spain or Spanish)</th>
<th>Volume</th>
<th>Similar or related keywords</th>
<th>Title SEO language 1</th>
<th>Meta-description lang. 1</th>
<th>H1.. lang. 1</th>
<th>Product peculiarities (geolocalized)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laundry</td>
<td>Commercial washing machines</td>
<td>Commercial washing machines</td>
<td>$400</td>
<td>commercial washing machine for sale, commercial washing machine prices</td>
<td>Lavadora industrial</td>
<td>2400</td>
<td>lavadora industrial precio</td>
<td>Commercial washing machines</td>
<td>Laundry equipment London</td>
<td>Brand</td>
<td>Commercial washing machines</td>
</tr>
<tr>
<td>Page A</td>
<td>Subcategory page</td>
<td>Keyword 1</td>
<td>Volume</td>
<td>Similar or related keywords</td>
<td>Keyword 2</td>
<td>Volume</td>
<td>Similar or related keywords</td>
<td>Title 1</td>
<td>Meta-description 1</td>
<td>H1, H2...</td>
<td></td>
</tr>
<tr>
<td>Page B</td>
<td>Subcategory page</td>
<td>Keyword 1</td>
<td>Volume</td>
<td>Similar or related keywords</td>
<td>Keyword 2</td>
<td>Volume</td>
<td>Similar or related keywords</td>
<td>Title 1</td>
<td>Meta-description 1</td>
<td>H1, H2...</td>
<td></td>
</tr>
</tbody>
</table>

https://docs.google.com/spreadsheets/d/1cemoXaPFOO340zdj-S8kl62wVnqS04RLdHh73CLH4SY/edit#gid=538961973
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

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Volume</th>
<th>KD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>caga tío</td>
<td>8,1K</td>
<td>20</td>
</tr>
<tr>
<td>caga tió</td>
<td>4,4K</td>
<td>43</td>
</tr>
<tr>
<td>caga tío cançò lletra</td>
<td>880</td>
<td>18</td>
</tr>
<tr>
<td>caga tío dibujo</td>
<td>720</td>
<td>25</td>
</tr>
<tr>
<td>el caga tío</td>
<td>720</td>
<td>21</td>
</tr>
</tbody>
</table>

**Keyword Variations**

95 Total volume: 920

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Volume</th>
<th>KD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>caga tío</td>
<td>320</td>
<td>28</td>
</tr>
<tr>
<td>caga tío barcelona</td>
<td>90</td>
<td>14</td>
</tr>
<tr>
<td>cataluña caga tio</td>
<td>90</td>
<td>38</td>
</tr>
<tr>
<td>caga tío gegant</td>
<td>70</td>
<td>16</td>
</tr>
<tr>
<td>caga tío de peluche</td>
<td>50</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Spain  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
# Subfolders or subdomains to rank for specific languages

<table>
<thead>
<tr>
<th>URL structure options</th>
<th>Pros:</th>
<th>Cons:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country-specific domain</strong></td>
<td>example.de</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cons:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subdomains with gTLD</strong></td>
<td>de.example.com</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cons:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subdirectories with gTLD</strong></td>
<td>example.com/de/</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cons:</td>
</tr>
<tr>
<td><strong>URL parameters</strong></td>
<td>site.com?loc=de</td>
<td>Not recommended.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cons:</td>
</tr>
</tbody>
</table>

[https://developers.google.com/search/docs/specialty/international/managing-multi-regional-sites](https://developers.google.com/search/docs/specialty/international/managing-multi-regional-sites)
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
Explore the SERPs of the different localizations and languages of your markets

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

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 you going to become an expert in the field around the world?

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

Gemma Fontané
https://www.gemmafontane.com/en/

Caga Tió, ("Poop, Tió"); avellanes i turró ("hazelnuts and turron"); no caiguis enrengades ("Don't poop sardines"); que són massa salades ("They are too salty"); caga torrons ("Poop turrons"); 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 figure on top: He's crouching, has his pants pulled down and he is — yes — pooping. It's called a

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 a specific topic (content, internal links...).
- **In depth keyword research will help you become the expert**: Multilingual Keyword Research & Keyword Gap Analysis
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.
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

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 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

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**Average item review**: ★★★★★ (341)

See reviews that mention:

- **Quality**: 94
- **Shipping**: 129
- **Customer service**: 104

---

★★★★★

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.

★★★★★

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

- 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

https://www.invespcro.com/blog/cross-border-shopping//
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
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.
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

https://www.capterra.com/ or https://www.trustpilot.com
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 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.

★★★★☆
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.

★★★★★
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?
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 Analysis

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Intent</th>
<th>Vol:</th>
<th>KD %</th>
<th>CF</th>
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<td></td>
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<td>C</td>
<td>74K</td>
<td>83</td>
<td></td>
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<tr>
<td>the batman review</td>
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<td>74K</td>
<td>90</td>
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</table>

### Additional Keywords

<table>
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<tbody>
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<td>C</td>
<td>2,9K</td>
<td>61</td>
</tr>
</tbody>
</table>
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 us 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.

**Authoritateness:** 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.
How to increase brand authority in different markets?

- Get featured on Wikipedia in your target languages.

Referències [modifica]

1. ↑ La Tronca de Navidad
2. ↑ ALCOVER i SUREDA, Antoni Maria. «Nadaler». DCVB. [Consulta: 22 desembre 2022].
4. ↑ COSTA, Roger «Quin significat té la tradició de fer cagar el tió?». Sàpiens [Barcelona], núm. 74, desembre 2008, p. 5. ISSN 1695-2014.
5. ↑ «Els misteris del tió». Vilaweb. [Consulta: 24 desembre 2021].
6. ↑ «Cagatío». ésAdic.
9. ↑ «Quin dia es caga el Tió de Nadal?». denadal.cat, 01-09-2021. [Consulta: 11 setembre 2021].
10. ↑ «Tradiciones en evolución» (en castellà) La Vanguardia. 19-12-2011 [Consulta: 1 març 2014].

How to increase brand authority in different markets?

- Get listed in local directories or marketplaces.
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.
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.

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The UK</td>
<td>Visa + Mastercard</td>
<td>50%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>iDeal</td>
<td>83%</td>
</tr>
<tr>
<td>Germany</td>
<td>Digital Wallets</td>
<td>53%</td>
</tr>
<tr>
<td>Belgium</td>
<td>Bancontact</td>
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<tr>
<td>Italy</td>
<td>Digital Wallets</td>
<td>53%</td>
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<tr>
<td>Spain</td>
<td>PayPal</td>
<td>50%</td>
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<tr>
<td>France</td>
<td>Digital Wallets</td>
<td>46%</td>
</tr>
</tbody>
</table>

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?
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
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 topic reference

https://support.google.com/websearch/answer/12003459?hl=en and https://support.google.com/websearch/answer/11127743
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: *tío, de, natal, and sale*
  - Terms related to your search appear in the result: *tía 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](https://support.google.com/websearch/answer/10563935?visit_id=6381403103511459-1923711770&rd=1)

- 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*
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
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.
Thank you!

Gemma Fontané